

Casio Releases New SHEEN Metal Watches Featuring “Illumination Index” to Make the Night Colorful

Indices and Hands Glow with LED Black Light



SHE-3031D-7A

BASEL, March 26, 2014 — Casio Computer Co., Ltd., announced today the latest additions to its SHEEN line of metal watches for women based on the concept of Elegant, Smart, and Shining. The SHE-3031 watches feature a gorgeous face with light-emitting index and hands.

Available in four models, the new SHE-3031 watches feature “Illumination Index” feature, with index and hands that glow colorfully when activated by the LED black light. By expressing the SHEEN concept of “shining” with this illumination feature, the new SHE-3031 metal watches are for sophisticated women who want an easy way to light up their lives.

In addition to three inset dials that show the day of the week, date, and 24-hour time, the watchface is adorned with indices in varying colors and sizes, as well as hour, minute and second hands and crystals, all of which are rhythmically positioned. The indices are coated in two colors with a special fluorescent ink that reacts to the black light LED and glow with colorful light when activated in the dark.

The playful face is surrounded by a bezel studded with crystals, creating the sparkle on the bezel. The four models include two with a metal band that fits comfortably on the wrist, and two with a simple leather watch band.

Model	Bezel Color	Band	Face Color
SHE-3031D-7A	Silver	Metal	White
SHE-3031D-2A	Silver		Blue
SHE-3031GL-7A	Pink Gold	Leather	White
SHE-3031L-7A	Silver		



Specifications

Water Resistance	5 bar
Illumination	Illumination Index (black light LED) with afterglow
Regular Timekeeping	Analog: 3 hands (hour, minute, second), 3 dials (day, date, 24 hour)
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 3 years on SR621SW, CR1616 (light)
Size of Case	39.8 x 35.4 x 10.8 mm
Total Weight	Approx. 90g

Not available in Europe yet.

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