

CASIO to Release BABY-G Watch for Fun Times at the Beach Featuring Colours and Designs That Evoke a Sparkling Ocean Surface



BGA-250

BASEL, March 21, 2018 — Casio Computer Co., Ltd. announced today the release of the latest addition to the BABY-G line of women’s shock-resistant watches based on the concept of Tough and Cool. The BGA-250 is inspired by a love of the sea and will be available in five models.

The new BGA-250 features numerous design details that evoke the ocean, inspired by a love of the sea. The perimeter around the index marks and the watch face evoke the sparkling surface of the sea with metallic accents on some of the index marks. The marine-inspired design boasts various playful touches including index marks in a bar-and-dot pattern inspired by a ship’s steering wheel, and an hour hand whose shape is inspired by a ship’s anchor. The watch comes with the Neon Illuminator feature, and a special fluorescent coating is incorporated into the watch face—and also printed on the hour and minute hands—giving a vivid glow at night.

The BGA-250 will be available in five models featuring watch body and watch face colours that are each inspired by a different ocean scene including a moonlit ocean, clear ocean waters, and seashells on a beach. The BGA-250 is a BABY-G watch for women who are moved by the sea, with designs that accent beach style.

Model	Body Colour	Face Colour
BGA-250-1A	Black	Black
BGA-250-2A	Turquoise blue	Light blue
BGA-250-4A	Pink	Pink
BGA-250-7A1	White	Light blue
BGA-250-7A2	White	Graded pink

- BGA-250-1A, BGA-250-2A, BGA-250-4A, BGA-250-7A1
The perimeter around the index marks and watch face feature a special decorative pattern that

evokes a sparkling ocean surface. The BGA-250-1A is inspired by a moonlit ocean, while the BGA-250-2A evokes a sparkling turquoise blue ocean and the BGA-250-7A1 distinctly and refreshingly captures a translucent ocean. The pale pink finish of the BGA-250-4A evokes seashells on a beach.

■ BGA-250-7A2

The BGA-250-7A2 evokes a sunset-lit ocean with its gradated-colour watch face.



BGA-250-1A with watch face and index mark perimeter evoking a sparkling ocean surface



BGA-250-7A2 with gradated-colour watch face



BGA-250-1A with Neon Illuminator activated

Specifications

Construction	Shock-resistant
Water Resistance	10 bar
World Time	29 time zones (27 cities + Greenwich Mean Time)
Stopwatch	1-second stopwatch; measuring capacity: 59'59; split time
Countdown Timer	Measuring unit: 1 second; countdown range: 60 minutes; countdown start time setting range: 1 to 60 minutes (1-minute increments); auto-repeat, progress beeper
Alarm	5 daily alarms; hourly time signal
Other Functions	Full auto-calendar; 12/24-hour format; Neon Illuminator (black light LED, afterglow: 1.5/3.0 seconds)
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 3 years on CR1220
Size of Case	45.1 × 41.0 × 13.3 mm
Total Weight	Approx. 33g