

1970s | 1980s | 1990s | 2000s | 2010s - 20s

1991

VDB-1000

Data Bank watch with touchscreen

The first in the Data Bank line with a touchscreen, this watch allowed users to operate its various functions with just a fingertip. In fact, to emphasize that everything could be done on the screen, the designers provided no buttons or crown. The large, full-screen dot-matrix LCD displayed graphics including a world map, as well as letters, numbers, and Japanese *katakana* characters. Boasting the Casio Telememo function to help users keep track of calendar entries, addresses, and more, this watch was full of user-friendly perks, including world time.



1991

DKW-100

Data Bank watch with *kanji* dictionary

This Data Bank watch was the very first wristwatch to include a dictionary of *kanji* (Chinese characters used to write Japanese).





Users could easily check some 55,000 Japanese words, including derived terms, just by entering the phonetic reading. The watch also allowed *kanji* input, adding handy functionality to the Telememo feature, which stored telephone numbers, names, and addresses. Users now had access to 3,349 *kanji* characters, and records could contain 256 characters each. With this level of personal data management, the DKW-100 broadened the scope of practical functionality a wristwatch could offer in business settings and beyond.

1992

BP-100

World's first watch with optical blood pressure monitor

The BP-100 calculated blood pressure by analyzing changes in blood flow measured by an optical sensor and ECG signals. No wristwatch had ever incorporated a blood pressure monitor before. Simply touching a fingertip to the sensor produced a reading — and unlike conventional monitors, it was accurate without requiring constriction of the arm. It also stored up to 30 datapoints in memory, including pulse, which could be measured at the same time. Decades ahead of its time, this groundbreaker delivered the kind of health-oriented functionality that smartwatches are known for today.



1992

IA-1000



Flip Top Data Bank watch with two faces offering analog and digital functions

The IA-1000 featured a very unique case construction with an engaging design quirk: the user could flip open the face of the watch, great for telling time on the analog dial with hour, minute, and seconds hands, to reveal a digital display complete with a numeric keypad, optimized for information input and display using the Telememo function. This highly original double-faced watch not only kept time but also stored and displayed telephone numbers.

1992

JP-200W

Watch with pulse-check function for measuring exercise intensity

This watch delivered a further evolution to the pulse-check function that the JP-100W had in 1987. Users could check whether they were maintaining the most beneficial exercise intensity. Based on pulse measurement and the user's data, a flashing symbol let them know they were in the optimal aerobic zone. The measurement data could also be stored in memory, helping users assess their workouts over time, design training routines, and more.



1992

ALT-7000



Watch with twin sensors for measuring altitude, barometric pressure, and temperature

The ALT-7000, a total outdoor watch, hit the scene when hiking and mountain-climbing were all the buzz. Twin sensors measured altitude, barometric pressure, and temperature. The upper LCD also displayed graphs indicating trends in altitude and barometric pressure. The durable metal case delivered 100-meter water resistance. Slide rule markings around the bezel and the sensor cover jutting out at 9 o'clock really gave it the look of a piece of rugged outdoor gear.

1993

CPW-100

Outdoor watch with digital compass

The CPW-100 incorporated a sensor for measuring compass bearings using geomagnetic readings. The LCD displayed 16 directions, with a graphic display in the center indicating north. Along with a bearing correction function to ensure measurements with greater precision, the rotating bezel provided a simple method of bearing memory. Heading straight in the indicated direction enabled users to stay on course even in poor visibility. With a circular face layout to complement the digital compass and other features, this unique timepiece showed ambitious design sensibilities, as well.



1993

FBR-10W



Fitness watch with fat burning calculator function

This watch came with fitness functions designed for health- and beauty-conscious women. Users entered personal data (body weight, age, and sex), selected from 10 exercise intensity levels, and pressed the Start button to display current levels of fat and calories burned. The watch updated these figures every 30 seconds during periods of exercise, allowing users to enjoy jogging, walking, or other aerobic exercises effective for burning fat.

CMD-10

Watch with TV/VCR remote control functions

The unique CMD-10 delivered remote control functionality for TVs and VCRs. Its function-minded layout of large remote control buttons ensured intuitive operability. Users could turn their TV or VCR on or off, change channels, adjust the volume, and more using the watch on their wrist. It was compatible with TVs and VCRs from the major manufacturers. At last, no more searching for the remote! This convenient lifehack made the CMD-10 quite popular in its day.





1993

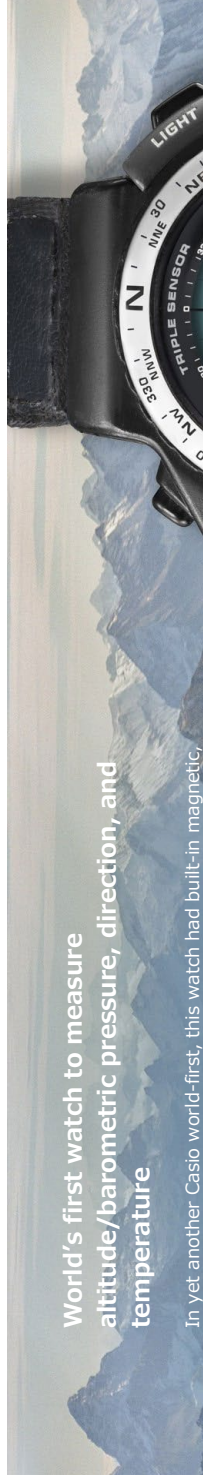
DW-6300

Diver's watch with ISO 200-meter water resistance

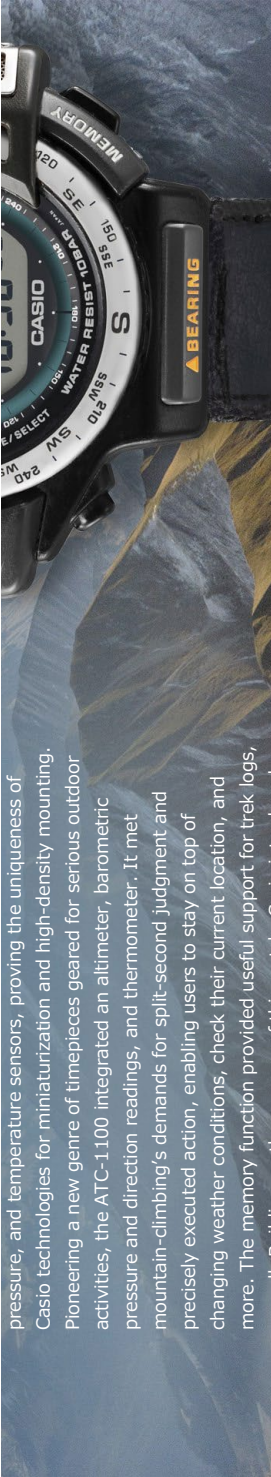
To start the FROGMAN line off with a proper splash, the DW-6300 was designed for serious diving, with ISO 200-meter water resistance. The screw-back metal case, distinctive asymmetric design with offset band and case positions, and diving frog character established the unique FROGMAN identity. Winning fans of all sorts — from experts on diving missions, to recreational divers, to people who just love diver's watches — the FROGMAN line continues to evolve today.

World's first watch to measure
altitude/barometric pressure, direction, and
temperature

In yet another Casio world-first, this watch had built-in magnetic,



pressure, and temperature sensors, proving the uniqueness of Casio technologies for miniaturization and high-density mounting. Pioneering a new genre of timepieces geared for serious outdoor activities, the ATC-1100 integrated an altimeter, barometric pressure and direction readings, and thermometer. It met mountain-climbing's demands for split-second judgment and precisely executed action, enabling users to stay on top of changing weather conditions, check their current location, and more. The memory function provided useful support for trek logs,



1994

TSR-100/TSR-110

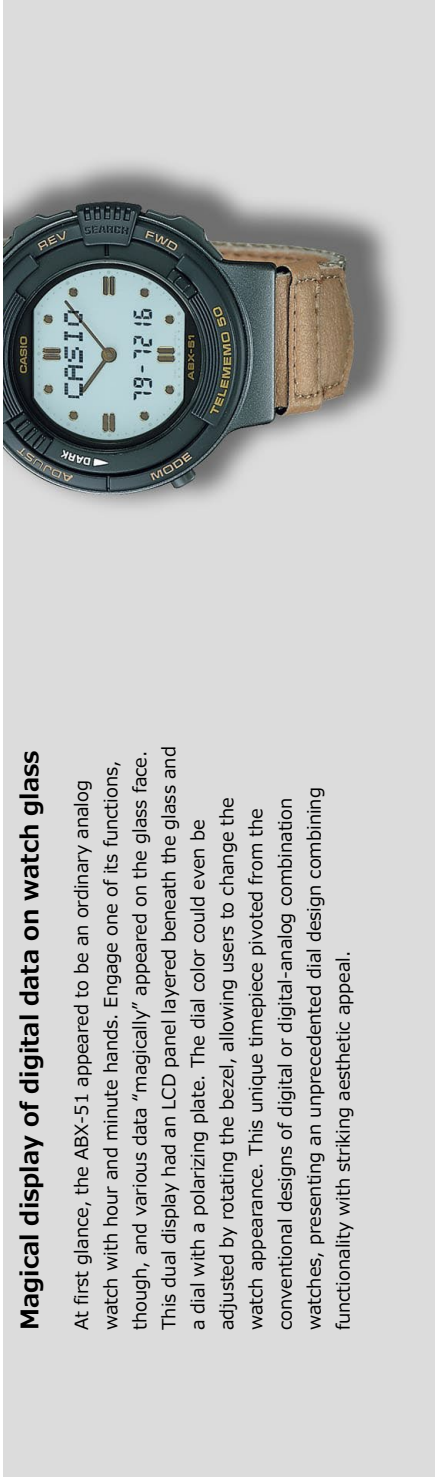
Thermo Scanner for measuring surface temperatures remotely

This unique watch was equipped with a special sensor for measuring the surface temperatures of objects. It did this by scanning their infrared radiation levels with a non-contact temperature measurement function. It could measure from -20°C up to 200°C. So, what did people use it to measure? Everything from the surface temperature of a fishing hole to an auto racetrack to the surface of the snow — an essential data point for waxing skis properly. Or for health concerns — measuring body temperature, for instance — or to get just the right temperature for frying oil in the kitchen. Two versions were offered: the TSR-100 with a standard resin band, and the TSR-110 with a cloth band.

ABX-51

Magical display of digital data on watch glass

At first glance, the ABX-51 appeared to be an ordinary analog watch with hour and minute hands. Engage one of its functions, though, and various data “magically” appeared on the glass face. This dual display had an LCD panel layered beneath the glass and a dial with a polarizing plate. The dial color could even be adjusted by rotating the bezel, allowing users to change the watch appearance. This unique timepiece pivoted from the conventional designs of digital or digital-analog combination watches, presenting an unprecedented dial design combining functionality with striking aesthetic appeal.



1994

JG-100

Cyber Cross game watch with infrared messages

The JG-100 was equipped with an infrared optical communication functionality that allowed users to exchange messages and compete in games with each other remotely. Nicknamed “Cyber Cross,” the watch was designed with elementary school boys in mind. It came jam-packed with a range of functions to delight young minds, including a friend registry, optical communication, a game employing infrared beams, and a remote controller. Featuring a gadgety design evoking futuristic digital tech, the watch was a hit with young people who loved gaming and mechanical devices.



1994

DW-520 (BABY-G)

Very first BABY-G, a tough watch for women

Introducing the BABY-G, a G-SHOCK line especially for women. While inheriting the brand's original shock-resistant structure and practical functionality, the size, design, and colors of the new watch reflected the sensibilities of young women around their late teens. The very first BABY-G, the DW-520 had a look of casual charm inspired by a surf fashion motif, with colorful designs, translucent materials, and a bezel outfitted with protectors. Interchangeable face protectors in three different colors made the watch into a fashion accessory, as well.



1995

A168

Timeless simplicity in design

Simply styled with a metal band for a design that works for both business and fun. The easy-read digital LCD comes equipped with an EL backlight. Originally developed as an especially stylish and practical watch for the North American market, the A168 has transcended borders, generations, and genres to become a fashion accessory today. In 2011, this timeless, well-loved classic was recognized with the Good Design Long Life Design Award in Japan.

The watch delivers practical functionality as well, with stopwatch and alarm functions in addition to time, day, and date display. Tailored to everyday needs, this lifestyle watch is water resistant and has a seven-year battery life.

1995

AQ-230

Long-selling analog-digital combination watch

A neat, angular metallic case paired with a metal band sets this watch off with stylish flair. The dial incorporates an LCD into an otherwise analog display with hour and minute hands. A long-seller whose popularity has endured for nearly 30 years now, the streamlined, minimalist design promises timeless value. The lineup continues to grow with additional index mark designs, color options, and more.



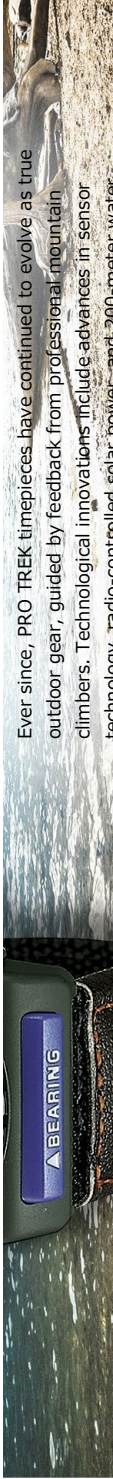
1995

DPX-500 (PRO TREK)

Outdoor watch packed with sensing technology

Casio adapted its unique sensor technology to take on outdoor applications, and with this, PRO TREK was born. The DPX-500 with Triple Sensor for measuring altitude/barometric pressure, direction, and temperature debuted in 1995. As the first PRO TREK watch designed to serve as an outdoor tool that is easy to read and easy to operate, it attained a high level of refinement and solidified the PRO TREK identity.





Ever since, PRO TREK timepieces have continued to evolve as true outdoor gear, guided by feedback from professional mountain climbers. Technological innovations include advances in sensor technology, radio-controlled solar power, and 200-meter water resistance. PRO TREK is also now available in analog designs, and with Smartphone Link connectivity. Loved by users around the world in all kinds of settings, the PRO TREK lineup matches today's diversity — from the flagship Manaslu line to the Climber and Multi-Field lines.

1995

FKT-100

First Casio watch with radio control, delivering dramatically enhanced timekeeping precision

This watch performed automatic time correction with precision, using a built-in antenna to receive standard time radio wave signals. These signals carried time-calibration information from an atomic clock, typically accurate to one second every 100,000 years. The revolutionary FKT-100, successfully overcoming technological challenges such as antenna miniaturization, debuted in Germany, where the signals were transmitted at the time. In 1997, the FKT-200, a radio-controlled watch for the Japanese market, came out. In the following years, watches for all of Europe, North America, and China were also introduced, with, of course, more advances in both functionality and design.



1996

MRG-100

Birth of MR-G: A full-metal shock-resistant masterpiece

The G-SHOCK story began in 1983, making a huge impact on youth culture. Fast-forward just 13 years, and you have the MR-





G. With the “MR” in the name standing for Majesty and Reality, the first MR-G was developed to offer a full-metal design appealing to adult sensibilities, replacing the use of resin materials. Going from resin to full-metal with no loss in shock resistance was almost as challenging as developing the very first G-SHOCK. But devotion and effort ultimately paid off with a full-metal structure that got the job done, using special buffering between the metal bezel and case for a G-SHOCK timepiece that went beyond G-SHOCK. Today, the MR-G is the flagship line of the G-SHOCK brand, driven by a passion for quality in all aspects of crafting.

1998

Casio HQ moves to Hatsudai, Shibuya-ku, Tokyo

The main office moves to the 22-story Casio Headquarters in Hatsudai, Shibuya-ku, Tokyo, constructed in 1997 with 20,000 square meters of floor space. When opened, the entrance boasted the widest revolving door in Japan, and the building has served as the setting for many Japanese TV dramas.



VCL-100



“VIVACEL” watch with vibrating alerts for incoming calls on mobile phones

As mobile phones began to sweep the world, this watch responded with innovative linked functionality. The VCL-100 sensed signals in the 800 MHz frequency band transmitted by mobile phones to notify users of incoming calls with vibrating alerts. It also showed a playful side, displaying pixel-based animations of various characters in the LCD in conjunction with watch functions. While most timepieces are stand-alone devices, this wristwatch presented an altogether different approach with linked functionality demonstrating all-new potential for the digital watch.

1998

HBX-100

Watch with infrared-based PC connectivity

This watch connected with a PC via infrared signals, allowing data from a PIM (personal information manager) to be shared between the devices, including schedules, telephone directories, and task lists. Text files created on the PC could also be viewed and edited on the wristwatch, and data could be exchanged between HBX-100 users. The two-tiered LCD supported display of alphanumeric, *kanji*, *hiragana* and *katakana* characters, plus other symbols. Appreciating the way it conveniently facilitated computer tasks, many business users found the HBX-100 helpful.



1998

DW-9300J

First solar-powered G-SHOCK

The RAYSMAN was the pioneer in solar charging for the G-SHOCK brand. Incorporating Tough Solar, the original Casio solar-charging system, it generated ample power from light for smooth operation of power-hungry functions. On a full charge, it could run for about five months, and the LCD included a battery level display. It also featured a full auto-light function, which used a brightness sensor that let users light the dial and LCD in dark locations with a simple tilt of the wrist. The engraved case back featured a symbolic bat character, evoking comfort in the dark.



1999

DBC-V50

“EASY REC” watch with IC audio recording function

This Data Bank watch came equipped with an integrated circuit that could record audio, in addition to Telememo and calculator functions. The record and playback buttons were on the face along with the microphone, and the speaker was built into the case back. The watch could make five recordings of up to 30 seconds each. People used it for all sorts of things — from storing voice memos and messages, to recording bird calls or melodies encountered around town. The recordings could also be used as alarm tones, delivering the fun of customization to each owner.



1999

PRT-1GPJ

World's first outdoor-sports watch with built-in GPS

This PRO TREK watch was known by the nickname "Satellite Navi." Casio leveraged proprietary LSI and high-density mounting technologies to deliver the first wristwatch in the world with GPS functionality. The watch not only used location data from GPS satellites to determine the user's latitude and longitude, but also provided a graphic display of the direction and distance to a specified destination from the user's location. Compared to handheld navigation devices of the time, this watch's streamlined, lightweight form offered superior convenience for outdoor use. In 2021, the watch was granted the Future Technology Heritage designation by the National Museum of Nature and Science in Tokyo.



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