

For Immediate Release

Casio releases new Baby-G watches for women to match marine fashion

Featuring cool translucent resin



Baby-G BGA-131-4BEF



Baby-G BG-1005A-2EF



Baby-G BG-6900-7BEF

Basel, April 24, 2013 — Casio Computer Co., Ltd., today announces the release of new additions to its Baby-G line of shock-resistant watches for women. The BGA-131, BG-6900, and BG-1005A are designed to go well with a marine look, and employ cool translucent resin for the band and faces.

With color schemes that reflect beach fashion, the cool translucent resin creates a translucence that evokes beautiful ocean waters. Despite the cute design, the watches are perfectly functional for water sports such as swimming and skin-diving, thanks to the water- and shock-resistant performance that users count on in a Baby-G.

Pop-art BGA-131 features numerals of different sizes

This model comes in two styles: a tricolor marine color scheme of red, white, and blue, as well as a multicolor tropical scheme evoking exotic fruits. Numerals of varying sizes are arranged in a rhythmical fashion for a multidimensional look. This layering of the numerals gives depth to the face design.

White translucent BG-6900 evokes sea spray

Using white translucent resin as the base, this model is accented in pale blue, a trendy sherbet color. The round face features circular graphical displays, nicknamed the “three eyes.” Decorative screw accents have been placed on both sides and the round light button below is encircled with a ring motif, adding to the cuteness of the design.

Grown-up BG-1005A combines deep blue and gold

While the body sets the overall tone in deep blue, the faces stand out in a metallic gold color. This model conveys a more mature look overall. The face-mounted protectors buffer the watch from shocks, while providing a distinctive design accent.

Model	Body Color
BGA-131-2B	Blue
BGA-131-4B	Red
BG-6900-7B	White
BG-1005A-2	Blue

Specifications

Common features

Construction	Shock-resistant
Water Resistance	BGA-131/BG-1005A: 10 bar BG-6900: 20 bar
Other Functions	Full auto-calendar; 12/24-hour format
Accuracy at Normal Temperature	±30 seconds per month

BGA-131

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
Battery Life	Approx. 2 years on SR726W × 2
Size of Case	43.4 × 43.1 × 15mm
Total Weight	Approx. 44g

BG-6900

World Time	48 cities (29 time zones, daylight saving on/off), city code display
Stopwatch	1/100-second; measuring capacity: 23:59'59.99"; measuring modes: elapsed time, split time, 1st-2nd place times; 5-second countdown auto-start
Countdown Timer	Setting accuracy: 1 minute; 24 hours maximum per set; unit of measure: 1 second; auto-repeat; time up alarm; progress beeper
Alarm	3 multi-function alarms (with 1 snooze alarm); hourly time signal
Other Functions	Button operation tone on/off; flash alert (flashes with buzzer that sounds for alarms, hourly time signal, countdown timer time up alarm, countdown timer progress beeper, and stopwatch auto start); EL backlight with afterglow (selectable illumination duration: 1.5 or 3.0 seconds)
Battery Life	Approx. 5 years on CR2016
Size of Case	49.1 × 45.0 × 13.5mm
Total Weight	Approx. 47g

BG-1005A

World Time	48 cities (29 time zones, daylight saving on/off), city code display
Stopwatch	1/100-second stopwatch; measuring capacity: 59'59"; split time
Countdown Timer	Measuring unit: 1 second; input range: 1 minutes to 24hours (1-minute increments and 1-hour increments)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal

Other Functions	Button operation tone on/off; hourly time signal; EL backlight with afterglow
Battery Life	Approx. 3 years on CR1616
Size of Case	45.2 x 39.2 x 13.3mm
Total Weight	Approx. 41g

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