

Casio Booth for BASELWORLD 2013 Boasts Bold New Design

Aiming to make an impact at the world's largest watch exhibition



New booth design

TOKYO, in April 2013 — Casio Computer Co., Ltd., announced today that its booth at BASELWORLD 2013 will feature an entirely new design. The world's largest watch exhibition, BASELWORLD 2013, will be held in Basel, Switzerland, from April 25 to May 2, 2013. The new Casio booth employs a more distinctive design based on the concept of innovation and functionality, and boldly features the G-SHOCK watch which is currently celebrating its 30th anniversary. This year, the booth will showcase unique analog watches by Casio that offer new value leveraging the company's original sensor technology.

The new booth includes a large design feature measuring 7 meters high, employing a motif of the DW-6900, the world's most popular G-SHOCK model. This watch serves to represent the brand and conveys the toughness of G-SHOCK, as it celebrates its 30th anniversary this month. By relocating the booth to hall 1.2 this year, Casio was able to plan a two-story booth, resulting in a significant expansion of floor space, from 528 m² last year to 768 m² this year. In the exhibition space, a cross-sectional model showing the inner structure of the G-SHOCK GW-A1000 is being set up. Along with this special exhibit area highlighting the toughness of G-SHOCK, a racing car will also be on display from Infinity Red Bull Racing, the Formula 1™ team that Casio supports through a partnership agreement.

Based on the theme of "Moving Time Forward – The Sensor Chronograph", Casio plans to introduce new products at BASELWORLD 2013, focusing on watches that are as unique as Casio. These include watches that feature the company's own sensor technology paired with its drive system that uses multiple motors to move the watch hands independently, technologies developed and refined for the company's outdoor watches. Exciting new products will be unveiled for the brands G-SHOCK, OCEANUS, PRO TREK, EDIFICE, Baby-G, and SHEEN.

Further Information about the company at <http://www.casio-europe.com/euro/corporate/casioeurope/>.