

For Immediate Release

Casio Releases New Shock-resistant Baby-G Watches Featuring a Big, Open Watch Face for Women with an Unpretentious Style



BGA-151-7B

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the latest additions to its Baby-G line of shock-resistant watches for women. The new BGA-150 and BGA-151 models introduce a simple yet stylish design with a generously sized, eye-popping watch face.

The two new watches feature a fashionably big face for a standout presence on the wrist. Metal is used around the glass and on a portion of the multi-layered bezel to emphasize the high-quality look. The bezel is accentuated with parts that look like screws, in order to emphasize Baby-G toughness. Casio extended the bold, unpretentious design to the large indexes and hands to complement the big, open watch face. The watches also feature three LCD windows on the dial that show the day of the week, seconds, and mode. The watchband is made from light resin, and accented with a textured design that mimics the look of a metal watchband. This simple yet stylish design never grows old, and the large face is the perfect complement to the whole gamut of today's fashion looks, from casual to high fashion.

The new Baby-G watches also offer the usual full range of functions including stopwatch, alarm, and world time, as well as shock resistance and water resistance up to 100 meters.

Model	Body/Index Colors
BGA-150-1B	Black/purple
BGA-150-7B	White/white
BGA-150-4B	Pink/gray
BGA-150-7B2	White/green
BGA-151-1B	Black/ black
BGA-151-7B	White/beige

Specifications

Construction	Shock-resistant
Water Resistance	100 meters
World Time	27 cities (29 time zones, daylight saving on/off); city code display
Stopwatch	1/100-second stopwatch; measuring capacity: 59'59.99"; split time; measuring modes: elapsed time, split time, 1st and 2nd place times
Countdown Timer	Measuring unit: 1 second; countdown range: 60 minutes; countdown start time setting range: 1 to 60 minutes (1-minute increments); auto-repeat; progress beeper
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; LED light with afterglow
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 3 years on CR1220
Size of Case	47.5 × 42.8 × 12.8 mm
Total Weight	Approx. 43 g

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