

For Immediate Release

Casio Releases New Baby-G With Hour Indicators on the Crystal and Hands That Light Up in the Dark

Featuring a Four-layer Face Design for Visual Depth



BGA-160-7B1

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the latest additions to its Baby-G family of shock-resistant watches for women. The new BGA-160 watches feature a special luminous ink on the crystal and hands as well as a four-layer, three-dimensional face design.

The BGA-160 is a Baby-G equipped with Neon Illuminator, which uses a black light LED to light up special luminous ink on the hour indicators on the crystal, the hour and minute hands, and the dial, in colors such as green, pink, and blue.

Casio has created yet another highly distinctive, three-dimensional watchface design. The large roman-numeral hour indicators are placed on two different layers, and the 12 and 6 o'clock indicators are actually rendered on the surface of the crystal using special luminescent ink. Counting the dial, the watchface actually has a four-layer construction. The simple shape of the smooth bezel accentuates the dramatic watchface, while the wide band in a glossy finish gives the watch the look of an attractive bangle. Finally, the metal dial and the raised ring that circles it create a metallic look that helps deliver a cool but very feminine design.

Model	Colors
BGA-160-1B	Black & gold
BGA-160-4B	Red & black
BGA-160-7B1	White
BGA-160-7B2	White & pink



Illuminating for an original look in the dark

Specifications

Construction	Shock-resistant
Water Resistance	100 meters
Light	Neon Illuminator* (black light LED) with afterglow *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.
World Time	27 cities (29 time zones, daylight saving on/off)
Stopwatch	1/1-second stopwatch; measuring capacity: 59'59"; split time
Countdown Timer	Measuring unit: 1 second; input range: 1 to 60 minutes (1-minute increments); auto-repeat, time up alarm, progress beeper
Alarm	5 daily alarms (with 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 × 2
Size of Case	43.6 × 43.0 × 14.6 mm
Total Weight	Approx. 45 g

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