

For Immediate Release

## Casio Releases New EDIFICE Flagship Model with High Visibility and Utility

*Featuring “Smart Access” for Advanced Functions and Outstanding Operability*



EQW-A1110DB-1ADR

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the release of the EQW-A1110, a new addition to the EDIFICE line of metal watches which capture the essence of Speed and Intelligence. Equipped with Casio’s “Smart Access” system, the new model offers both outstanding functionality and easy operability.

The new EQW-A1110 features Casio’s solar-powered Tough Movement\* for automatic hand home position correction and automatic time calibration using standard radio waves from six transmitters around the world. The new watch is also equipped with an electronic crown switch and Casio’s “Smart Access” system for intuitive operation, all made possible by the separate motors which drive the hour, minute, and second hands. With “Smart Access,” the wearer can smoothly use a wide range of functions, including a 1/20-second stopwatch, alarm, and World Time switching.

\* A slim, high-performance, radio-controlled solar-powered movement that has four vital functions: Multi-Band 6 technology for receiving time-calibration signals transmitted over wide areas from six stations in the world (two in Japan, and one each in China, the US, Germany, and the UK); high-capacity solar power system operation; an automatic hand home position correction that returns hands to their proper position automatically if they slip out of place; and hybrid mount construction for added shock resistance.

The stopwatch function allows up to 10 lap times to be stored in the memory. Using the crown, the wearer can display each lap time as well as the fastest lap time. In addition to switching between World Time zones with the crown, the watch can also automatically switch between standard time and daylight saving time, eliminating the trouble of manual resetting. With a function that instantly displays Coordinated Universal Time (UTC) and other innovative features, the EQW-A1110 provides outstanding convenience.

Two square inset dials have been arranged in a vertical line to accentuate the watch’s multi-function capabilities and advanced design. In addition, the inset mode dial situated in the 6

o'clock position enhances the readability of the watch by making the mode visible at a glance. A gauge is also located in the 9 o'clock position to display the battery level and radio wave signal result. Sloping upward towards the dial ring, the hour indexes create a sense of depth, while white luminous paint has also been applied to the hands and indexes for outstanding readability.

Model	Color
EQW-A1110D-1ADR	Silver
EQW-A1110DB-1ADR	Silver and black
EQW-A1110DC-1ADR	Black



EQW-A1110

Water Resistance	100 meters
Radio Frequency	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 use in China: up to five times a day); manual reception
Stopwatch	1/20-second stopwatch; measuring capacity: 59'59.95"; elapsed time; lap time; lap time mode: 10 lap times and fastest lap time
World Time	29 cities (29 time zones; daylight saving on/off, daylight saving time (summer time) auto switching/ standard time and Coordinated Universal Time
Alarm	Daily alarm
Other Functions	Automatic hands correction; battery indicator; date display; full auto-calendar
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	47.0 × 43.1 × 12.1 mm
Total Weight	Approx. 140 g

**Press Contact**

PR!NT Communications Consultants

Gänsemarkt 35

D-20354 Hamburg

Tel.: +49 (0)40 - 22933 - 114

Fax: +49 (0)40 - 22933 - 242

E-mail: [pressebuero-casio@printcc.de](mailto:pressebuero-casio@printcc.de)