

Casio Releases New BABY-G Watches for an Active Lifestyle

*One Hand Indicates Tide Conditions at a Glance with the Press of a Button,
Fashionable Designs Styled for an LA Beach and City Streets*



BGA-180-7B1

BASEL, March 26, 2014 — Casio Computer Co., Ltd., announced today the latest additions to its BABY-G line of shock-resistant watches for women. The new G-LIDE BGA-180 watches feature function, structure and design optimized for surfers and skateboarders. They were developed with input from top athletes. .

Casio BABY-G brand is based on a concept of Tough & Cool. While maintaining the toughness and shock-resistance of G-SHOCK in ladies' size wristwatches, BABY-G combines a high level of functionality and fashion. The G-LIDE lineup of BABY-G watches is ideal for extreme sports, and is especially popular with active women.

While providing waterproof and shock-resistant performance ideal for surfing and skateboarding, the new G-LIDE BGA-180 watches are equipped with a tide graph that indicates the tide level using a surfboard-shaped hand, enabling the wearer to check surf conditions at a glance.

In addition to the tide graph shown in the inset dial at the 9 o'clock position, the ambient temperature is shown at the 4 and 5 o'clock positions. Ease of operation has also been enhanced through the use of a direct button that activates the tide graph and thermometer. Not only that, a three-dimensional design has been realized by layering the inset dial, LCD, and numerals for a watch face that is super easy to read. The fine resin protector, which is strong and also highly resistant to discoloration by UV rays and chemicals, absorbs shock to the reverse side while ensuring a comfortable fit.

The G-LIDE BGA-180 watches are available in four different colors. Evoking street fashion and the active lifestyle of Los Angeles, the new models come in vivid colors, with a look that is great on the beach and the streets.

Model	Color
BGA-180-7B1	White
BGA-180-7B2	White & Green
BGA-180-1B	Black
BGA-180-4B	Black & Red



Specifications

Construction	Shock-resistant
Water Resistance	10 bar
Thermometer	Measuring range: -10 to 60°C (14 to 140°F); measuring unit: 0.1°C (0.2°F)
Tide Graph	Tide level for specific date and time
Moon Data	Moon age of the specific date
World Time	48 cities (31 time zones, daylight saving on/off) +UTC
Stopwatch	1/1-second stopwatch; measuring capacity: 59'59"
Countdown Timer	Measuring unit: 1 second; input range: 1 to 60 minutes (1-minute increments)
Alarm	Daily alarm; hourly time signal
Other Functions	LED backlight; full auto-calendar; 12/24-hour format
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 2 years on SR726W x 2
Size of Case	49.3 x 44.0 x 15.4 mm
Total Weight	Approx. 46 g

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