

For Immediate Release

## Casio Releases New Baby-G Watch with Colorful Black Light Effect

*Featuring “Neon Illuminator” for Dial and Hands,  
Which Glow under the Watch’s Black Light LED*



BASEL, March 23, 2011 — Casio Computer Co., Ltd., announced today the release of five new Baby-G shock-resistant watches for women. The new BGA-130/131 models all feature “Neon Illuminator,”\* an original visual effect realized using a black light LED combined with special luminous ink.

\*The ultraviolet LED offers safety corresponding to the International Electrotechnical Commission (IEC) standard for Class 1M. However, an optical lens such as a magnifying glass must not be used for direct viewing of the ultraviolet light source.

Casio’s Baby-G casual watches are popular with young women who enjoy fashion trends and choose styles that reflect their individual personalities. Along with the toughness inherited from G-SHOCK, including shock- and water-resistance, the Baby-G brand offers fashion appeal inspired by individualistic styling and creative color use, as well as a range of functions including a stopwatch and World Time.

The numerals, dial, and hands of the new BGA-130/131 models are coated with a special fluorescent ink that becomes luminous under the watch’s black light LED. When the watch light is used in a dark location, the face glows with green, pink, and blue, creating a truly individualistic feel.

The new models also employ a larger case, which is a recent trend. The rhythmical positioning of the numerals—which vary in size and have a three-dimensional look—along with an overlapping effect—creates a design with a lot of depth.

The numeral in the 2 o'clock position has been replaced with a heart, while the hour hand is shaped like a ring with a gemstone on it. These fun touches have helped to create a cute Baby-G that can make you smile just by looking at it.

For the pink-on-black BGA-130-1B, the matte black BGA-131-1B, and the white BGA-131-7B, the dots and heart on the minute hand are rendered in fluorescent ink. With the blue BGA-130-2B and the pink BGA-130-4B, the dots on the minute hand are coated with fluorescent ink, and the minute hand has a heart-shaped cut out to show the dial underneath, for a playful feeling.



## Specifications

### BGA-130/131

Construction	Shock-resistant
Water Resistance	10 Bar
Light	Neon Illuminator (Black light LED) with afterglow
World Time	27 cities (29 time zones, daylight saving on/off)
Stopwatch	1-second; measuring capacity: 60 minutes; split time
Countdown Timer	Setting accuracy: 1 minute; 60 minutes maximum per set; unit of measure: 1 second; auto-repeat, time up alarm
Alarm	5 independent daily alarms (of which 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 2 years on SR726W x 2
Size of Case	43.4 x 43.1 x 15.0 mm
Total Weight	Approx. 44 g

### **Press Contact**

PRINT Communications Consultants  
 Gänsemarkt 35  
 D-20354 Hamburg  
 Tel.: +49 (0)40 - 22933 - 147  
 Fax: +49 (0)40 - 22933 - 242  
 E-mail: pressebuero-casio@printcc.de