

For Immediate Release

Casio Releases New G-SHOCK Watch Featuring Casio's "Smart Access" System for Intuitive Operation

Highly Practical Design for Pilots



GW-A1000-1ADF

BASEL, March 7, 2012 — Casio Computer Co., Ltd., announced today the release of the GW-A1000, a new addition to the G-SHOCK line of Gravity Defier aviator concept watches. The new model features Casio's tough TRIPLE G RESIST construction and "Smart Access" system for smooth, intuitive operation.

The new GW-A1000 is the first G-SHOCK to come with "Smart Access," which makes operating the watch's functions smoother than ever with an electronic crown switch and five-motor drive. It offers a wide range of functions that are especially practical for pilots.

With the intuitive method of turning the crown switch, the wearer can select the time in different cities around the world. In addition, with just a simple press of the switch, the wearer can switch between home time and world time, or instantly display Coordinated Universal Time (UTC). Features like these ensure the time information pilots need is only a touch away. Since the hour, minute, and second hands are driven by separate motors, the hands respond quickly when the wearer resets or starts the stopwatch, or switches between different time displays.

At the same time, the "Smart Access" system enables convenient, simple operation of the watch's wide range of features, including a "fly-back" function that allows the stopwatch to be instantly reset and start during operation as well as instant temperature display at the press of a button.

The GW-A1000 also packs new toughness technology into a new construction called

TRIPLE G RESIST which consists of new vibration resistance in addition to resistance to shock and centrifugal force. In order to resist the strong vibrations that occur while handling aircraft controls, a gel-like material has been installed around and behind the watch module to absorb shock. The crown switch, which is the main “Smart Access” control, features a quick-lock for reliable locking and release. The bezel also acts as a guard to help resist shock.

The watchface is designed to look like a cockpit instrument. By incorporating the outer bezel into the case, a broader face has been realized, while still retaining the same case size as previous G-SHOCK Gravity Defier models. Also, there is a luminescent coating on the distinctive extra-wide hands and on the numerals, making the watch easy to read at night. On the back, the TRIPLE G RESIST logo has been engraved on hammered metal, for a solid look. The watch is also solar-powered and radio-controlled, with automatic time calibration using standard radio waves from six transmitters around the world.

Model	Band
GW-A1000-1ADF	Resin
GW-A1000D-1ADR	Metal



Specifications

GW-A1000

Construction	Shock-resistance, resistance to centrifugal gravitational force, vibration resistance
Water Resistance	200 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
World Time	29 cities (29 time zones; daylight saving on/off; daylight saving time (summer time) auto switching/ standard time and Coordinated Universal Time
Stopwatch	1/20-second stopwatch; measuring capacity: 120 minutes; elapsed time; flyback
Thermometer	Measuring range: -10 to 60°C (14 to 140°F); measuring unit: 1°C (2°F)
Alarm	1 independent daily alarm
Other Functions	Automatic hands correction; battery recharge warning ; 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	54.1 × 51.7 × 16.4 mm
Total Weight	Approx. 85g

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