

G-SHOCK

READY FOR TAKE-OFF

G-SHOCK presents the Gravitymaster GA-1100-1AER, a new model in the Master of G Series

Norderstedt, February 2015 – In the G-SHOCK Premium collection, the Master of G models represent professional pilot watches. Developed in consultation with pilots right down to the very last detail, the high standards of this model are illustrated by its sophisticated, innovative technologies, high-quality, perfectly finished materials and striking analogue design.

In terms of looks, the latest Gravitymaster model comes in its well-known, understated but also tough design in a rich, high-quality black. The stainless-steel resin case is just as robust and scratch-resistant as the mineral crystal under which the digital and analogue watch face lies protected. Numerals and hour and minute hands are highlighted in colour and, thanks to the super-illuminator backlight, they can also be easily read in a dark cockpit or at night.

The world time function is important for use both in the air and on land. The so-called watch-in-watch principle enables the automatic display of up to 29 different time zones in a separate analogue display on the watch face – and this function is quickly and easily accessible.

Whether in a cockpit or at home, every second counts. The integrated hand-moving function ensures that the watch hands move away from the digital display at the click of a button – so the stop function or the day of the week, for example, can be quickly read without hindrance.

In addition, the GA-1100 includes features which can be expected of G-SHOCK, for example a thermometer, water-resistance up to 20 bar and the legendary shock resistance. Stopwatch, countdown timer and alarm function are simple to use and set; the integrated digital compass helps with orientation in unknown areas.



Other technical features of the **GA-1100-1AER** include:

- G-SHOCK shock resistance
- Super illuminator
- Neon display
- Digital compass
- World time function
- Alarm function
- Stopwatch function
- Timer
- Mineral crystal
- Stainless-steel resin case
- Resin wristband
- Water-resistance up to 20 bar



The new GA-1100 is now available from selected stockists in black (**GA-1100-1AER**), black with green details (**GA-1100-1A3ER**) and red and blue (**GA-1100-2AER**). A practical retailer search function is available at www.g-shock.eu.

ABOUT G-SHOCK

G-SHOCK started with the idea and desire to create an indestructible watch. Engineers at CASIO followed the 'triple 10' concept which states that a watch should survive a fall from a height of 10 metres, withstand water pressure of 10 bar and should have a life span of 10 years on a single battery.

G-SHOCK has remained true to this concept and has been perfecting and continuously developing its G-SHOCK models since its launch in 1983.

Press contact for trade media Germany/Austria:

Corinna Fromm Communication
Sabrina Rauen
Seilerstrasse 24
20359 Hamburg
Germany
Tel.: +49 (0)40 800 073 820
Email: kontakt@corinnafromm.de

Press contact for public media Germany/Austria:

BOLD Communication & Marketing GmbH
Jana Kuch
Torstrasse 68
10119 Berlin
Germany
Tel.: +49 (0)30 202 157 722
Email: jana.kuch@boldberlin.com