

For Immediate Release

Casio releases gorgeous new watches studded with SWAROVSKI ELEMENTS

New additions to the elegant SHEEN family of metal watches for women who shine



SHEEN SHE-3504SG

Basel, April 24, 2013 — Casio Computer Co., Ltd., today announces the release of three new additions to its SHEEN family of watches for women, which are based on the concept of “elegant, smart and shining.” The new SHE-3504 models feature a dial studded with SWAROVSKI ELEMENTS and are magnificently finished.

The dial is lavishly encrusted with small SWAROVSKI ELEMENTS and still more have been set into the bezel surrounding the face. Inside the bezel, the ring bearing the minute marks has been given a lustrous finish to reflect light. The crystals have been arranged like cobblestones to give the watch a brilliant sparkle. Three inset dials have been beautifully arranged on the face, showing the date, day of the week, and a 24-hour display. The crystal uses high-transparency, scratch-resistant sapphire glass.



The SHE-3504SG features a salmon pink SWAROVSKI ELEMENTS crystal set into the top of the crown, to match the pink-gold color used in the bezel and numerals. Alternatively, the SHE-3504D is adorned with transparent SWAROVSKI ELEMENTS to go with the silver colored numerals and metal bracelet. The SHE-3504L is completed with a white leather wristband. With SWAROVSKI ELEMENTS that sparkle brilliantly on the wrist and leave a lasting impression, these three gorgeous models are sure to accentuate the charm of the women that wear them.



Model	Bezel color	Band
SHE-3504SG	Pink gold	Metal
SHE-3504D	Silver	Metal
SHE-3504L	Silver	Leather

Main Specifications

Water Resistance	5 bar
Regular Time Keeping	Analog: 3 hands (hour, minute, second); 3 dials (day, date, 24 hour)
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	Approx. 3 years on SR916SW
Size of Case	41.0 x 34.8 x 9.5mm
Total Weight	Approx. 94g

SWAROVSKI® is a registered trademark of SWAROVSKI AG.

Not yet available in the European market.

Press Contact

PRINT Communications Consultants

Gänsemarkt 35

D-20354 Hamburg

Tel.: +49 (0)40 - 22933 - 268

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

E-mail: pressebuero-casio@printcc.de