

For Immediate Release

## Casio Releases Limited Edition Red Bull Racing Models in Sporty EDIFICE Line of Metal Watches *“Smart Access” System Simplifies Operation of Multiple Functions*



TOKYO, July 2011 — Casio Computer Co., Ltd., announced on July 21<sup>st</sup> the release of two new limited edition Red Bull Racing watches in its EDIFICE line of metal watches that capture the essence of speed and intelligence. Casio is an official partner of Red Bull Racing.

Red Bull Racing is a dynamic and young Formula One team that has been competing since 2005. The team won two titles in the 2010 season with the Formula One Constructors' Championship and the Formula One Drivers' Championship. Red Bull Racing is the leading point scorer this season, dominating the competition thus far.

EDIFICE watches evoke a sense of velocity and motor sports energy with the movement of the hands and distinctive watchface. Casio has supported Red Bull Racing as an official partner since 2009, recognizing that the youthful image and energy of the team, as well as its outstanding technology development capabilities, are a perfect match for the EDIFICE brand concept.

These new limited edition Red Bull Racing models were designed under the direction of Red Bull Racing to convey the image of the team. The watches feature blue highlights on the dial and the lower layer of the bezel to match the team colors, together with a red second hand and red dial marks. The Red Bull Racing team logo is prominently displayed on the upper half of the dial.

The new watches are equipped with an electronic crown switch and Casio's unique "Smart Access" system, which simplifies the operation of multiple functions. The crown can be pushed and turned to switch between functions, to intuitively operate a wide array of functions including a 1/20-second stopwatch, timer, alarm and World Time. The watch uses five motors to independently operate the hour, minute and second hands, which turn on the same axis, and the large disk indicator and date display at the 3 o'clock position. The independent drives ensure that each hand moves smoothly and without interference.

Both come with Casio's Tough Solar power system, which generates power from both sunlight and fluorescent light. The EQW-A1000RB also features radio-controlled timekeeping, capable of receiving standard radio waves from six transmitters worldwide. These two dynamic new watches feature Casio's advanced technology to deliver the functionality that one would expect from a limited edition watch for Red Bull Racing—a team that continues to take pole position in the Formula One.



## Specifications

### Both Models

Water Resistance	10 Bar
Stopwatch	Stopwatch 1: 1/20-second stopwatch; measuring capacity: 59'59.95"; elapsed time; split time Stopwatch 2: 1/20-second stopwatch; measuring capacity: 59'59.95"; lap time mode: 5 lap times and fastest lap time.
Countdown Timer	Measuring unit: 1 second; input range: 1 to 60 minutes (1-minute increments)
Alarm	Daily alarm
World Time	29 cities (29 time zones; daylight savings on/off) and Coordinated Universal Time
Other Functions	Full auto-calendar (date display)
Power Source	Tough Solar power system (solar-charging system)
Continuous Operation	About 29 months with the power-saving function* ON after full charge * Power-saving after a certain period in a dark location
Size of Case	51.6 × 46.9 × 14.3 mm
Total Weight	Approx. 193 g

### EQW-A1000RB

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 (BPC: up to five times a day); manual reception

The EQW-A1000RB and EQS-A1000RB are available in Europe as of October.

**Further information at [www.casio-europe.com](http://www.casio-europe.com) and [www.edifice-watches.eu](http://www.edifice-watches.eu).**

#### **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, mobile phones, 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 518 billion yen (approx. US \$ 5.4 billion) in the fiscal year ended March 2009. News and product information from CASIO are available at <http://world.casio.com>