

+++ CASIO EMI PRESS RELEASE +++ Norderstedt, Germany, 4 Dezember 2012 +++

CASIO wins "CES Innovations Design and Engineering Award 2013"

CASIO PRIVIA PX-850 receives award for outstanding design and engineering

Only a short time after its market launch in Germany, the new PRIVIA flagship has been honoured with a very special award. The PRIVIA PX-850 received one of the prestigious awards at the "International CES Innovations Design and Engineering Awards 2013" and will be unveiled to a wider public at the "International CES 2013" trade fair in Las Vegas in January.

"We are honored to be a Design and Engineering Award Honoree at CES. Equipped with a variety of advanced features ideal for today's musician, the PRIVIA PX-850 is a superior electronic piano that delivers unmatched sound quality and realism," explains Stephen Schmidt, Vice President of the Electronic Musical Instruments Division of CASIO America Inc.

The high-end digital piano will be on display at the CES trade fair in Nevada together with the other prizewinners in the 29 different product categories. The PRIVIA piano was successful in the "Personal Electronics" category and impressed the exclusive competition committee made up of independent industrial designers, engineers and media representatives. All the "Innovations Design and Engineering Award 2013" products can be seen on the website <http://cesweb.org/Awards/CES-Innovations-Awards.aspx>.

The CES Innovations Award has been recognising outstanding achievements in product design and product development since 1976. The innovations are judged according to clearly defined evaluation criteria:

- **Engineering qualities** based on technical specifications and materials used
- **Aesthetic and design qualities** using photos provided
- **Intended use/function** of the product and its user value
- **Unique/novel features** and features that consumers would find attractive
- How the **design and innovation** of this product directly **compare to other products in the market place**

A grand piano sound in your living room

The PX-850 is the top model in the PRIVIA range and features **innovative AiR technology**. AiR stands for "Acoustic and intelligent Resonator" and is the name of the newly developed multi-dimensional sound source from CASIO. In combination with further innovations, this new sound source is at the heart of the new digital piano technology. The result is natural-sounding digital reproduction of the playing and sound properties of a concert grand piano. With its seamless dynamics, this new technology enables players to deliver an exceptionally expressive and impressive performance. CASIO's revolutionary AiR technology pushes the boundaries of two-dimensional speaker sound to create a multi-dimensional physical sound experience – in your own living room!

www.casio-air.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 realize its corporate creed of „creativity and contribution“ through the introduction of innovative and imaginative products. Today, Casio's offerings include timepieces, digital cameras, electronic dictionaries, calculators, musical instruments, system equipment, and others. The Casio Group employs more than 11,000 people worldwide, shipping over 100 million products per year, with net sales of 341 billion yen (approx. US\$ 4.1 billion) in the fiscal year ended March 2011. News and product information from Casio is available at www.casio-europe.com.

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