



PRESS INFORMATION

Ideal for indoor and outdoor adventures

Heading to Nepal with the new PRO TREK PRW-5100-1ER

Norderstedt, February 2011 – After the successful launch of the PRO TREK PRW-5000 in spring 2010, Casio launches now another sporty PRO TREK watch with a well-arranged analogue digital display. The PRW-5100-1ER is engineered to a high quality standard and is suitable for everyday use, just like its predecessor. Its design, sturdiness and functions are tailored for the needs of people who rely on their watch not only during their everyday life, but also under adverse conditions.

With its impressive overall look, the PRW-5100-1ER's analogue face in black and anthracite is a perfect match for the black resin wristband and the brush-metal bezel. The white hands and white scale contrast markedly with the dark background – highly practical when light conditions change or dusk is falling.

The new PRO TREK is particularly captivating thanks to its technical perfection. Its TOUGH MOVEMENT technology combines four innovative functions: TOUGH SOLAR provides the energy to power the watch, while Multiband 6 technology ensures that six radio signals can be received worldwide (Europe, the US, Japan and China); an automatic hand adjustment function checks the hand position on an hourly basis, correcting it if necessary, while Casio's standard hybrid structure increases the watch module's shock resistance. Another practical feature is the multi-functional seconds hand, which also serves as a compass, barometer, thermometer or altimeter. After selecting the relevant mode, the wearer can see the corresponding reading displayed on a scale at the edge of the watch face and also on the clearly arranged digital display. The PRW-5100-1ER is able to withstand temperatures as low as -10° Celsius and is thus the perfect companion whether walking on the mountainside or down in the valley.

**The model features the following functions**

- TOUGH MOVEMENT TECHNOLOGY
 - MULTIBAND 6 RADIO SIGNAL RECEPTION (EUROPE, USA, JAPAN, CHINA)
 - TOUGH SOLAR
 - AUTOMATIC HAND ADJUSTMENT
 - HYBRID STRUCTURE TO PROTECT THE MODULE
- <FULL AUTO-LED> LIGHT
- DIGITAL COMPASS
- BAROMETER (260/1,100)
- THERMOMETER (-10/+60°C)
- ALTIMETER UP TO 10,000 METRES (-700 / +10.000)
- ALTITUDE ADDITION
- MEASUREMENT READINGS MEMORY
- 1/100 SEC. STOPWATCH
- COUNTDOWN TIMER
- WORLD TIME FOR 29 CITIES
- FIVE ALARMS
- AUTOMATIC CALENDAR
- BATTERY LEVEL INDICATOR
- LOW TEMPERATURE RESISTANCE DOWN TO -10°
- MINERAL GLASS
- RESIN CASING AND WRISTBAND
- WATER-RESISTANT UP TO 10 BAR

The PRO TREK PRW-5100-1ER is available from March 2011.

Further information is also available at www.protrek.eu and 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>

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