

For Immediate Release

Casio Releases G-SHOCK Watch That Links to iPhone

*Introducing the Next Evolution of the Digital Watch:
Now Bluetooth® v4.0 Compatible*

Tokyo, September 5, 2012 — Casio Computer Co., Ltd., announced today the release of the GB-6900AA, a shock-resistant watch that can communicate with an iPhone.* This new G-SHOCK is a next-generation watch equipped with Bluetooth v4.0 (Bluetooth® Low Energy Wireless Technology).

* Compatible with iPhone 4S. To enable connection with an iPhone 4S, Casio's "G-SHOCK+" application must be downloaded from the App Store.

The G-SHOCK line of watches is always evolving in terms of technology and performance innovation. This time, G-SHOCK has taken another step forward by incorporating Bluetooth® v4.0 into this new model, which features the round-shaped design popular in the G-SHOCK brand around the world.

This new watch communicates with the iPhone to perform various functions such as notifying the wearer of incoming calls and enabling iPhone alarm and vibration functions from the watch button. In addition, the watch can automatically adjust itself to exact time according to different time zones by synchronizing itself to time data received from the iPhone.

The GB-6900AA is finished with other features and styling to represent its technological advancement, including a high-brightness LED backlight and a special "G" logo indicating compatibility with Bluetooth v4.0 technology. It will be released in five different colors.

iPhone 4S Mobile Link Features

- Notification of incoming calls via the watch
- Finder function to enable iPhone alarm and vibration functions from the watch
- Warning vibration when the watch loses its connection to the iPhone
- Automatic time correction by synchronizing with time data received from the iPhone
- Built-in tilt sensor to detect movement in the watch to automatically reconnect to the iPhone

"Bluetooth" is a registered trademark of Bluetooth SIG, Inc., and iPhone and App Store is a trademark of Apple Inc. in the USA and other countries.

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