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CASIO INTRODUCES SEVEN NEW AFFORDABLE LAMPFREE® PROJECTORS

New Models will Feature 1.5X Optical Zoom and Provide Lower Total Cost of Ownership

DOVER, NJ, February 8, 2016 — [Casio America, Inc.](http://www.casio.com) announced today that it will expand its industry-leading lineup of [LampFree®](#) projectors. The affordably priced*¹ [Core Series](#) lineup of industry-first [LASER & LED light source](#) projectors will expand by adding three new models featuring a 1.5X optical zoom lens. The company will also release four new Advanced Series projectors that offer superior scalability at an affordable price*¹.

“Produced in our premium manufacturing facility, Casio’s new Advanced LampFree projectors have all of the features and performance that our customers have come to rely on, in a compact design at a more affordable price point,” said Joe Gillio, Senior Director Strategic Planning and Marketing of Casio’s Business Projector Division. “We are pleased to be at the forefront of the industry in bringing unprecedented value to users with the new Advanced series. As our expansion continues and technology enhances, we are able to introduce feature rich next generation LASER & LED light source projectors that have increased TCO.”

Casio’s new LampFree models announced today include four WXGA and three XGA models. All seven of these new models are equipped with a 1.5X zoom lens for optimal flexibility in projector placement. The Advanced Series models can also be used to power other devices with HDMI terminal connections*¹ such as Intel® WiDi*² or Miracast*³ wireless display adapters and stick devices, offering superior scalability. Casio holds an 80 percent share of the global market*⁴ for SSI projectors with 2,500 lumens or more, which is bright enough to use in fully lit rooms. This dominant position has allowed Casio to develop an extensive lineup of LampFree projectors.

Casio's new LampFree projectors are produced by Yamagata Casio, the Casio Group's manufacturing base in Japan. The company's projector development capabilities using LASER & LED light source technology have been brought together with the advanced production capabilities of Yamagata Casio, yielding excellent cost performance, while maintaining high quality and reliability.

Superior economic performance delivered by Casio Using a Laser & LED

Casio's LampFree LASER & LED light source offers a lifespan of up to 20,000 hours, eliminating the need for [lamp replacement](#), and reducing electricity consumption to about half that of a mercury lamp projector*⁵. Given these benefits, [total cost of ownership \(TCO\)](#) for the new models is better than that of a traditional mercury lamp projector.*⁶

Instant Power On/Off delivers outstanding usability

The new projectors reach maximum brightness in as fast as five seconds from the time the power is switched on, eliminating the need to wait around while mercury lamps warm up. They also immediately power off with just a touch of the button, and can be used again right away when powered back on, without the need for a cool-down period. The Instant Light Control feature allows adjustment of projection brightness using the left and right keys on the projector itself or on the remote control. Furthermore, with the Intelligent Light Control feature provided in the Advanced Series, these projector models sense ambient brightness in the room and automatically adjust the projection brightness accordingly.

Dependable dust-resistant design offers peace of mind

Casio has achieved projector dust resistance by structuring the internal components into three blocks to shield the optical block from dust. This helps ensure that dust does not lower projection brightness, enabling it to operate consistently for a long time.

Casio is promoting its LampFree light source technology with the aim of replacing mercury lamp projectors. In doing so, Casio is helping to reduce the environmental impact of projectors by discontinuing the use of mercury and cutting down on power consumption, which helps to reduce CO² emissions. These new LampFree models will be available in Q3 2016 through Casio's network of authorized dealers and resellers.

Series	Resolution	Model	Brightness	Wireless LAN	Optical Zoom	HDMI	USB Power Supply
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Core Series	WXGA	XJ-V100W	3,000 lumens	—	1.5X	1 Terminal	—
		XJ-V10X	3,500 lumens				
	XGA	XJ-V110W	3,300 lumens				
Advanced Series	WXGA	XJ-F210WN	3,500 lumens	Option	1.5X	2 Terminals	Yes
		XJ-F100W		—			
	XGA	XJ-F20XN	3,300 lumens	Option	1.5X		
		XJ-F10X		—			

*1 Casio plans to list comparable devices on its website.

*2 Intel is a trademark or registered trademark of Intel Corporation in the U.S. and other countries.

*3 Miracast is a registered trademark of Wi-Fi Alliance.

*4 Based on SSI projector volumes by manufacturer from January to December 2014, according to Futuresource Consulting Ltd.

*5 Based on an estimate by Casio, electricity consumption is approximately half of a mercury lamp projector with the same level of brightness.

*6 Based on an estimate by Casio, TCO over a five-year period is lower than that of a mercury lamp projector with the same brightness and the same number of HDMI terminals.

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For additional information on Casio's full portfolio of LampFree projectors, visit www.CasioLampFree.com.

About Casio LampFree® Projectors

Casio's portfolio of LampFree® projectors combines a laser, a fluorescent element and an LED light to deliver a mercury-free hybrid light source that lasts up to 20,000 hours while sustaining a high brightness and keeping maintenance costs to a minimum. Casio has four series of LampFree® projectors that are available for home, business, education and commercial applications - Slim, Signature, Pro and Short Throw. For additional information on Casio's projector series and LampFree® technology, please visit www.CasioLampFree.com.

About Casio America, Inc.

Casio America, Inc., Dover, N.J., is the U.S. subsidiary of Casio Computer Co., Ltd., Tokyo, Japan, one of the world's leading manufacturers of consumer electronics and business equipment solutions. Established in 1957, Casio America, Inc. markets calculators, keyboards, digital cameras, mobile presentation devices, disc title and label printers, watches, cash registers and other consumer electronic products. Casio has strived to fulfill its corporate creed of "creativity and contribution" through the introduction of innovative and imaginative products. For more information, visit www.casiousa.com.

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