

For Immediate Release

Casio Develops New G-SHOCK That Communicates with Smart Phones

Shock-Resistant Watch with Next-Generation Performance



BASEL, March 23, 2011 — Casio Computer Co., Ltd. announced today that it has developed a next-generation watch with Bluetooth® Low Energy Wireless Technology*¹ for its G-SHOCK brand of shock-resistant watches. Casio will release the new watch sometime in 2011.

*1: Designed in accordance with new Bluetooth® Core Specification Version 4.0 standards, Bluetooth® Low Energy is a new technology that enables wireless communications with very low power consumption. Casio participated in determining the standards for Bluetooth® Low Energy as a member of the Bluetooth® Special Interest Group (SIG), an association of companies that decides on Bluetooth® standards and authorizes certification.

Casio's new G-SHOCK watch is the first in a line of new watches that will use Bluetooth® Low Energy Wireless Technology, with a function that can adjust time automatically all over the world. Casio is positioning the new next-generation wristwatches as "smart watches."

The watch supports communication with Bluetooth® Low Energy smart phones that will hit the market in 2011, to enable automatic synchronization with smart phone time. Smart phones automatically acquire the local time when moving between countries and regions in different time zones, which means that the synchronized watch will adjust to the time in its present location automatically.

In addition, integration of Bluetooth® Low Energy support opens the doors to completely new ways of using watches as new applications are developed for smart phones; for instance, communication between watches through smart phones. The expectation is that these new "smart watches" will be able to connect to networks of various kinds of devices that support the Bluetooth® Low Energy standard.

Casio has designed the watch to offer a battery life of approximately two years*2 from a single button-cell battery. Together with Bluetooth® Low Energy Wireless Technology, this ensures an eminently practical watch without the bother of recharging, just like what is expected of a wristwatch.

*2: Estimated battery life based on using Bluetooth® Low Energy wireless communication for an average of 12 hours per day.

Bluetooth® Low Energy G-SHOCK

Main features:

- Wireless communication is powered by the button-cell battery used in small devices and watches
- Battery life with the communication functions is the same as previously released watches
- The construction delivers outstanding shock-resistance and 20 Bar water-resistance

Main functions:

- Time information can be transmitted from a smart phone to the watch to adjust the time
- The watch includes an alert signal to notify of incoming calls and e-mail and SMS messages sent to the user's smart phone
- A smart phone's ring alerts and vibration can be stopped by tapping the watch
- Alarm and vibration functions of a smart phone can be activated using a watch button.

Since the release of the original G-SHOCK watch in 1983, the brand has continued to evolve, with advanced functions, construction and design all based on outstanding shock-resistance. That's why Casio considered it a natural choice to develop its first watch compatible with the latest Bluetooth® Low Energy Wireless Technology under its G-SHOCK brand. The new G-SHOCK watch will be the first of many watches with Bluetooth® Low Energy Wireless Technology offered under Casio's various product brands.



Specifications

Bluetooth® Low Energy G-SHOCK

Construction		Shock-resistant
Water Resistance		20 Bar
Communication Specifications	Data Transfer Rate	1 Mbps
	Signal Strength	0 dBm (1mW)
	Signal Range	2–5 m (may differ depending on surrounding conditions)
	Encryption Method	128-bit Advanced Encryption Standard (AES)
Communication Functions	Time Correction	The watch can be synchronized with time information transmitted from a smart phone
	Incoming Call, E-mail and SMS Alert	The watch alerts users of incoming calls and e-mail and SMS messages sent to a smart phone
	Finder Function	Alarm and vibration functions of a smart phone can be activated using a watch button
Watch Functions	Alarm	5 independent daily alarms; hourly time signal; vibration function
	Stopwatch	1/100-second; measuring capacity: 23:59'59.99"; split time
	Countdown Timer	Measuring unit: 1 second; input range: 1 minute to 24 hours
	World Time	100 cities (35 time zones, daylight saving on/off) and Coordinated Universal Time
	Light	LED backlight (auto light switch and afterglow, Super Illuminator)
	Other	Full auto-calendar, 12/24-hour format; sleep mode
Power Source		CR2032
Battery Life		Approx. 2 years (assuming the communication function is used for 12 hours per day)
Size of Case		53.2 × 50.0 × 18.3 mm
Total Weight		Approx. 65 g

Casio will exhibit the new G-SHOCK watch with Bluetooth® Low Energy Wireless Technology at the Casio Booth at Baselworld 2011. Casio will feature the watch together with a prototype Bluetooth® Low Energy smart phone, in cooperation with NEC Casio Mobile Communications.

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 realize 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\$4,601 million) in the fiscal year ended March 2010. News and product information from Casio is available at <http://world.casio.com/>

About NEC CASIO Mobile Communications, Ltd.

NEC CASIO Mobile Communications provides innovative mobile handsets for major wireless providers in Japan and the U.S.A. The company was established in 2010 after spinning off from NEC Corporation's mobile handset business. Later that year, it merged with Casio Hitachi Mobile Communications Co., Ltd. a joint venture between Casio Computer Co., Ltd., and Hitachi, Ltd. NEC CASIO Mobile Communications aims to build an enriched communication linked society utilizing mobile handset solutions crafted from imagination and creativity. For more information, go to <http://www.nec-casio-mobile.com/>

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