

Our Value Creation Journey

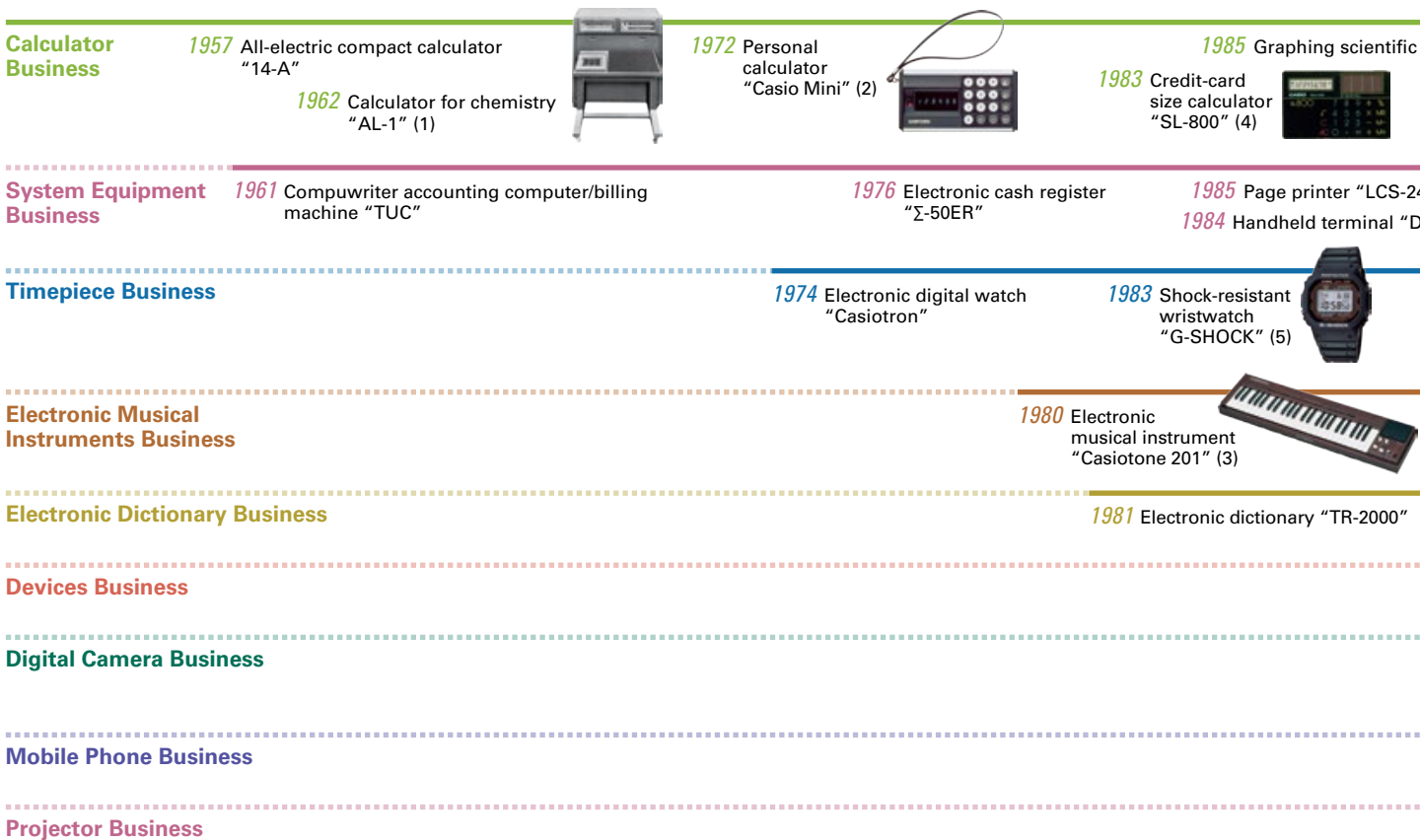
Since its establishment in 1957, Casio has passed down the development philosophy that invention is the mother of necessity. This means that rather than developing products based on user demand, we create the products that society requires. Casio continues to identify latent needs among customers and proposes new value to society while realigning its business portfolio according to the times.

Transitions in Business Composition



Transitions in Net Sales

Establishment in 1957



Products (1) to (7) above are registered in the National Museum of Nature and Science's Essential Historical Materials for Science and Technology.

1950s

Casio Computer Co., Ltd. was founded in 1957 after successfully developing the world's first compact all-electric calculator. Solving the speed, noise, and operability problems of calculators of the time, it brought greater efficiency to office work. This was truly an instance of a culture being created through inventions born of necessity.

1970s

Using the technology and know-how cultivated in calculators, Casio introduced one developed product after another, including electronic typewriters, scientific calculators, and electronic watches. Each of these products were smaller and more personal and were equipped with functions not previously available. Casio's presence grew worldwide as the new value proposed with uses that differed from past products was recognized.

1980s

In 1983, Casio released G-SHOCK, which overturned conventional watch wisdom of the day. It established new value in a shock-resistant watch that could withstand unprecedented impacts and vibrations. Later, it gained support among sports players and as a fashion accessory among young people. To this day, the brand remains unrivaled all over the world.

- *1. Main products: Electronic musical instruments, small LCD televisions, portable radios, system equipment
- *2. Main products: Calculators, label printers, electronic dictionaries, LCD televisions and other video equipment, digital cameras, electronic musical instruments
- *3. Main products: Mobile phones, handheld terminals
- *4. Main products: Electronic cash registers (including point-of-sale systems), office computers, page printers, data projectors
- *5. Main products: Factory automation systems, molds, toys, etc.
- *6. Main products: Watches, clocks, electronic dictionaries, calculators, label printers, electronic musical instruments, etc.
- *7. Main products: Handheld terminals, electronic cash registers, management support systems, data projectors, etc.
- *8. Main products: Molded components, dies, etc.



calculator "fx-7000G"

1989 Office information processor "ADPS R1"

T-6000"

1999 Wristwatch with GPS sensor "PRT-1GP" (7)



1996 "Ex-word XD-500"

1990 Launched outside sales of LCD panels

1995 Digital camera with LCD monitor "QV-10" (6)



2000 Cellular phone with water and shock resistance "C303CA"

2003 Projector "XJ-350"

2010 Mercury-free high-brightness projector "XJ-A145"

1990s

Casio benefitted from the increasing support of G-SHOCK among adults and women. We also continued developing products with functions, including the world's first digital camera for consumers with an LCD monitor, an electronic dictionary with in-depth content, and a shock/water-proof mobile phone. We continued making new proposals to society and promoted diversification.

2000s

In the early 2000s, we introduced new products to the global market, and sales were on the rise. In the latter half of the 2000s, however, the profitability of the mobile phone and device businesses in particular deteriorated, and combined with the financial crisis of 2007–2008 caused the markets that Casio had nurtured to dampen.

2010s

While the Timepiece and Educational Scientific Calculator Business continued to grow steadily, we began a fundamental review of our business portfolio. We transferred and withdrew from the consumer-targeted Compact Digital Camera Business, as well as the Devices and Mobile Phone businesses which saw a decline in profitability, shifting our policy to that of concentrating management resources in businesses that will continue creating value into the future.