

For Immediate Release

Casio Releases New SHEEN Watches with Glittering Milky Way and Shooting Stars

Romantic Look Evokes Twinkling Night Sky



BASEL, March 23, 2011 — Casio Computer Co., Ltd., announced today the release of several new SHEEN metal watches for women. The new SHE-5514 models feature a glittering dial that evokes a beautiful night sky complete with the Milky Way and shooting stars.

The SHEEN line of metal watches offer a gorgeous look for smart and elegant women. The distinctive face designs and the movement of the hands have made these watches especially popular with younger ladies.

The new SHE-5514 watches feature a dual-layer dial. The upper level of the dial is boldly cut by flowing lines, exposing a lower dial studded with large and small stars. This creates the impression of the Milky Way, glittering in the night sky.

In the 6 o'clock position, there is a tiny hand decorated with a star at the tip. When the button is pushed the hand rotates twice, and after that it rotates once an hour, and twice every six hours. As the star moves on the dial that represents the Milky Way, it looks like there is a shooting star inside the watch.



A beautifully cut SWAROVSKI ELEMENT is used for the watch crown, which sparkles and reflects light. The inset dial in the 3 o'clock position features sun and moon motifs to provide a visual indication of day and night. Individual fragments of mother of pearl have been delightfully arranged around the bezel, allowing the wearer to enjoy beautiful shimmering variations in color.

The lineup includes two models: the SHE-5514-1A, which features black mother of pearl on a black dial and bezel, and the SHE-5514-7A, which features white mother of pearl on a white dial and bezel.

At this time, Casio is also releasing new SHE-5512 models featuring a ceramic bezel with a lustrous high-quality look. A 3D star with multifaceted cut can be seen at the 11 o'clock position, while a lamé crescent moon is part of the design of the dial inset at 6-o'clock with a second hand. The metal part of the bezel is dotted with SWAROVSKI ELEMENTS, which give an elegant dazzle to the watch. The SHE-5512SG-7A rendered in white ceramic is beautifully accented in gold highlights, while the black ceramic SHE-5512D-1A features a black dial for a refined chic look.



Specifications

SHE-5514

Water Resistance	Water-resistant under normal, everyday use
Function	Date display
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 2 years on SR621SW
Size of Case	42.0 x 37.7 x 9.8 mm
Total Weight	Approx. 92 g

SHE-5512

Water Resistance	5 Bar
Stopwatch	1-second; measuring capacity: 60 minutes
Other Function	Date display
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 2 years on SR626SW
Size of Case	42.0 x 34.6 x 10.6 mm
Total Weight	Approx. 95 g

SWAROVSKI® is a registered trademark.

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