

**CASIO**®

GENERAL CATALOG  
2020

# ELECTRONIC CALCULATORS

## Reliable & Durable



# Casio's Brand Commitment Reliable & Durable

## Reliable & Durable

Casio's Brand Commitment

Shop

Online

VMD strategy

User segment displays

Retail stores and online marketing



Wall Display



Countertop Display



Tower Display

Store locator

User matching

## Innovation Campaign

Products

2017 My Style  
Colorful and Stylish  
2018 My Biz Style  
Easy-to-use and elegant

Sales channels

Current channels and new channel development

Online sales & marketing

Social media marketing and e-commerce

Shop

Online

Wall Display



“Reliable & Durable” is the engine of Casio’s business innovation and continuous growth.

## History of CASIO Calculators

### Originality & Innovation

From the dawn of the calculator industry until today, CASIO has led the way by continuing to sell world-first new products that incorporate new technologies, astonishing the world, and creating markets.



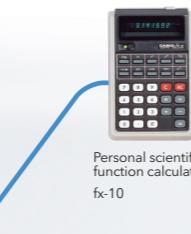
1957<sup>1</sup>  
World's first  
Compact all-electric calculator  
Casio 14-A



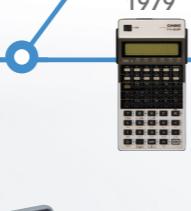
1965  
World's first  
Memory-equipped electronic desktop calculator  
001



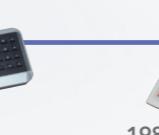
1967  
World's first  
Programmable electronic desktop calculator  
AL-1000



1974  
Personal scientific function calculator  
fx-10



1979  
Programmable scientific calculator  
fx-502P



1983  
The first multi-function calculator,  
equipped with an alarm clock and stopwatch  
Computer Quartz CQ-1



2003  
Water-protected and dust-proof  
WM-220MS-BU



2010  
Check calculator that incorporates the  
world's first localized number display  
DJ-120D



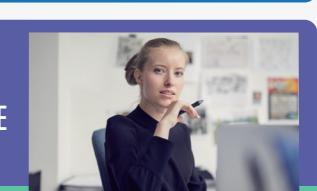
2015  
Check calculator with 300  
Steps check (most in industry)  
and Recheck with sound assist  
DJ-120D Plus



2016  
Shop calculators  
DC-12M



2017  
Calculators for warehouses  
MP-12R



2006



Cumulative worldwide calculator sales exceed one billion units.

2012



40 years Sales  
Anniversary of Personal calculator since 1972.

2017



60th ANNIVERSARY SINCE 1957



1972  
Personal calculator  
Casio Mini



1978  
Business card size  
(3.9 mm thick)  
LC-78



1983<sup>3</sup>  
0.8 mm thin credit  
card size calculator  
SL-800



1983  
A digital diary equipped with telephone  
book, memo, schedule, and file memory  
functions in addition to a calculator  
DataBank PF-3000



2005  
Graphing calculator with color display  
fx-CG20



2012  
Graphing calculator with CAS capability  
fx-CP400



2017  
Graphing calculator with 3D Graph  
fx-CG50



2018  
New Educational Math App  
ClassPad.net



2020  
Graphing calculator  
fx-9860GII