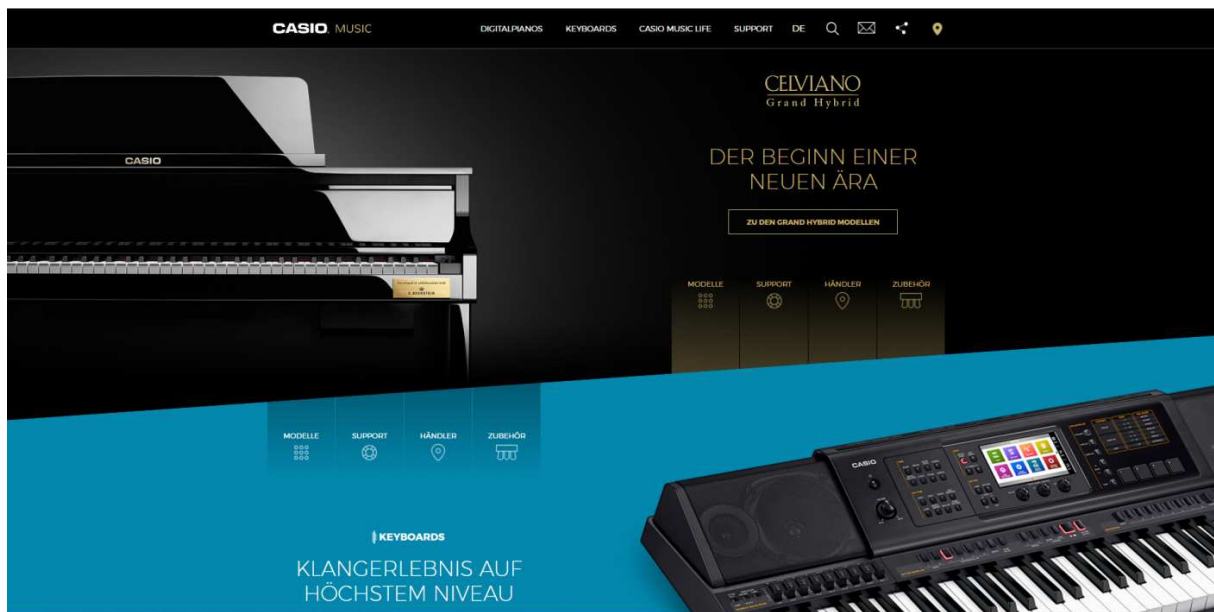


## CASIO Music starts 2017 with a new online presence

- Grand website relaunch in January
- Responsive interface, modern design, extensive services and stories about the world of CASIO Music
- Discover CASIO at: [www.casio-music.com](http://www.casio-music.com)



Norderstedt, January 2017. CASIO starts the new year with a big relaunch of its online presence, including numerous new features, services and information about the world of CASIO music instruments. Key elements of the relaunch such as modernized design, an optimized navigation and responsive user interface ensure that musicians “on the road” can experience all features of the website on their specific mobile devices (smartphones, tablets).

To display all facets of CASIO music, the website offers information on the latest technical news, for instance the MZ-X series or the innovative CELVIANO Grand Hybrid Digital Pianos, as well as a wide range of sound examples, videos and education projects for young musicians and talents.

“A crucial point for the relaunch of our website was to improve its usability” explains Martin Moritz, Marketing Manager for digital music instruments at CASIO. “We focused on the core elements of the website, including a modern layout and convincing content. Users can find information very easily and can switch from product information to the dealers list with only a few clicks, which will hopefully make them enjoy the website even better than before.”

Besides the German version, the website is also accessible in English, French and Italian. Further European languages are in the planning until the end of this year.

Useful information can be found here:

Website: [www.casio-music.com](http://www.casio-music.com)

Facebook: [www.facebook.com/casiomusic](https://www.facebook.com/casiomusic)

Youtube Channel: [www.youtube.com/user/casiomusiceurope](https://www.youtube.com/user/casiomusiceurope)

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**CASIO COMPUTER CO., LTD.**

Casio Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products. Since its establishment in 1957, Casio has strived to realize its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. Today, Casio's offerings include timepieces, digital cameras, electronic dictionaries, calculators, musical instruments, system equipment, and others.