

CASIO to Release 35th Anniversary G-SHOCK Red-Out Collection *Featuring the Symbolic Red Brand Color*



Norderstedt, December 21, 2017 — CASIO will celebrate the 35th anniversary of its G-SHOCK brand of shock-resistant watches in April 2018. To mark this milestone, CASIO announced today the release of the Red-Out commemorative collection of four G-SHOCK models in all red to symbolize the G-SHOCK brand.

The development of G-SHOCK began in 1981 when an engineer dropped and broke his watch, sparking the desire to create a rugged watch that would not break even if dropped. After two years and over 200 prototypes trying to create a completely new kind of watch, the first G-SHOCK model with a shock-resistant construction was released in 1983. It overturned the accepted notion of the time that wristwatches were inherently fragile and needed to be carefully handled. Since that time, CASIO has continued to release new G-SHOCK models that break from norms, based on the brand concept of “Absolute Toughness.” Today, the G-SHOCK brand is known around the world, with total worldwide shipments surpassing 100 million units in August 2017.

The 35th anniversary Red-Out collection features an all-red matte color scheme achieved using a new coating technology that incorporates particles into the paint, creating a lusterless red finish. The LCDs are also red, and black metal parts including case backs and strap keepers serve to accentuate the red theme of the watch. The Red-Out collection boldly embodies the G-SHOCK identity, which has kept evolving for the past 35 years in constant pursuit of toughness and will keep delivering new value in the years ahead.

The case backs of these models are engraved with the G-SHOCK 35th anniversary logo designed by Eric Haze, the world-renowned graphic artist, while the strap keeper is emblazoned with a star emblem that signifies 35 years. These are truly special watches whose design and coloring embody the G-SHOCK brand concept of “Absolute Toughness.”

The Models of the Red-Out Collection

- The DW-5635C has a square watch face in a nod to the heritage of the first G-SHOCK model
- The DW-6935C is based on the DW-6900, which is the basis of many G-SHOCK collaboration models
- The GA-735C features a bold oversized case



DW-5635C



DW-6935C



GA-735C

DW-5635C / DW-6935C

Construction	Shock-resistant
Water Resistance	200 meters
Stopwatch	1/100-second stopwatch; measuring capacity: 00'00"00~59'59"99 (for the first 60 minutes), 1:00'00~23:59'59 (after 60 minutes); split time
Countdown Timer	Measuring unit: 1 second; input range: 1 second to 24 hours (1-second increments, 1-minute increments and 1-hour increments); auto-repeat
Alarm	Multi-function alarm; hourly time signal
Other Functions	Full auto-calendar (to year 2099); 12/24-hour format; EL backlight with afterglow; flash alert (flashes with buzzer that sounds for alarm, hourly time signal, countdown timer time up alarm)
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	Approx. 2 years on CR2016
Size of Case	DW-5635C: 48.9 × 42.8 × 13.4 mm DW-5735C: 48.9 × 45.4 × 14.2 mm DW-6935C: 53.2 × 50.0 × 16.3 mm
	DW-5635C: Approx. 53g DW-5735C: Approx. 53g DW-6935C: Approx. 67g

GA-735C

Construction	Shock-resistant
Water Resistance	200 meters
World Time	31 time zones (48 cities and Coordinated Universal Time); daylight saving on/off; home city/world time city swapping
Stopwatch	1/100-second stopwatch; measuring capacity: 23:59'59.99"; split time; target time alarm; direct timing start from the timekeeping mode
Countdown Timer	Measuring unit: 1/10 second; input range: 1 to 60 minute (1 minute increments)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar(to year 2099); 12/24-hour format; button operation tone on/off; LED light (Super Illuminator) with afterglow: 1.5/3.0 seconds; hand shift feature
Accuracy at Normal Temperature	±15 seconds per month
Battery Life	Approx. 5 years on CR2016
Size of Case	57.5 × 53.4 × 18.4 mm
Total Weight	Approx. 75g