

For Immediate Release

## Casio Releases Red Bull Racing Limited Edition Watch Featuring Smart Access *Chronograph for Balanced Functionality and Operability*



EQS-A500RB

TOKYO, September 7, 2012 — Casio Computer Co., Ltd. announced today the release of a new model in its EDIFICE line of analog watches—the EQS-A500RB—to celebrate its partnership with Red Bull Racing.

Under the concept of “Speed and Intelligence,” EDIFICE metal analog watches evoke a sense of velocity and motor-sports energy. EDIFICE watches are especially popular with the younger generation, thanks to their full-featured stopwatch functions and distinctive face designs. Red Bull Racing is a popular and powerful racing team that won the Formula One™ Constructors’ Championships and the Formula One™ Drivers’ Championships in both 2010 and 2011.

Casio has supported Red Bull Racing as an official partner since 2009, recognizing that the youthful image and energy of the team, as well as its intelligent racing strategies, are a perfect match for the EDIFICE brand concept.

The EQS-A500RB is a truly special watch. It boasts a unique design and functions with an energetic image worthy of the Formula One world leader, Red Bull Racing. It is equipped with Casio’s unique Smart Access system for a balance of functionality and operability. It delivers smooth operability for a variety of features including a stopwatch that can measure up to 10 lap times at an accuracy of 1/20th a second, fastest lap time display and world time. For example, lap time results can be displayed using the electronic crown switch’s intuitive pull-and-turn motion.

As a special feature, the new watch displays the team logo at the 9 o’clock position. In addition, the metal parts such as the inset dial and bezels are highlighted with the blue team color to

express strength and sharpness. Furthermore, the second hand and the small hand at the 6 o'clock position feature the red team color as an accent to evoke an active atmosphere. As a one-of-a-kind collector's item, the EQS-A500RB comes in a special box with stands for displaying the watch and photographs of the Red Bull Racing team's drivers and RB8 Formula One™ car.

**Specifications**

EQS-A500RB

Water Resistance	100 meters
Stopwatch	1/20-second stopwatch; measuring capacity: 59'59.95"; measuring mode: elapsed time; lap time; memory capacity: up to 10 records; other: fastest lap time
World Time	29 time zones (29 cities); daylight saving on/off; auto summer time (DST) switching and Coordinated Universal Time; home city/world city swapping
Countdown Timer	Measuring unit: 1 second; input range: 1 minute to 60 minutes (1-minute increments)
Other Functions	Daily alarm; battery level indicator; full auto-calendar(to year 2099); date display; day of week indicator; Date display; tachymeter
Power Source	Tough Solar power system (solar-charging system)
Continuous Operation	About 28 months with the power-saving function* ON after full charge * Hands stop to save power when the watch is left in the dark
Size of Case	48.0 × 44.8 × 11.5 mm
Total Weight	154 g



EQS-A500RB



Package



The watchface features the Red Bull logo and blue and red team colors



Blue bezel evokes strength and sharpness



EDIFICE brand logo engraved on the back