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**CASIO SPOTLIGHTS INNOVATION AND CREATIVITY AT CES 2016**

*New Smart Outdoor Watch, Expressive Grand Hybrid Piano and More will be on Display at Casio’s Booth*

**LAS VEGAS, NV, January 6, 2016** – [Casio America, Inc](http://www.casio.com/home/). is excited to announce that it will exhibit an extended portfolio including the new Smart Outdoor Watch, the [Grand Hybrid Piano](http://www.casiomusicgear.com/products/menu_celvianohgp), cameras, [projectors](http://www.casiolampfree.com), and more during the consumer electronics industry’s largest tradeshow – CES 2016. The products will be on display at Casio’s booth in the Central Hall of the Las Vegas Convention Center (#11006) from January 6-9, 2016.

“We are extremely excited to showcase a variety of new products at CES 2016 that demonstrate Casio’s long-standing commitment to creating innovative consumer electronics,” said Shigenori Itoh, CEO of Casio America, Inc. “Our newest introduction, the Smart Outdoor Watch WSD-F10, embodies that commitment by combining comfort and style with cutting-edge technology to deliver a watch that is smart in features and functionality. It is an exciting time at Casio and we encourage everyone to experience these new products for themselves.”

**Timepieces**

The booth’s main exhibit will showcase Casio’s full portfolio of men’s timepieces, including the popular [G-SHOCK collection](http://www.gshock.com), as well as the company’s new Smart Outdoor Watch, the WSD-F10. Officially unveiled at Casio’s CES press conference, the **WSD-F10** is the company’s first official entry into the smart watch category, and features a dual-layered LCD comprised of a color and monochrome touch display. The new watch utilizes the Android Wear platform and comes equipped with a wide range of useful apps and features that are perfect for a tech-savvy outdoor enthusiast. Users can check direction, [altitude](http://protrek.casio.com/features/altimeter), [atmospheric pressure](http://protrek.casio.com/features/barometer), sunrise and sunset times, [tide graphs](http://protrek.casio.com/features/tideGraph) and activity graphs, and more. They can also tap into apps such as email alert, weather, maps, voice search and more to help them stay connected while navigating the outdoors.

In addition to the new smart watch, Casio’s **G-SHOCK MTGG1000D** will also be on display. This timepiece is the third model in the MT-G series and is now equipped with GPS Hybrid capabilities. Timekeeping is captured using a [GPS Atomic Solar Hybrid](http://www.gshock.com/mt-g) feature capable of receiving both Multi-Band 6 radio waves and GPS satellite signals to automatically update time anywhere in the world. Other [key features](http://www.gshock.com/technology/mt-g) include Triple G Resist, Smart Access Crown and Tough Solar Technology.

**Electronic Musical Instruments**

Casio’s newest digital pianos, the award-winning [CELVIANO Grand Hybrid GP-500BP](http://www.casiomusicgear.com/products/menu_celvianohgp/GP-500BP) and [GP-300](http://casiomusicgear.com/products/menu_celvianohgp/GP-300), are the perfect combination of innovation and tradition. Named a CES 2016 Innovation Award Honoree for its groundbreaking design and engineering in cutting edge technology, Casio’s CELVIANO Grand Hybrid truly delivers an experience like that of a grand piano. The GP-500BP and GP-300 are equipped with Casio’s new AiR Grand Sound Source, which recreates every sound and aspect of an acoustic piano, including sympathetic string resonance, damper resonance and key-off response. Additionally, both models feature a Natural Grand Hammer Action Keyboard, which delivers an authentic grand piano hammer movement for a flawless feel and sound. Other key features include 60 pre-set songs, 10 user songs, hall simulator, and 256-note polyphony.

**LampFree® Projectors**

This year, Casio expanded its EcoLite™ series of LampFree® projectors with the [**XJ-V2**](http://www.casioprojector.com/products/Ecolite/XJ-V2), which offers all of the functions of its predecessor, the [XJ-V1](http://www.casioprojector.com/products/Ecolite/XJ-V1), but for an attractive base price lower than before. Casio’s SSI light source – which uses both a laser and a LED – in the XJ-V2 has a lifespan of up to 20,000 hours, eliminating the need for lamp replacements, and offering electricity consumption that is approximately half that of a mercury lamp projector. Additionally, the XJ-V2 reaches its maximum brightness of 3000 lumens in as little as five seconds from the time the power is switched on. The projector can immediately be turned off and then used again right away when powered back on without the need for a cool-down period.

Be sure to visit Casio’s booth (#11006) during CES 2016. For additional information on Casio’s wide range of consumer electronics products, please visit

[www.Casio.com](http://www.Casio.com).

**About Casio America, Inc.**
Casio America, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan, one of the world’s leading manufacturers of consumer electronics and business equipment solutions. Established in 1957, Casio America, Inc. markets calculators, keyboards, digital cameras, mobile presentation devices, disc title and label printers, watches, cash registers and other consumer electronic products. Casio has strived to fulfill its corporate creed of “creativity and contribution” through the introduction of innovative and imaginative products. For more information, visit [*www.casiousa.com*](http://www.casiousa.com/).

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