

Press Release

Decorative material application expanded to popular wristwatch

KYOCERA`S Synthetic Opal used for CASIO G-Shock Watches

Kyoto/Neuss, 25 August 2010 — Kyocera Corporation announced that use of company's uniquely developed synthetic opal material — called "Kyoto Opal" in the Japanese market — has further been expanded to the new design of Casio Computer Co., Ltd.'s GLS-5600KL G-Shock brand watches which are slated for global sales. This is the first time that the company's Kyoto Opal has been used for a wristwatch application.

The new GLS-5600KL, which is based on the popular square faced G-Shock 5600 series, uses a glossy resin material to create an energetic feel for its target market of fashion conscious males in their teens and twenties. Kyocera's Kyoto Opal material is used in the design around the number display.

The Kyoto Opal decorative material has been developed in 12 color variations, with "play-of-color" effect and sparkling characteristics. It was chosen for use in the concept of the new GLS-5600KL, aiming for a unique and fresh expression to match the tastes of its target users.

Kyoto Opal Watch Parts

The Kyoto Opal material has been thinly sliced and cut into 2.3H X 2.6W (cm) size parts for use on the watch.

Naturally occurring opal possesses inherently brittle characteristics which make it difficult to shape, however, Kyoto Opal material

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includes a resin allowing it to be cut into diverse shapes which were previously hard to achieve.

Named after traditional Japanese hues, the black G-Shock model uses the “*Karakurena*” Kyoto Opal, and the purple and white models are decorated with the “*Gofun*.” Depending on the surrounding colors, the same thinly-sliced Kyoto Opal material can give off varying shades.

The new G-Shock models were unveiled for the first time on August 2 in New York, at Casio’s “Shock the World 2010” event. Sales of the watch are planned to begin in Japan from late-August then subsequently in North America, Europe and other regions through the end of the year.

About Kyocera’s Synthetic Opal

“Kyoto Opal” is the name given in Japan to the synthetic color opal material that was developed by Kyocera. Carefully cultivated with Kyocera’s gem synthesis technology over a long period, Kyoto Opal has a quartz-grain structure that is identical to naturally occurring opal. Due to special staining techniques, Kyocera has been able to realize a variety of rich and subtle hues and tints. Furthermore, by surmounting the inherently brittle characteristics of naturally occurring opal, which tends to split and crack, it is possible to cut Kyoto Opal into diverse shapes. The result of the design and creation of the Kyoto Opal material is a unique aesthetic quality that cannot be duplicated with molded resin-based products.

About Kyocera

Headquartered in Kyoto, Japan, the Kyocera Corporation is one of the world’s leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which comprises 213 subsidiaries (April 1st, 2010), are information and communications technologies, products to increase the quality of life, and

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environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 63.000 employees, Kyocera posted net sales of approximately €8.59 billion in fiscal year 2009/2010. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Finceramics GmbH in Neuss and Esslingen and the Kyocera Mita Deutschland GmbH in Meerbusch.

The company also takes a lively interest in cultural affairs. The Kyoto Prize, one of the most prominent international awards, is presented each year by the Inamori Foundation, once established by Kyocera founder Dr. Kazuo Inamori, to individuals and groups worldwide for their outstanding human achievement (converted at present €450.000 per prize category).

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