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Presence

Apr. 01, 2011

DOVER, NJ, March 29, 2011 — Casio America, Inc., a leader in digital projection technology, today announced the introduction of a new family of lamp-free

eco-friendly data projectors. Equipped with Casio's revolutionary LASER & LED Hybrid Light Source, the family of 12 new projectors is capable of achieving high-brightness projection output up to 3,500 lumens, and includes a number of innovative and interactive features. To meet growing market demand for its solutions, Casio has expanded its Business Projector Division, adding three new hires and four new sales representative companies.

"Casio is thrilled to announce this new family of projectors along with its commitment to the expansion of its projector business," said Frank Romeo, vice president of Casio's Business Projector Division. "Our new line will provide our customers with all of the advantages of Casio's unique LASER & LED Hybrid Light Source plus superior brightness, an energy-saving interactive experience and features designed for the business, education, Pro AV, digital signage and home entertainment markets."

The rollout of three new categories of projectors, Signature, PRO and Short-Throw, will start this Summer and offer features and functionality, including; 3D Capability, Intelligent Brightness Control, Interactive Whiteboard & Pointing and MobiShow® function. The projectors provide a powerful 3D graphic experience and each model incorporates a full input/output interface, including three types of video and audio inputs, as well as HDMI, RGB and RS-232 terminals.

The Intelligent Brightness Control features an ECO function which conserves

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easy, allowing users to make presentations wirelessly via any smartphone, computer and other mobile device equipped with wireless LAN capabilities. Presentations can also be conducted using the USB 2.0 function available in select models.

Casio has also restructured its Business Projector Division to expand its reach in the marketplace while driving internal efficiency. The Business Projector Division has hired Matt Mustachio, who joins Casio with extensive electronics experience, to serve as General Manager of the Business Projector Division. Reporting to Matt are new hires John Tracey – Eastern Zone Manager and Rod Wilske – Western Zone Manager; as well as other Sales, Marketing and Product Management, and Business Planning personnel.

Collectively, these individuals will be responsible for the development and implementation of business strategies, while executing new distribution channels within the technology arena. Additionally, Casio has recently added four new sales representative companies: Pacnor Marketing handling the Northwest states, Crystal Clear AV Marketing handling the Southern Central States, HWP handling the Southern states and Wired in Media handling Florida, which will serve to further solidify Casio's market presence by expanding sales territories.

“We are confident that these industry veterans will help us grow our business and illuminate Casio as a leader in the digital projection industry,” said Matt Mustachio, general manager of Casio's Business Projector Division. “This is an exciting time for our company and we believe that the recent growth, momentum and expanding product line effectively positions us as a key solutions provider in the marketplace.”

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