

Casio Releases New Multifunction EDIFICE Chronographs with Compass Bearing and Temperature Indicators

*Equipped with up to 100 Lap Memories,
Neon Illuminator Makes the Face Easy to See Even at Night*



ERA-300DB-1A2

BASEL, March 26, 2014 — Casio Computer Co., Ltd., announced today the latest additions to its EDIFICE line of metal watches based on the concept of Speed & Intelligence. The new ERA-300 watches are multifunction chronographs featuring compass bearing and temperature indicators. With the addition of Casio's Neon Illuminator^{*1} technology, they are also much easier to read at night.

1. The watch indicators, dials and hands are coated with a special luminous ink that absorbs the photic energy of black light and emits light, causing each coated part to glow vividly. Many colors are possible by using differently colored fluorescent coatings, thereby enabling a wide range of design possibilities and visibility variations.

The new EDIFICE ERA-300 watches are equipped with compass bearing and temperature functions, which enable wearers to check their bearings and temperature conditions at a glance, as well as a full range of stopwatch functions. In addition, the new watches also feature Neon Illuminator, which displays information from the watch's multiple functions vividly at night.

When the direct button in the 9 o'clock position is pressed, the second hand immediately points north. The new watches are also equipped with a bearing memory that indicates the bearing from a starting point to a destination, enabling wearers to quickly check if they are on course. Like other EDIFICE watches, the ERA-300 models also include a full range of stopwatch functions, including a 1/20-second stopwatch, split time mode and 100 lap memories.

The face of the ERA-300 watches boast a multidimensional look, integrating digital and analog design in order to clearly display information provided by various watch functions. The watches also boast design features that capture the sense of speed, including the two inset dials that evoke the look of dashboard gauges.

Model	Color
ERA-300DB-1A	Black x Orange
ERA-300DB-1A2	Black x Blue



Specifications

ERA-300

Water Resistance	10 bar
Light	Neon Illuminator (black light LED) with afterglow
Digital Compass	Hand indication of north (20 seconds continuous measurement); measures and displays direction as one of 16 points; measuring range: 0° to 359°; measuring unit: 1°; bidirectional calibration; magnetic declination correction; bearing memory
Thermometer	Display range: -10 to 60°C (14 to 140°F); display unit: 0.1°C (0.2°F)
Stopwatch	1/20-second stopwatch; measuring capacity: 59'59.95"; measuring modes: elapsed time, split time, lap time; memory capacity of lap time: up to 100 records
World Time	29 time zones (29 cities + Coordinated Universal Time), city code display, daylight saving on/off
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; button operation tone on/off;
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	2 years on SR927W×2
Size of Case	49.8×46.9×13.4mm
Total Weight	Approx.167g

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