

PRESS RELEASE

CASIO projectors now also feature 3,000 ANSI lumens

XJ-A Series impresses with good sales figures and wins prestigious design award

Norderstedt, November 19, 2010 - Four new XJ-A models featuring 3,000 ANSI lumens are now available from CASIO. With these new additions to the range, the XJ-A Series now comprises a total of twelve projectors, which impress thanks to the unique¹ and mercury-free Laser & LED Hybrid light source with a life expectancy of up to 20,000 hours. The new top-of-the-line model is the XJ-A255 featuring 3,000 ANSI lumens, a WXGA resolution of 1,280 x 800 and a USB and WLAN connection.

On sale since the beginning of the year, the XJ-A Series has also proven to be very popular with customers. Between April und September 2010, CASIO managed to more than quadruple² sales across Europe in the portable segment compared to the same period in the previous year. "This pleasing trend clearly demonstrates that innovative, environmentally friendly, mercury-free light technology convinces our customers. The light source's operational life of up to 20,000 hours without changing lamps, which leads to a massive reduction of follow-up costs, is also proving to be a decisive selling point for CASIO projectors," says Günter Grefen, General Division Manager Professional Visual Products at CASIO Europe GmbH.

CASIO's XJ-A Series received the prestigious *Good Design Award 2010* in the *Business and Public Sector Audiovisual Equipment* category in Japan at the end of October 2010.

The four new projectors with 3,000 ANSI Lumen at a glance:

Model	ANSI-Lumen	WXGA / XGA	USB / WLAN	RPP plus VAT in €
XJ-A150	3.000	XGA	-	1.099,- €
XJ-A155	3.000	XGA	USB/WLAN	1.299,- €
XJ-A250	3.000	WXGA	-	1.299,- €
XJ-A255	3.000	WXGA	USB/WLAN	1.499,- €

Further information at www.casio-projectors.eu or www.casio-europe.com

¹ As of November 2010

² Portable segment: weighing 1 to 3 kg / 2,000 – 2,999 ANSI lumens / XGA and WXGA; source: Futuresource November 2010

CASIO in general

CASIO is a leading international manufacturer of consumer electronics. In line with the principle of “creativity and contribution,” the company has been dedicated to developing products that stand out for their cutting-edge technology and innovative design ever since it was founded, in 1957. Today, the product palette of CASIO around the world includes watches, digital cameras, mobile phones (not in the EU), electronic dictionaries, calculators, musical instruments, projectors, cash register systems, handheld terminals, and electronic components such as LCDs (not in the EU). In total, CASIO Computer Co., Ltd. employs a staff of more than 12,300 people worldwide. The company ships more than 100 million products each year, and in the fiscal year from April 2008 to March 2009 alone, CASIO posted net sales revenue of 518 billion yen (about 3.8 billion Euros). You will find news and product information about Casio at www.casio-europe.com.

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