

For Immediate Release

## Casio Releases New G-SHOCK Watches with Bold Three-dimensional Face Design

*Featuring a Spherical Concave Dial*



GA-150-1ADF

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the release of new shock-resistant G-SHOCK watches. The new GA-150 and GA-150A feature a three-dimensional watch face that expresses toughness and strength.

The new models have a bold watch face design that makes the resin material look almost as if carved out of a block of stone, conveying the tough, street culture look G-SHOCK is known for. The dial has a concave design that sinks into the watch face and a glossy finish, which creates distinctive shadows and a feeling of depth. The lines running vertically and horizontally on the bezel look like they have been carved with a knife and make the solid design stand out even more. The side buttons have an anti-slip surface for more reliable operation.

In addition to the GA-150 watches, which come in black and white, the GA-150A watches are available in a choice of three colors with a striking smoky finish: metallic orange, green, and blue. These models feature a semi-gloss coating on the dial to achieve a high-quality aluminum appearance. The bezel, band, and dial are rendered in the same color, which accentuates the three-dimensional face design and the rest of the bold watch shape.

In addition to shock resistance, both models feature a 1/1000-second stopwatch and magnetic resistance. These practical watches offer easy readability thanks to the bold, three-dimensional design.

Model	Color
GA-150-1ADF	Black
GA-150-7ADF	White
GA-150A-2ADR	Blue
GA-150A-3ADR	Green
GA-150A-4ADR	Orange



## Specifications

### GA-150/150A

Construction/Capabilities	Shock-resistant, magnetic-resistant (ISO764)
Water Resistance	200 meters
World Time	48 cities (29 time zones, daylight saving on/off) and Coordinated Universal Time (UTC); home city/world time city swapping
Stopwatch	1/1000-second; measuring capacity: 99:59' 59.999"; velocity indicator (maximum: 1998 unit/h, display increment: 2 unit/h); lap/split measurement switching
Countdown Timer	Setting accuracy: 1 minute; 24-hour maximum per set; unit of measure: 1 second; auto repeat
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Features	Full auto-calendar, 12/24-hour format
Light	LED light (auto light switch and afterglow, selectable illumination duration: 1.5/3.0 second)
Accuracy at Normal Temperature	±15 seconds per month
Approx. Battery Life	3 years on CR1220
Size of Case	55.1 x 52.2 x 16.6 mm
Total Weight	Approx. 70 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)