

PRESS INFORMATION

Casio EDIFICE launches the ERA-300DB-1AVER as its latest model for the premium sector

The top model in the EDIFICE collection, the EQW-A1200DB, is to have an equally fashionable and dynamic counterpart. The ERA-300DB-1AVER offers a modern design, a multitude of functions, and outstanding value for money



EDIFICE ERA-300DB-1AVER

Norderstedt, February 14, 2014 – EDIFICE is continuing its motorsport-inspired concept of “speed & intelligence” with the latest model in its collection. With its modern design and dynamic appearance, the ERA-300DB-1AVER compliments the successful top model, the EQW-A1200DB. However, the new addition to the range includes extra stylish features on the face. The ERA-300DB-1AVER possesses a twin sensor, which reads both the temperature and direction, making it the ideal companion for the active man looking for adventure.

The solid stainless steel case and band, as well as a safety catch, ensure that you can rely on the ERA-300DB-1AVER in any situation. It goes without saying that the model also includes all the classic EDIFICE features, such as world time, stopwatch and five daily alarms. At a price of 299 Euros, it is also outstanding value for money.

Casio EDIFICE has been partner of Infiniti Red Bull Racing in Formula 1™ since 2009. The team won the World Championship for a remarkable fourth time in a row last year. As Watch Partner, EDIFICE supplies World Champion Sebastian Vettel and the team with top-class watches.



Data for the ERA-300DB-1AVER:

- Width (9-3 o'clock): 46,9 mm
- Height (12-6 o'clock): 49.8 mm
- Thickness: 13.4 mm
- Weight: 167 g

Functions of the ERA-300DB-1AVER:

- Neon illuminator
- Digital compass
- Thermometer (-10°C / +60°C)
- World time function
- Stopwatch function - 1/20 sec - 1 hour
- 5 daily alarms
- Automatic calender
- Mineral glas
- Solid stainless steel case
- Solid stainless steel band
- Safety catch
- 2 years - 1 battery
- Water resistance classification (10bar)

Available in shops from April 2014 // Recommended Retail Price: 299,00 EUR

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