

Casio Releases Infiniti Red Bull Racing Partnership EDIFICE Watches

Finished with Striking Gold-colored Features



EQB-500RBK

ERA-300RB

TOKYO, September 5, 2014 — Casio Computer Co., Ltd. announced today the release of new limited edition of EDIFICE watches to celebrate Casio's partnership with Infiniti Red Bull Racing. The EDIFICE line of metal watches captures the essence of "Speed and Intelligence."

With its youthful image and energy, Infiniti Red Bull Racing strives to make its cars the fastest in the world by leveraging outstanding technology development capabilities. The team pursues intelligent racing strategies aimed at getting winning results. Casio believes that this approach is a perfect match for its EDIFICE brand concept, and has supported the Red Bull Racing Team as an official partner since 2009. The Infiniti Red Bull Racing team has won the World Constructor's Championship four years in a row since the 2011 Formula One™ season.

Casio is now releasing the Championship Gold series of five new EDIFICE watches. Casio designed the new watches using five base models, including its EQB-500, which can connect to smart phones via Bluetooth® Smart technology and make it easy to set world time, and the ERA-300D featuring Casio's popular Neon Illuminator, which employs a built-in black light LED that makes the watch's specially coated lettering and hands glow.

For this new series, Casio boldly finished the watch hands and indicators in a striking gold color to celebrate the outstanding accomplishment of the Infiniti Red Bull Racing Team, and featured the team's colors of blue, yellow and red in various places, including the inset dials and second hands. Moreover, the Infiniti Red Bull Racing logo is prominently displayed on the watchface and the packaging. With an exclusive collector's card included in each package, the products exude premium quality worthy of their limited edition status.

Hiroshi Nakamura, Senior Executive Managing Officer and a member of the Board of Directors at Casio, had this to say: "Based on our popular and newly produced models, we have designed this lineup to capture the image of Infiniti Red Bull Racing. Among the new models, the EQB-500RB in particular makes it easy to set times to international time zones, so it is an excellent watch for people who travel around the world like the team members of

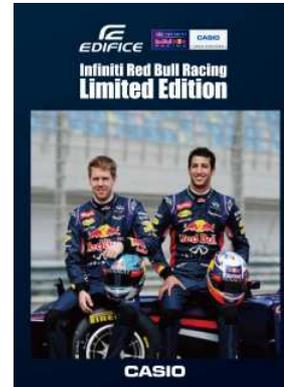
Infiniti Red Bull Racing.

Christian Horner, Team Principal, Infiniti Red Bull Racing, said: "We are delighted to partner with such a strong brand such as Casio. It was evident from day one that they shared our passion for precision engineering and like us, they are single minded in their pursuit for excellence. The new EQB range is another step forwards in this relationship. From a personal point of view, the use of digital technology presented in this range of watches is excellent; having a watch that synchronises perfectly to the world time via a smart phone will be of great help for the members of the Infiniti Red Bull Racing Team as we travel around the world."

Model	Band Color	Band Material
EQB-500RBK	Black	Stainless steel
ERA-300RB	Silver	Stainless steel
ERA-201RBK	Black	Stainless steel
EFR-540RB	Silver	Stainless steel
EFR-540RBP	Black	Resin



Package



Original card(EQB-500RBK)



EQB-500RB



ERA-300RB



ERA-201RBK



EFR-540RB



EFR-540RBP



Team logo(ERA-300RB)

Specifications

EQB-500RBK

Construction		Vibration-resistant structure
Water Resistance		100 meters
Communication Specifications	Communication Standard	Bluetooth® Smart
	Signal Range	Up to 2m (may differ depending on surrounding conditions)
Watch Functions	Dual time	Home city time swapping
	Stopwatch	1 second; measuring capacity:23:59'59"; elapsed time; split time; speed: 0 to 300 units/hour;
	Other Features	Mobile link; daily alarm; full auto-calendar; day and date display; low battery alert; airplane mode
Accuracy at Normal Temperature		±15 seconds per month
Power Source		Tough Solar™ power system (solar-charging system)
Continuous Operation		About 33 months with the power-saving function* ON after full charge. *Hands stop to save power when the watch is left in the dark
Size of Case		52.0×48.1×14.1mm
Total Weight		Approx. 193g

To enable connection with Smartphone, Casio's "CASIO WATCH +" application must be downloaded.
For the latest information regarding compatible smartphones and Mobile Link features, please visit here.
<http://www.edifice-watches.com/bs/>

ERA-300RB

Water Resistance	100 meters
Light	Neon Illuminator (black light LED) with afterglow
Digital Compass	Hand indication of north (20 seconds continuous measurement); measures and displays direction as one of 16 points; measuring range: 0° to 359°; measuring unit: 1°; bidirectional calibration; magnetic declination correction; bearing memory
Thermometer	Display range: -10 to 60°C (14 to 140°F); display unit: 0.1°C (0.2°F)
Stopwatch	1/20-second stopwatch; measuring capacity: 59'59.95"; measuring modes: elapsed time, split time, lap time; memory capacity of lap time: up to 100 records
World Time	29 time zones (29 cities + Coordinated Universal Time), city code display, daylight saving on/off
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; button operation tone on/off
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	2 years on SR927W×2
Size of Case	49.8×46.9×13.4mm
Total Weight	Approx.167g

ERA-201RBK

Construction	Vibration-resistant structure
Water Resistance	100 meters
Thermometer	Measuring range: -10°C to 60°C (14°F to 140°F); measuring unit: 0.1°C (0.2°F)
World Time	48 cities (31 time zones; daylight saving on/off, daylight saving time) and Coordinated Universal Time
Stopwatch	1/100-second stopwatch; measuring capacity: 23'59.99";

	measuring mode: elapsed time; split time
Countdown Timer	Measuring unit: 1 second (maximum 60 minutes)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar; date display; full auto LED backlight (Super Illuminator) with afterglow
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	2 years on SR927W×2
Size of Case	52.9×47.0×13.2mm
Total Weight	Approx.185g

EFR-540RB/EFR-540RBP

Construction	Vibration-resistant structure
Water Resistance	100 meters
Stopwatch	1/20-second stopwatch; measuring capacity: 12 hours; measuring modes: elapsed time, split time, 1st-2nd place times
Accuracy at Normal Temperature	±20 seconds per month
Battery Life	3 years on SR927SW (low battery warning)
Size of Case	54.0×48.1×12.1mm
Total Weight	Approx.191g (EFR-540RB) Approx.109g (EFR-540RBP)