



## **Casio Watches – The History, Present And Future Of This Leading Watch Brand**

With so many leading watch brands on the market, the competition today is a tough, competitive and hard industry to become a leading manufacture of quality watches within. Casio, who first began making yubiwa pipes, which was a finger ring that was designed to hold a cigarette, allowing the wearer to smoke whilst also leaving their hands free, in 1946, have since gone on to become a leading brand in the world of watches.

Casio are probably most well known for their calculators, a product that they started producing back in 1949 and in 1957 released the first ever all electric compact calculator, which quickly established them as the leader in this market, something they still maintain today.

Move forward to the 1980's and Casio ventured into the world of watches, quickly becoming one of the leading brands, in terms of design and reliability. It was one of the first producers of quartz crystal watches, both digital and analog, and also began selling calculator watches during this time. Their watches were one of the first that could display the time in many different time zones and also have smart functions like temperature, altitude, pressure and even GPS position displays, proving that Casio was becoming the leader in electronic watches.

In 1983, Casio launched the first ever G-Shock watch, the DW-5000C, which quickly became a leading seller and propelled Casio further into the watch market, where it has remained to this very day. In 1985 they launched one of the first ultra-thin digital watches, the FS-10 and was followed in 1988 by the STING watch, which was watch aimed primarily at the youth market, adding another arm to the watch arm of the company.

With technology improving rapidly in the space of a few years, Casio launched wristwatch type MP3 player, Wrist Audio Player (WMP-1V), which was one of the first kind of this watch to be made. It really was a leap into the future, allowing people to listen to their music through their watch and still be able to tell the time. It took watches from being sole purpose to multi purpose, a trend that seemed to come and go quite quickly.

June 2008 was another massive leap forward for Casio in the world of watches when they released the G-SHOCK RISEMAN, which was the world's first 6 multi-band radio controlled watch

Out of all the watch manufactures, Casio has consistently and successfully pushed the level of technology in their watches further and further and are still one of the world's leaders of digital watches, where they still hold a massive part of the market. With technology and the possibilities of technology improving all the time, the future really does seem exciting at Casio, with many wondering what their next big watch will be able to achieve.

**Written By Clear Web Services On Behalf Of WatchMad.co.uk**