

Casio to Release New BABY-G Models Inspired by Beachside Glamping

Tide Graph Function and Water Resistance to 20 bar with a Sporty, Luxurious Look



BGA-220

BASEL, March 16, 2016 — Casio Computer Co., Ltd. announced today the release of new additions to the BABY-G line, based on the concept of “Tough and Cool.” Five new BGA-220 models offer a sporty design with a luxury feel that is perfect for glamping at the beach.

The new sporty and refined BGA-220 models have been inspired by glamping, a new trend in camping where guests enjoy luxury amenities and services in beautiful natural settings. Based on the concept of glamping on the beach, the new models are water resistant to 20 bar and equipped with a tide graph function for current tide information.

The stainless steel bezel features a 12-sided polygon design for added presence. The top surface of the bezel has a hairline finish, and the sides boast a mirror surface. These contrasting finishes create a refined look. Furthermore, the metallic 3D index sparkles subtly whenever the user moves her wrist, providing a high-quality and elegant feel. The double-layer dial features a wave design rolling across the dial, and each of the five models has a different subtly natural hue, evoking waves, shells, sparkling water, and more. Moreover, befitting a watch designed for glamping at the beach, a mere push of the button in the four o'clock position provides tide and temperature information. The new BABY-G models are great for women who enjoy elegance while living an active life in places of natural beauty.



Specifications

Construction	Shock-resistant
Water Resistance	20 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 × 2
Size of Case	46.9×45.3×15.1mm
Total Weight	Approx. 55g

Press Contact

Corinna Fromm Communication
 Kleine Reichenstraße 6-8
 20457 Hamburg / Germany
 Tel.: +49 (0)40 / 8000 73 820
 E-Mail: kontakt@corinnafromm.de

Press Contact UK

Casio Electronics Co. Ltd.
 Stephanie Weekes
 Harp View,
 12 Priestley Way,
 London, NW2 7JD
 Tel: + 44 20 8208 9558
 E-Mail: stephaniew@casio.co.uk