

New BABY-G models with step counter

Three stylish colour variations for the perfect casual fashion look



BGS-100RT

BABY-G extends its sporty BGS-100 series with the addition of three new models. The motto: tough & cool! The highlight of the new BGS-100 is the automatic step counter – something to really get you moving! Thanks to the other three stylish colour variations, the new BGS-100 isn't just a smart sports companion but a fashion item par excellence as well.

A cutting-edge acceleration sensor reliably tracks movements, and counts the wearer's every step – whether walking, jogging or running. Another fascinating feature and great motivation driver: ladies can set themselves a step count target for the day. The current status is quick and simple to check at the press of a button. The counter automatically resets to zero at the start of a new day.

The BGS-100 is useful for day-to-day health management, too. If the watch hasn't registered any movement for a prolonged period of time, the step reminder function gives off an acoustic and visual signal – a great stimulus to get active again! The display also shows steps-per-hour over a period of five hours as well as a step history. Other great features: a stopwatch function with lap data records for up to 30 training sessions and an individually adjustable alarm function that reliably reminds the user when it's training time. With waterproofing up to 10 bar, the BABY-G is perfect for training in all weathers as well as in water.

The newly developed case not only makes the watch narrower, it also improves wear comfort on the wrist. The new colour variations perfectly match the latest sportswear trends and go excellently with a whole range of different outfits – whether casual, chic or sporty and elegant: just as you please.

The BGS-100 is the perfect companion for dynamic women who are into laid-back style, cool functions and an active lifestyle – day in, day out!



BGS-100RT-1AER



BGS-100RT-2AER



BGS-100-9AER

Technical highlights:

- LED light
- Shock-resistant
- Step tracker / step counter
- Stopwatch – 1/100 sec. – 24 hrs.
- 30 lap data records
- Countdown timer – 1/1 min – 24 hrs. (with automatic repetition)
- 5 alarms
- Automatic calendar
- Mineral glass
- Waterproof up to 10 bar

The new BABY-G Step Tracker series is available at selected specialist outlets **from April 2018** at a **recommended retail price of EUR 129**.

For further details, see www.baby-g.eu

About BABY-G

For over 20 years, the Japanese watch brand has been firmly associated with stylish urban timepieces. The BABY-G range was created as a smaller, feminine variant of the legendary G-SHOCK models. It quickly grew into a worldwide style phenomenon, hitting the German market in the late 1990s. BABY-G remains an essential item in the world of streetwear to this day, while collaborations with the latest and most exciting urban brands demonstrate the brand's forward-looking and fashion-conscious character.

Details of all models can be found at www.baby-g.eu. For further information about the company, see www.casio-europe.com/euro/corporate.

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