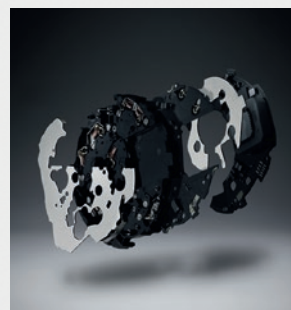


# CASIO COMBINES TRADITIONAL JAPANESE CRAFTSMANSHIP WITH CUTTING-EDGE TECHNOLOGY

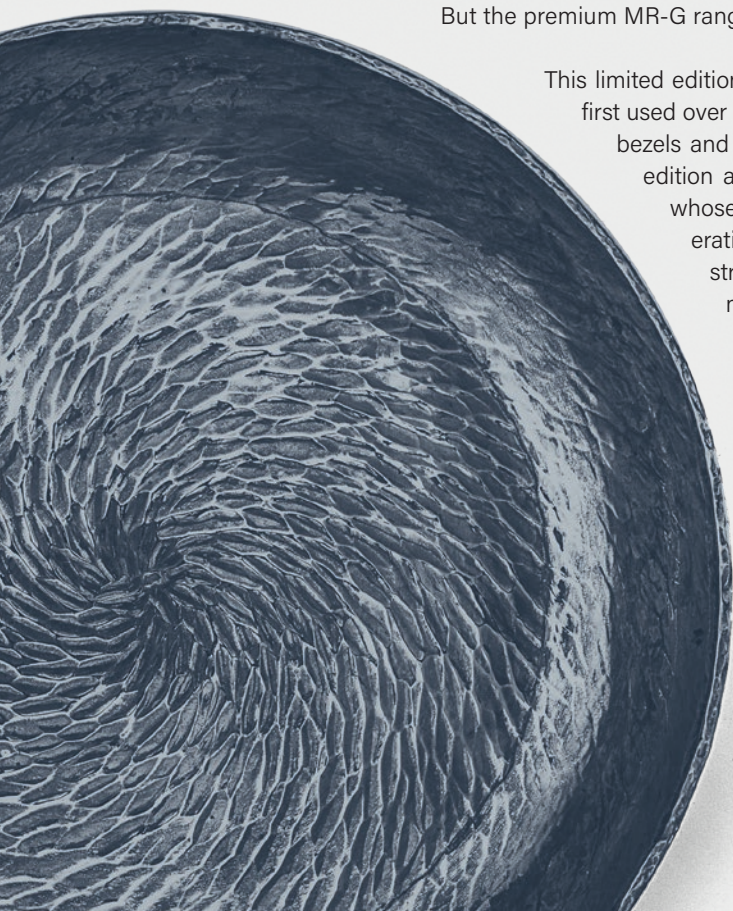
## THE NEW LIMITED EDITION G-SHOCK

With the **MRG-G2000HT**, Casio continues its quest to combine rugged durability and high-tech with the beauty of ancestral Japanese craftsmanship. The flagship of the G-Shock series features GPS Hybrid Wave Ceptor technology to ensure the watch remains accurate in any location on Earth, under virtually any conditions. The watch receives standard time information via terrestrial radio waves, GPS satellite signals and, now, Bluetooth transmission. The watch selects the most appropriate system for the conditions, and supplies the correct time and daylight saving information for the current time zone. The companion MR-G Connected smartphone app provides additional functionality, with World Time for over 300 cities, automatic time adjustment and watch status display, over a Bluetooth connection.



But the premium MR-G range is not just about high-tech.

This limited edition showcases the distinctive kasumi tsuchime technique, first used over 1200 years ago to decorate armour and copperware. The bezels and strap inserts of each of the 500 watches in this limited edition are worked by master craftsman Bihou Asano of Kyoto, whose family has safeguarded the tsuchime tradition for generations. The age-old metal-hammering technique uses deft strokes of a special tool to impart a distinctive pattern to the metal surface. Here, the technique used on the bezel and centre band leaves eye-shaped indentations that ensure that no two watches are exactly alike. After hammering, the forge-cast titanium is subjected to a deep layer-hardening process, and a blue-DLC (diamond-like carbon) coating is applied to the bezel, case back and metal plate at 10 o'clock. As well as improving abrasion resistance, it provides an opportunity to apply colour to selected parts of the watch. Casio has developed a unique shade called Japan Blue, based on the Japanese indigo hue familiar from traditional dyed fabrics. To achieve this unique deep shade requires a complex and labour-intensive process, made even more difficult by the irregularities in the hammered surface.





Integration of traditional Japanese  
craftsmanship with advanced  
CASIO technologies

## KASUMI- TSUCHIME

-HAMMER TONE-

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### MR-G Connected Smartphone app

Developed specifically for MR-G  
premium models, and updates  
information of time zones and DST.

- Automatic time adjustment\*
- World Time for over 300 cities\*
- Watch status display

\* Updating of internal data to reflect the latest  
time zone / daylight saving time information

## THE G-SHOCK GRAVITYMASTER

The **GPW-2000 G-SHOCK GRAVITYMASTER** has been designed with the needs of aircraft pilots in mind. As well as supremely accurate timekeeping, the GPW-2000 offers superior shock resistance to cope with extreme altitude and speed. The Triple-G construction provides protection from three types of gravitational stress – external shocks, centrifugal force and vibrations – and an anti-magnetic plate within the module prevents the hands from being moved as a result of magnetic forces. The case is constructed from carbon fibre, a material extensively used in aircraft for its superior strength and lightness, with the additional protection of FRP (Fine Resin Parts) both within the watch's frame and at the ends of the strap, to strengthen stress points and provide further vibration resistance. Optimum readability under difficult conditions is assured by bold phosphorescent hour markers and dashes of red, all within a dramatic multi-layered 3-D dial. The low specific gravity of the vermilion carbon fibre second hand makes it possible to increase its size while maintaining impact resistance. Night-time visibility is provided by the Super Illuminator, a high-brightness LED. As well as time zone and adjustment functions, the G-Shock Connected smartphone app also features a flight log function, which can store location and time data to provide a travel history, including point of departure, interim and final destination, and return destination. A latitude/longitude display and Coordinated Universal Time (UTC) indicator provide further navigational aids.



### **G-SHOCK Connected Smartphone app**

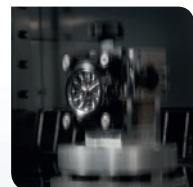
Developed exclusively for GRAVITY MASTER, updates time zones and DST information.

- Automatic time adjustment\*
- World Time for over 300 cities\*
- Flight Log function

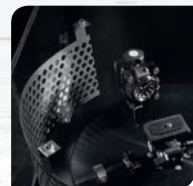
\* Updating of internal data to reflect the latest time zone / daylight saving time information



Shock-resistant



Vibration-resistant



Centrifugal force-resistant





#### CASIO WATCH+ Smartphone app

Easy setting of various watch functions.

- Automatic time adjustment \*
- World Time for over 300 cities\*
- Target Time Indicator
- Phone Finder
- Stopwatch data transfer

\* Updating of internal phone data to reflect the latest time zone /daylight saving time information

Target Time Indicator & Stopwatch data transfer [Smartphone App]  
Linkage with a smartphone app has led to development of stopwatch functions that are useful for managing and employing race data. These functions were developed based on suggestions from pro racing teams, and spectators also find them helpful.



## THE NEW CONNECTED EDIFICE

The **EDIFICE EQB-800DB** is a sporty, high-performance metal analogue chronograph inspired by the world of motor racing and designed with input from professional racing team members. The bold, dynamic design with blue accents features a retrograde hand driven by a dual-coil motor to indicate speed, while displaying stopwatch measurements in 1/20-second increments. The same hand also shows smartphone connection status and battery level.

The on-board chronograph functions are augmented through connectivity with the Casio Watch+ smartphone app, which provides individual lap management of up to 100 laps, as well as a target time indicator. A countdown begins 10 seconds before the target time, acting as a reference for the target car's approach, and the indicator displays the difference from the target time for each lap.

The EQB-800DB enjoys all the other features that make the Casio G-Shock an obvious choice for intelligent men who enjoy an active lifestyle: an abrasion-resistant sapphire crystal with non-reflective coating, integral guard structure to protect the crown, and Tough Solar technology with shadow-dispersing technology to extend battery life.

[www.casio-watches.com/basel/en](http://www.casio-watches.com/basel/en)