

For Immediate Release

## Casio Introduces New PROTREK Watch for Various Environments Including Mountain and Ocean

*New Outdoor Watch with Water Resistance to 20 Bar  
Displays Compass Bearing, Atmospheric Pressure/Altitude, and Temperature*



BASEL, March 23, 2011 — Casio Computer Co., Ltd., announced today the release of a new PROTREK high-performance outdoor watch. In addition to displaying compass bearing, atmospheric pressure/altitude and temperature, the new PRW-2500 offers the enhanced performance and functions needed for use in water activities, such as 20 Bar water-resistance and a tide graph function.

The PROTREK series of outdoor watches make the most of Casio's cutting-edge sensor technology to measure various kinds of natural data. Using separate sensors to gauge magnetism, pressure, and temperature, the triple-sensor models can display compass bearings, atmospheric pressure/altitude and temperature. This makes PROTREK watches very popular, not only among climbing enthusiasts, but also people who enjoy trekking and camping.

The new PRW-2500 is an all-round triple-sensor model that can be used in a wide range of settings including mountain, ocean and river environments. The watch not only offers the compass bearing and altitude features necessary for mountain climbing, but also strong water-resistance for river climbing and river rafting where the user may encounter strong water pressure, as well as convenient tide information for sea kayaking and fishing. It is even ideal for extreme adventure racing, which combines two or more endurance disciplines into a single outdoor race.

With a large display delivering outstanding readability, the PRW-2500 has a dual-layer LCD construction. The sensor and other data are shown on the upper and lower LCDs, allowing the user to easily see the desired information.

For the compass function, the upper LCD shows a graphic of the compass bearings, while the lower level displays the current time, bearing and bearing angle. For the tide function, the tide level graphic is displayed on the upper level, while the date, time, and moon phase and age are shown on the lower level. The vivid blue transparent graphic on the upper LCD still allows the graphics on the lower LCD to be seen underneath, maintaining good watch readability.

In addition to being displayed numerically and in a trend graph, atmospheric pressure is shown using simply designed arrow icons which depict characteristic barometric pressure patterns. This function was developed under the supervision of a meteorologist. Consequently, an upward arrow is displayed when the atmospheric pressure suddenly rises, forecasting better weather ahead. A downward arrow appears when the pressure suddenly falls, indicating weather deterioration. There are also arrow icons to show when rising pressure changes to falling pressure, or vice versa, making it easy to ascertain weather changes.

Naturally, the PRW-2500 can also measure altitude based on changes in atmospheric pressure. It not only displays the current altitude up to 10,000 meters, but also shows the current time and the recent change in altitude at the same time. This is handy for monitoring the pace of ascent up a mountain.



Among its strong basic features, the PRW-2500 employs radio-controlled technology for automatic time calibration using standard radio waves from six transmitters around the world. It also boasts the reliability of solar-powered time keeping. Finally, the watch's basic shape and design make it easy to use as an essential tool, the softer resin watchband adds comfort, and the large compass bezel and buttons ensure good operability.

## Specifications

### PRW-2500

Performance	20 Bar water resistance; low-temperature resistant (-10°C / 14°F)
Radio Frequencies	77.5 kHz (DCF77: Germany); 60 kHz (MSF: UK); 60 kHz (WWVB: USA); 40 kHz (JJY: Fukushima, Japan) / 60 kHz (JJY: Kyushu, Japan); 68.5 kHz (BPC: China)
Radio Wave Reception	Automatic reception up to six times a day (except for China: where five times a day); manual reception
Digital compass	Measures and displays direction as one of 16 points; measuring range: 0° to 359°; measuring unit: 1°; 20 seconds continuous measurement; graphic direction pointer; bearing memory; magnetic declination correction; bidirectional calibration and northerly calibration function
Altimeter	Measuring range: -700 to 10,000 m (-2,300 to 32,800 ft.) without reference altitude; measuring unit: 5 m (20 ft.); reference altitude setting; altitude differential; manual memory measurements (up to 14 records, each including altitude, date, time); high altitude/low altitude memory; total ascent/descent memory
Barometer	Measuring range: 260 to 1,100 hPa (7.65 to 32.45 inHg); measuring unit: 1 hPa (0.05 inHg); atmospheric pressure graph; barometric pressure differential pointer; barometric tendency information
Thermometer	Measuring range: -10 to 60°C (14 to 140°F); measuring unit: 0.1°C (0.2°F)
Tide Graph	Tide level for specific date and time
Moon Data	Moon age of the specific data; moon phase graph
World Time	48 cities (31 time zones; daylight saving on/off) and Coordinated Universal Time
Stopwatch	1/100-second stopwatch; measuring capacity: 23:59'59.99"; elapsed time; split time; 1 <sup>st</sup> - 2 <sup>nd</sup> place times
Countdown Timer	Measuring unit: 1 second; input range: 1 to 60 minutes (1-minute increments); reset time: 1 to 5 minutes (1-minute increments)
Alarm	5 independent daily alarms; hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; button operation tone on/off; electro-luminescent backlight (full auto EL light with afterglow); selectable illumination duration: 1.5 / 3.0 second
Power Source	Tough Solar power system (solar-charging system)
Continuous Operation	About 23 months with the power-saving function* ON after full charge *Display shuts off after a certain period in a dark location
Size of Case	56.3 × 50.6 × 15.0 mm
Total Weight	Approx. 80 g

#### Press Contact

PR!NT Communications Consultants  
 Gänsemarkt 35  
 D-20354 Hamburg  
 Tel.: +49 (0)40 - 22933 - 147  
 Fax: +49 (0)40 - 22933 - 242  
 E-mail: pressebuero-casio@printcc.de