

Three CASIO Products Win iF Design Awards



GST-B100X



Colorful Calculator series



GZE-1

TOKYO, February 23, 2018 — CASIO Computer Co., Ltd., announced today that three of its products have won iF Design Awards, a prestigious international recognition for excellence in industrial product design. The products receiving an award include a G-SHOCK shock-resistant watch, the Colorful Calculator series, and the G'z EYE digital camera.

The iF Design Awards are organized by iF International Forum Design GmbH, which is based in Hannover, Germany and is the world's oldest independent design entity. Every year, the coveted awards are conferred upon a select group of products that represent outstanding examples of industrial design.

Sixty-three design experts selected the winning products for the iF Design Award 2018 from more than 6,400 submissions representing 54 countries and regions. Details on the award-winning Casio products are given below.

Award-Winning Products

G-SHOCK G-STEEL GST-B100X Watch

The flagship model in the G-SHOCK G-STEEL series uses a multilayer carbon bezel, delivering light weight and rigidity. The advanced face design features a dial indicator designed in the image of the turbine blades on a jet aircraft engine; the indicator rotates to indicate various information graphically including the battery level.

Colorful Calculator Series

The Colorful Calculator series includes a variety of colors and several sizes, so that users can select a calculator to match their taste and uses. Designed to offer a balance of attractive looks and functionality, the calculators feature distinctive colors and keys carefully designed for optimum visibility. The attention to design extends to the eye-catching packaging.

G'z EYE GZE-1 Digital Camera

A tough camera that is shock-resistant to withstand a drop up to 4 meters, waterproof down to 50 meters, dustproof to the IP6X standard, and performs at temperatures down to -10°C. The buttons are carefully sized and spaced on the body for ease of grip and operation. Bumper protectors are used throughout to protect the lens and buttons against drops and impacts, as well as to guide the fingers to the buttons.