

For Immediate Release

## Casio Releases New EDIFICE Watch with Indicators Like Automotive Gauges for Outstanding Readability *Chronograph Features Dedicated Alarm Hands*



BASEL, March 23, 2011 — Casio Computer Co., Ltd., announced today the release of a new EDIFICE metal watch. Designed to resemble the gauge of a sports car, the new EFR-501 chronograph features multiple hands, including hands specifically for the alarm and several hands for the stopwatch functions, thereby enhancing the readability of the watch.

Capturing the essence of speed and intelligence, EDIFICE metal watches evoke a sense of velocity and motor sports energy with the movement of the hands, their rich stopwatch functions and their distinctive face designs.

In addition to a 1/20-second stopwatch, the new EFR-501 also has a dedicated hand in the center of the dial for setting alarm times.

The alarm is switched on and off using a small indicator at the 7 o'clock position, while the alarm time is shown by a black hand with a red tip, for enhanced readability. The large hour and minute hands exude presence, and the date indicator at the 3 o'clock position also displays dates for the previous and next days for greater clarity.

The stopwatch function offers precise time measurement. The small indicator at the 6 o'clock position indicates each 1/20 of a second, while the central second hand measures full seconds. The indicator at the 12 o'clock position measures the minutes over one hour, while the indicator at the 9 o'clock position measures the hours up to five hours. The masculine look of the dial, which employs carbon fiber like often used in motor sports, is accentuated by the metal parts of the indicators and the array of hands, which combine to evoke the feel of automotive gauges. The large and sturdy stainless-steel case features a screw-lock crown engraved with the EDIFICE logo.

Casio has renewed its contract with the Red Bull Racing Formula One team, last year's F1™ world champion, to continue serving as a Red Bull Racing Team Partner for the 2011 season. EDIFICE has been designated as the official team watch for the third consecutive year, and the Casio logo will appear on racing suits worn by current world champion Sebastian Vettel and Mark Webber, as well as



on the mechanics' uniforms. The logo will also appear on the nose sections of the team's new RB7 race cars.

Through these marketing activities, Casio plans to further enhance the EDIFICE brand image and increase sales.

## Specifications

### EFR-501

Water Resistance	10 Bar
Stopwatch	1/20-second stopwatch; measuring capacity: 4:59'59.95"; measuring mode: elapsed time
Alarm	12-hour system; snooze; alarm on/off setting hand
Other Functions	Date display
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 2 years on SR927W
Size of Case	49.0 x 45.3 x 13.3 mm
Total Weight	Approx. 176 g

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