

THE G/G-SHOCK		PAGES 03-09
PROFILE:	multiple functions, extremely tough, modern sporty design	
TARGET GROUP:	male, individualists, trend sports enthusiasts	
BABY-G		PAGES 09-14
PROFILE:	sophisticated functions, ultramodern, playful or chic	
TARGET GROUP:	female, self-confident, music and fashion lovers	
FELITE		PAGES 15-17
PROFILE:	futuristic, elegant women collection of radio-controlled watches	
TARGET GROUP:	female, fashionable, and trend-conscious	
RADIO CONTROLLED WATCHES		PAGES 17-22
PROFILE:	radio signal receiver ensures exact time display, distinguished business look	
TARGET GROUP:	predominantly male, technology fans, business people	
CASIO SPORT		PAGES 23-32
PROFILE:	functional watches for special outdoor activities and sports (sailing, running, trekking etc.)	
TARGET GROUP:	male and female, nature lovers, leisure athletes	
EDIFICE		PAGES 32-40
PROFILE:	from elegant and classic to sporty and functional, good price-performance ratio	
TARGET GROUP:	male and female, fashion-conscious, design-oriented	
CASIO COLLECTION		PAGES 41-88
PROFILE:	from metallic design to sporty, reasonably priced	
TARGET GROUP:	male and female, price- and fashion-conscious customers	
WAKE UP TIMER		PAGES 89-96
PROFILE:	colourful, sets the tone, ideal for home and travel	
TARGET GROUP:	male and female	