

For Immediate Release

CASIO Ships 100-Millionth G-SHOCK Shock-Resistant Watch



DW-5000C
(First model, Launched 1983)

Norderstedt, September 1, 2017 — CASIO, announced today that total worldwide shipments of [G-SHOCK](#) watches passed the 100 million unit mark in August this year. CASIO began selling G-SHOCK shock-resistant watches in April 1983.

The development of G-SHOCK began in 1981 with an engineer’s passion to create a rugged watch that would not break even if dropped. Two years and over 200 prototypes later, the first G-SHOCK model, the DW-5000C, featuring an all-new shock-resistant construction, was released in 1983. It overturned the accepted notion of the time that wristwatches are inherently fragile and susceptible to shocks, and established a new product category: the “tough watch.” Since then, G-SHOCK has continued to evolve with improved functions and performance.



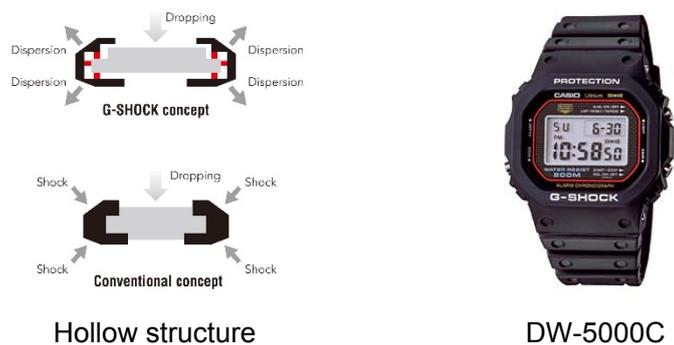
* FY2018 figure represents units shipped as of end August

CASIO is determined to keep moving forward with the G-SHOCK brand, so that customers worldwide can continue to enjoy these outstanding watches. The aim is to ensure that every new G-SHOCK developed exceeds expectations.

G-SHOCK History

From G-SHOCK Concept to Creation (1981 to 1983)

G-SHOCK development began in 1981. It was a time when watches could be easily damaged by shock and were considered to be sensitive instruments requiring careful handling. The concept for G-SHOCK arose when a CASIO watch developer accidentally dropped a watch he had received from his parents after passing his high school entrance exam. Sadly, the watch broke. He made up his mind to create a new kind of watch that would not break even if dropped. After over 200 prototypes, a hollow watch case structure was finally devised that supported the core module at certain points. A covering of urethane was also formed around the entire case. This became the DW-5000C, the first G-SHOCK model, which was launched in 1983. The G-SHOCK name was coined from the development concept of a watch that can withstand a strong shock caused by gravity (free fall).



A Hit in the United States (1984 to 1990)

In 1984, a G-SHOCK commercial in the United States showed an ice hockey player hitting a G-SHOCK DW-5200C instead of a puck. People started to wonder if the watch could really be as strong as shown in the commercial, and a popular TV program recreated the scenario to verify the watch's strength. The G-SHOCK still kept accurate time, and G-SHOCK became widely known as a shock-resistant watch. The watch size also suited the wrists of many American men, and it became popular with outdoor enthusiasts, firefighters, police officers, and others, turning it into a popular brand in the United States. Then, with the adoption of innovative liquid crystal graphics for the DW-5900C released in 1990, the brand became especially popular with skateboarders on the US West Coast.



A Hit in Japan (early 1990s)

In the 1990s, the latest American street fashion started to be featured in Japanese magazines, causing the same fashions to take off in Japan, along with a new interest in G-SHOCK. At that time, the DW-5900C was only available outside the country. However, it began to appear in Japanese clothing stores as an imported fashion accessory and gradually became popular with young fashion-forward Japanese. Its popularity grew when some famous musicians and action

movie heroes began wearing G-SHOCK. A magazine article graphically chronicling G-SHOCK models drew attention to even earlier models. This further boosted the popularity of G-SHOCK. The total number of watches shipped in Japan grew from about 10,000 in 1990 to about 700,000 by 1995, confirming it as an exceptional hit product. G-SHOCK became the first digital watch to be adopted by youth fashion.

Lineup Expansion / Connecting with Sport and Youth Culture (mid to late 1990s)

Aiming to increase the diversity of G-SHOCK wearers, CASIO expanded the model lineup in the mid-1990s. In 1996, the MRG-1 was released as part of the new MR-G series designed to appeal to adult men as well as youth. The MRG-100 was also released in the same year, featuring both a full metal casing and shock resistance. This marked the start of an initiative to make G-SHOCK a brand that both youth and adults love.

In addition to street fashion, G-SHOCK model development began to connect with various sports enthusiasts, such as snowboarders and surfers, as well as reggae fans and club goers including DJs and dancers. Furthermore, by releasing collaborative models with environmental protection groups and sports teams, these organizations have been able to deliver their messages to young people, in a way that only G-SHOCK can do. In 1997, 6.0 million G-SHOCK watches were sold around the world, which includes 2.4 million units shipped in Japan. G-SHOCK had grown into a brand that is an integral part of youth culture. In addition to this cultural role, G-SHOCK has sponsored some of the world’s largest sporting events in sports like soccer and yacht racing, and its brand strength is felt worldwide.



MRG-1

MRG-100

DW-8200K

Second Dolphin & Whale
Eco-Research Network Model

Back to the Basics of Tough Performance (late 1990s to 2000s)

After hitting a peak in 1997, G-SHOCK shipment numbers began to decline. This may have been due to the launch of many collaborative models and too much focus on the watch as a fashion symbol rather than its core feature of shock resistance. Getting back to the basics of G-SHOCK shock resistance, CASIO completely refocused on tough performance, and actively adopted new technology to increase the original value of the watch. G-SHOCK models began to evolve in terms of both function and performance. Key examples include the GW-300 (2002), equipped with radio-controlled and solar-powered technologies, the GW-9200 (2008), which can receive time-calibration radio signals from six stations worldwide, and the GW-4000 (2012), equipped with TRIPLE G RESIST technology to withstand shock, centrifugal force, and vibration.



GW-300



GW-9200



GW-4000

Continual Innovation (present)

By continuing to challenge the conventional notion of the watch, the evolution of G-SHOCK is still going strong today. Featuring Bluetooth® 4.0 compatibility, the GB-6900 (2012) can link with the wearer's smartphone, creating new value in a wristwatch. The GPW-1000 (2014) offers a hybrid time acquisition system allowing it to receive time-calibration signals from both GPS satellites and six radio transmitters worldwide. This enables even more accurate timekeeping anywhere on the planet. In May 2017, CASIO released the GPW-2000 featuring the Connected Engine 3-Way module. The module receives both radio wave and GPS satellite time calibration signals, while also connecting to time servers by pairing with a smartphone. It automatically updates the watch's internal data on time zones and daylight savings time (DST) from a smartphone, keeping it updated at all times, for a whole new level of timekeeping accuracy. CASIO will continue to challenge the conventional notion of the watch by delivering new functions and performance never imagined before.



GB-6900



GPW-1000



GPW-2000

Delivering the G-SHOCK Experience to People Everywhere

In addition to product advancement, CASIO has been developing marketing activities to convey the G-SHOCK worldview to people across the globe. SHOCK THE WORLD events have been held since 2008, and they include collaboration with music and sports which have a close affinity with the G-SHOCK brand. As August 31, 2017, these events have been held in 73 cities worldwide. They are an opportunity for G-SHOCK fans everywhere to get a full-sensory experience of G-SHOCK appeal. In addition to events, CASIO has created locations where people can satisfy their curiosity by encountering G-SHOCK watches first hand. It started with the opening of the G-SHOCK STORE in Odaiba (Tokyo) in 2003, as a place to share the G-SHOCK worldview and the latest information with customers. Now there are six locations in Japan, including Marunouchi and Ginza (both in Tokyo), as well as eight locations in other trend-setting centers around the world, including London and New York. There are also over 1,000 global locations of a CASIO watch specialty store that sells G-SHOCK.

History of Key G-SHOCK Models

Year	Model	Features
1983	DW-5000C	First G-SHOCK shock-resistant watch
1985	DW-5500C	Square-shaped face with dust/dirt-proof construction
1987	DW-5600C	Best-selling model and successor to the square-shaped DW-5000
1989	AW-500	Adopted a combination of analog and digital display
1990	DW-5900C/DW-6000	First hit model in Japan, employing a new face design
1992	DW-6100	First model with a temperature sensor
1993	DW-6300	First Frogman diving model, water resistant to a depth of 200 meters
1994	"Dolphin & Whale Eco-Research Network" Model	First model supporting environmental protection
1996	G Presents Lover's Collection	Pair of G-SHOCK and BABY-G watches (his and hers)
1996	MRG-1	First of the MR-G series
1996	MRG-100	Full-metal casing with shock-resistant construction
1998	DW-9300	First Tough Solar G-SHOCK with solar-powered system
2000	GW-100	First G-SHOCK watch with radio-controlled timekeeping
2002	GW-300	First solar-powered radio-controlled G-SHOCK
2008	GW-9200	First model with Multi-Band 6 technology for automatic time calibration using standard radio waves from six transmitters worldwide
2008	GS-1200	First model with Tough Movement, a slim, analog, radio-controlled, solar-powered movement
2010	GW-3000	Pilot's watch resistant to centrifugal gravitational force
2012	GW-4000	First G-SHOCK with TRIPLE G RESIST, featuring resistance to shock, centrifugal force, and vibration
2012	GB-6900	First model able to link up with the wearer's smartphone
2012	GW-A1000	First model with Smart Access system, enabling smooth operation of a wide range of functions
2014	GPW-1000	First G-SHOCK that receives both GPS signals and radio wave time-calibration signals transmitted from six stations worldwide
2017	GPW-2000	First model with the Connected Engine 3-Way module that receives both radio wave and GPS time-calibration signals, while also connecting to time servers by pairing with a smartphone

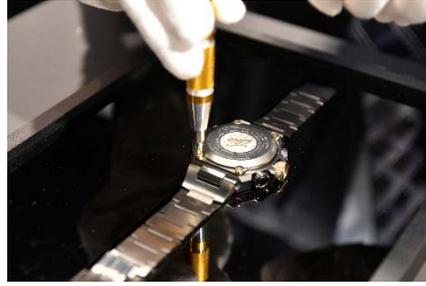
On August 31, a ceremony to commemorate shipment of the 100-millionth G-SHOCK was held at Yamagata CASIO. At the ceremony, a special back case engraved with the number 100,000,000 was fitted to the MRG-G1000B-1A4 in the MR-G series, the flagship series of the G-SHOCK brand.*

The MRG-G1000B-1A4 is equipped with a hybrid time acquisition system that receives both GPS and radio wave time-calibration signals, conveying G-SHOCK strength in a design theme of crimson accents that evoke the red lacquered armor that once signified elite samurai.

*This unit will not be released for sale.



The ceremony (second from the left : Yuichi Masuda, Director and head of Timepiece Product Division)



Fitting the special back case



The special back case



MRG-G1000B-1A4
(Launched 2017;

The back case is marked with the number 100,000,000, commemorating the shipment of the 100 millionth unit)

CASIO COMPUTER CO., LTD.

CASIO Computer Co., Ltd. is one of the world's leading manufacturers of consumer electronics products and business equipment solutions. 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.