



the unexpected extra

Casio's corporate creed is "creativity and contribution." It expresses the company's commitment to contributing to society by offering the kind of original, useful products that only Casio can.

Products with innovative functions assist people in their daily lives and keep society moving forward. They also bring joy to people and help to create new culture. When even a single new product is widely adopted, whole new markets develop, and this in turn fosters growth in related industries. This is the story of Casio's contribution to society-innovative products enhancing people's lives.