

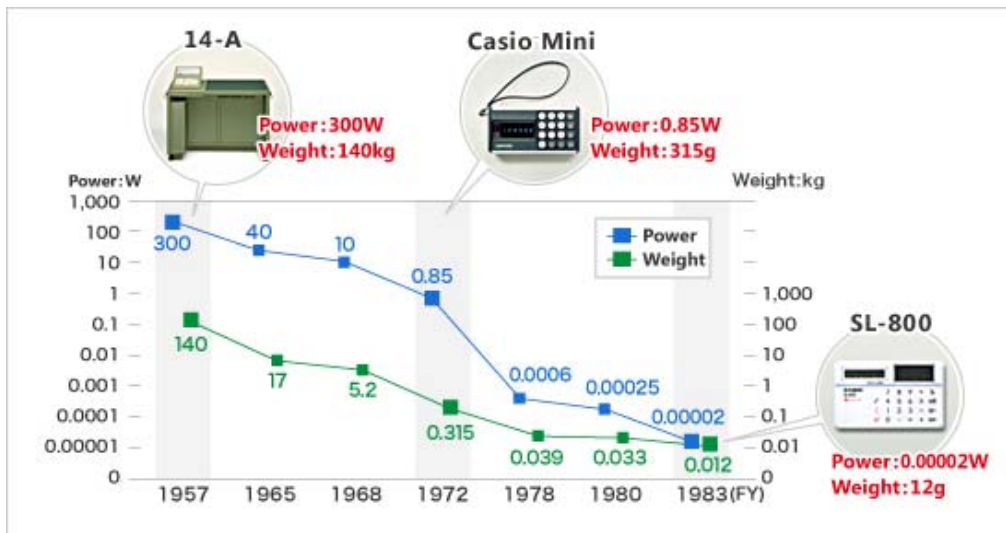
Developing Products that Save Resources and Energy

Since its foundation, Casio has created products which have minimal impact on the environment by striving to make its products more compact, lightweight, slim and energy efficient.

Products made 10,000 times lighter, using 15 million times less power

This section features Casio's Green Star Products and products that comply with external systems and laws and have obtained environment-related marks.

From Casio's first calculator to today's products



Casio's first calculator, the 14-A, had 342 relays and weighed 140 kg. Fifteen years later, through large-scale integration of the calculation circuits, the Casio Mini calculator weighed only 315 grams. With the SL-800 credit-card size calculator in 1983, all the parts were incorporated into a film, and it measured just 0.8 mm thick. This product weighed just 12 g, which is less than 1/10,000th the weight of the original 14-A. Not only that, it operates on just 0.02 mW, which is 1/15,000,000th the power consumption of the 14-A. Making products smaller saves resources and also reduces the energy required for shipping.

Cutting-edge functionality powered by solar energy

Solar power is one of the most attractive next-generation energies. Casio has been using solar power to drive its timepieces for more than 20 years. Rather than using a primary (single-use) battery, these products keep time using the power of light, thus consuming a minute amount of energy best measured at the microwatt level. Even if such products were to be used by 100 million people simultaneously, they would still only use as much power as a single 100-watt light bulb.

Casio's mass capacity solar rechargeable battery system is not only used to power its timepieces. It also powers their radio-controlled function, which keep accurate time by receiving radio waves, as well as sensors that measure air pressure and altitude. These products therefore achieve both energy conservation and cutting-edge functionality.



PRO TREK

Paperless electronic dictionaries

Electronic dictionaries require neither paper nor ink. Casio dictionaries offer the convenience of looking up words while on the go, at any time. If this kind of data were to be provided in printed form, it would result in a heavy and unwieldy published product. Casio has used the power of digital technologies to eliminate the need to carry around large amounts of information and also to reduce consumption of paper.

With today's dictionaries capable of functions only made possible by digital technologies, such as pronunciation assistance and handwritten text recognition, electronic dictionaries are continuing to evolve.



EX-word

Digital cameras make film obsolete

In 1995, Casio released its QV-10, the world's first consumer's digital camera with an LCD display. It required neither film, nor developing solution, nor paper for printing. The benefits of being able to immediately see a picture that had just been taken quickly won support for this entirely new kind of camera.

In 2002, sales of digital cameras surpassed that of film cameras, formally ushering in the age of digital photography.

No matter how many hundreds of photos one might take, digital photos eliminate the need to worry about wasting resources.



QV-10

Handheld terminals seek ease of use

Optimally shaped for easy grip

Design is weighted to provide the greatest sense of stability when the device is held in the user's hand. The back has a concave shape to give the user's fingers a natural place to rest, allowing a firm grip on the device. This device strives for gripability and stability, allowing the user to naturally move between a series of actions: picking up, holding, and carrying the handheld terminal. It is truly comfortable to hold.



Handheld terminal

Printer realizes ease of use and global economic and ecological value

Total pursuit of global economic and ecological value in a printer that realizes superior ease of use while reducing costs and conserves energy and protects the environment, including returnable toner cartridges with a carbon offset.

At approximately 0.4W^{*1} in sleep mode, lowest^{*2}-in-class energy performance
Uses biomass plastic for tabs, etc., on consumable items

*1 Standard configuration, sleep mode level 2

*2 As of June 2013. A3 color page printer, 30 color pages/minute (A4 width) class for Japanese market. Casio survey.



Printer

Setting the new standard for data projectors: hybrid light source

With its original mercury-free Laser & LED Hybrid Light Source, Casio has developed a long-life light source (about 20,000 hours) that improves cost performance. It can reach maximum brightness in just eight seconds, which greatly shortens the time required to achieve screen projection. Furthermore, since no cooling is required when the power is switched off, it can be shut down completely during short presentation breaks.



Data projector

High quality sound from a small unit

Casio has saved resources and energy by creating a slim, compact design. The compact design also greatly reduces CO₂ emissions during transport.



Electronic musical instruments