



## **PRESS INFORMATION**

### **Feminine fitness watch PHYS STR-300-7EF from Casio Go jogging with an eye-catching timepiece on your wrist**

**Norderstedt, February 2011** - Active women sports enthusiasts now receive extra help when out running: Casio has launched a new, modish accessory ready for spring training, the new fitness watch PHYS STR-300-7EF. With its feminine appearance, this model impresses thanks to its light weight, uncomplicated use and attractive price-performance ratio.

You can already sense the STR-300-7EF's power by merely looking at it. Featuring coloured function buttons, the ergonomic resin casing in fashionable white and pink encases the ample screen and its well-arranged, clearly legible functions display. This graceful, flat watch feels surprisingly light on the wrist. The large operating buttons above and below make it easy for you to change the watch's functions while out running without needing to slow down.

The STR-300-7EF will also make female sports enthusiasts' hearts beat faster because of its wide range of functions. The integrated Lap Memory database function ensures that the logged stop and lap times, and intervening periods can be stored together with the date, enabling running performance to be compared at a later stage. The efficient memory contains enough space for 60 datasets. In addition to five alarms, a countdown timer and a snooze function, this sports watch also boasts an integrated pace setter called the "Pace Maker". This feature dictates a preset running pace - 100 strides per minute, for example - for about a minute using an acoustic signal. The stride length can also be set as required - 80 centimetres, for example - making it possible to calculate the distance which has been covered. The optimised PHYS watch module ensures that energy consumption is reduced, meaning the battery can last up to ten years. It makes running all the more fun ...



**The model features the following functions**

- AUTO LED LIGHT
- SECOND TIME ZONE
- 1/100 SEC. STOPWATCH
- LAP MEMORY 60
- PACE MAKER (PACE SETTING SIGNAL) WITH DISTANCE FUNCTION
- COUNTDOWN TIMER
- FIVE ALARMS
- SNOOZE FUNCTION
- 12-/24-HOUR FORMATS
- CONVEX WATCH GLASS
- RESIN CASING AND WRISTBAND
- WATER-RESISTANT UP TO 5 BAR
- BATTERY LIFE UP TO 10 YEARS

The STR-300-7EF is available from January 2011.

Further information available at [www.casio-europe.com](http://www.casio-europe.com).

**About CASIO Computer Co., Ltd.**

CASIO Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products and business equipment solutions. Since its establishment in 1957, CASIO has strived to realise its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. Today, CASIO's offerings include timepieces, digital cameras, electronic dictionaries, calculators, musical instruments, system equipment, and electronic components such as LCDs. The CASIO Group employs more than 12,000 people worldwide, shipping over 100 million products per year, with net sales of 427 billion yen (approx. US \$ 4.6 billion) in the fiscal year ended March 2010. News and product information from CASIO are available at <http://world.casio.com>