



PRESS INFORMATION

Baby-G BLX-100 for bathing beauties

Sporty and water-resistant: Baby-G for the beach and much more

Norderstedt, February 2011 – A sporty watch featuring an attractive design, Casio's new Baby-G BLX-100-1ER has been specially developed for active water enthusiasts. Its sporty functions and cool colour variations delight not only bathing beauties, but also trendsetters, such as the excentric US singer Ke\$ha. As the face of the Baby-G brand since October 2010, Ke\$ha emphasises her unique style with eye-catching accessories such as new Baby-G models.

Water-resistant up to 20 bar, the BLX-100 is ideally suited for all activities in, on and around water, from snorkelling to jet-skiing. Like all Baby-Gs, it is also shock-resistant and features a practical resin wristband and casing. So that you can keep an eye on the tides when kite surfing, this model even has a tide graph indicator, which, like moon age display, is normally only used in Casio sports watches. The display flasher is also a real eye-catcher after sundown, as the display lights up pink to match the watch's design, thus ensuring the wearer can check the time in the dark. Thanks to its integrated world time function, the BLX-100 is also an ideal companion when travelling and also impresses due to its numerous functions such as a stopwatch, timer and alarm with snooze mode.

The BLX-100's striking exterior combines the elegant black on the wristband and display with the pink casing edge and pink-coloured applications. However, the real striking feature is the glistening effect on the display surface which sparkles just like the sun playing on the surface of water.

In addition to the pink and black BLX-100-1ER, the new collection includes five more models in up-to-the-minute colours: the BLX-100-2ER in refreshing shades of blue and purple, the BLX-100-4ER with a trendsetting combination of red and orange, the BLX-100-7ER uni in fashionable white and the BLX-100-9ER in summery yellow and green.



The model features the following functions

- ILLUMINATOR
- SHOCK RESISTANT
- DISPLAY FLASHER
- MOON AGE DISPLAY
- TIDE GRAPH DISPLAY
- WORLD TIME FUNCTION
- 1/100 SEC. STOPWATCH
- TIMER
- 3 MULTI-FUNCTION ALARMS
- SNOOZE FUNCTION
- TOUCH TONES FOR ON/OFF
- AUTOMATIC CALENDAR
- MINERAL GLASS
- RESIN CASING AND WRISTBAND
- WATER RESISTANT UP TO 20 BAR

The BLX-100-1ER is available from February 2011.

Further information also available at www.baby-g.eu and www.casio-europe.com.

About CASIO Computer Co., Ltd.

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