

History of Value Creation at Casio

Casio Computer Co., Ltd. was founded by the four Kashio brothers Tadao, Toshio, Kazuo, and Yukio. Applying their respective expertise, they founded Casio Computer in 1957 after successfully developing the world’s smallest electronic calculator. The second oldest brother Toshio, who was in charge of development, embraced the unique belief that invention is the mother of necessity. He believed not in developing the products based on user demand, but using the products we develop to create new demand among users. This became the development philosophy that advanced digital technology and helped provide society with new products and inventions, including calculators, timepieces, and electronic musical instruments. Today, this is the philosophy through which Casio continues to create new value.



Drove popularity of digital wristwatches

1974 Featuring an automated calendar that doesn't require adjustments Casiotron electronic digital watch



Optimization of office and storefront administration

1961 World's first compuwriter accounting computer/billing machine "TUC"



1976 Electronic cash register "Σ-50ER"



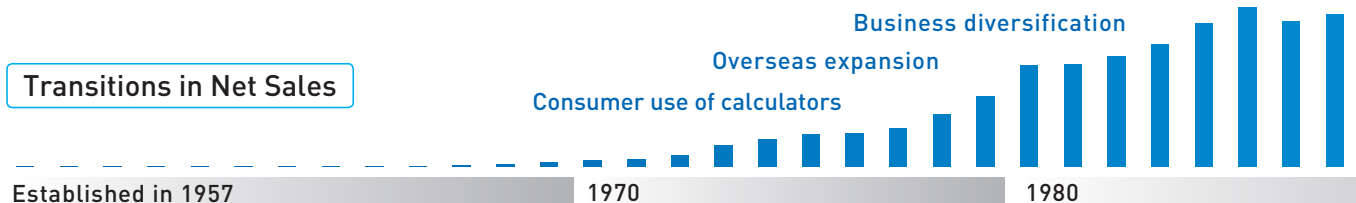
Dynamic optimization of computation work

1957 "14-A," the world's first compact all-electric calculator enabling quiet and high-speed calculations



Creation of the personal calculator market

1972 Expanded use of calculators to user households Casio Mini – The world's first personal calculator





Environmental load reduction at point of use
 2010 World's first mercury-free high luminescence projector "XJ-A145"

Projector Business



Expanded usage occasions and applications for mobile phones
 1999 Shock/water-proof mobile phone "C303CA"

2010 Sold off mobile phone business



Creation of electronic dictionary market
 1996 Electronic dictionary "XD-500" featuring full dictionary content

2016 Achieved total global electronic dictionary shipments exceeding 30 million units

Electronic Dictionary Business



Creation of compact digital camera market
 1995 Digital camera "QA-10," a filmless camera that allows users to check photos on the spot

2018 Withdrew from compact digital camera business



Promoted industry by supplying electronic devices
 1990 Launched outside sales of LCD panels

2010 Sold off device business

Expanded use of electronic musical instruments

1980 Casiotone 201, an electronic musical instrument for enjoying performances featuring the real sounds of various instruments

2019 Achieved total global electronic musical instrument shipments exceeding 90 million units

Musical Instrument Business



Disrupted the conventional concept of the wristwatch to rapidly expand watch applications

1983 Achieved innovative function of drop resistance Shock-resistant wristwatch G-SHOCK

2017 Achieved total global G-SHOCK shipments exceeding 100 million units

Timepiece Business

1985 LCD shutter-type page printer "LCS-2400"



1989 "ADPS R1," an office information processor requiring no user programming

System Equipment Business



Realizing effective mathematics learning by enabling use in class

1986 World's first graphing scientific calculator "fx-7000G" aiming at visual understanding of scientific formulas

2019 Total global shipments of calculators exceed 1.6 billion units

Educational Computer Business

Financial crisis of 2008
 Contraction of digital camera market
 Business selection and concentration

