

For Immediate Release

Casio Expands the EDIFICE Brand of Metal Watches

New Solid Urban and Advanced Marine Lines Added



Active Racing Line EFR-520SP Solid Urban Line EFB-503SBDB Advanced Marine Line EFM-500SBD

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the addition of new lines to its EDIFICE brand of metal watches, which capture the essence of speed and intelligence. By extending the range of environments in which EDIFICE can be worn, Casio is further expanding the potential customers for this brand.

EDIFICE was launched in 2000. It has become popular especially with young people for its wide range of time measurement functions driven by Casio's original technologies and its standout face designs. Now Casio has expanded the brand to increase the possibilities for the expression of EDIFICE energy and functionality. In addition to the initial "Active Racing Line" inspired by motor sports, Casio has now added the "Solid Urban Line" and the "Advanced Marine Line." The Solid Urban Line features a simple design and a high-quality feel that complements today's sophisticated urban lifestyles, while the Advanced Marine Line features an even more dynamic design inspired by ocean sports, and is water resistant down to 200 meters.

In the Active Racing Line, Casio announced the release of the EFR-520SP today. It features a multilayered watch face with a dynamic and sporty look, together with a 1/20-second disk indicator that spins at high speed in the 12 o'clock position. In the Solid Urban Line, the EFB-503SBDB is the new release. It boasts a high-quality design with sapphire glass and a mirror-finished stainless steel case and band, with white luminescent hands on a big, simple watch face to enhance visibility. In the Advanced Marine Line, Casio is releasing the EFM-500SBD. In addition to being

water resistant to 200 meters, its nautical design is expressed with a wave pattern on a matte-black dial, plus a blue accent color on the second hand and other points. The EFB-503SBDB and EFM-500SB are both solar powered.

Model	Line
EFR-520SP	Active Racing Line
EFB-503SBD	Solid Urban Line
EFM-500SBD	Advanced Marine Line



Solid Urban Line EFB-503SBDB



Advanced Marine Line EFM-500SBD

Specifications

EFR-520SP

Water Resistance	100 meters
Stopwatch	1/20-second stopwatch; measuring capacity: 11:59'59.95"; measuring mode: elapsed time; split time; two finishes
Other Functions	Date display; tachymeter
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 3 years on SR927W
Size of Case	49.0 × 45.3 × 12.3 mm
Total Weight	To be advised

EFR-503SBDB

Water Resistance	100 meters
Stopwatch	1/5-second stopwatch; measuring capacity: 59'59.8"; measuring mode: elapsed time; split time; two finishes
Alarm	One-time alarm; tachymeter
Other Functions	Date display

Accuracy at Normal Temperature	±20 seconds per month
Power Source	Solar powered
Continuous Operation	About 5 months
Size of Case	49.0 x 41.8 x 11.9 mm
Total Weight	To be advised

EFM-500SBD

Water Resistance	200 meters
Stopwatch	1/5-second stopwatch; measuring capacity: 59'59.8"; measuring mode: elapsed time; split time; two finishes
Other Functions	Date display
Accuracy at Normal Temperature	±20 seconds per month
Power Source	Solar powered
Continuous Operation	About 6 months
Size of Case	49.0 x 45.6. x 13.0 mm
Total Weight	To be advised

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