

Casio Launches New Pro Trek Timepiece

PR Newswire

Consistently raising the bar within the [timepiece industry](#) [1], Casio America, Inc. is proud to introduce the newest model to its Pro Trek series, the PRG550-1A1. Built with Casio's easy-to-use, one-touch triple sensor technology, the PRG550-1A1 includes a [digital compass, altimeter, barometer and thermometer](#) [2] making it the ultimate tool for rugged, outdoor adventures.

(Photo: <http://photos.prnewswire.com/prnh/20120503/NY00386> [3])

"The PRG550-1A1's enhanced features are designed to make outdoor activities seamless and enjoyable," said Shigenori Itoh, Chairman and CEO of Casio America, Inc. "The simplicity of this watch is what makes it fashionable and functional and the enhanced styling makes it easy to go from the mountains to the boardroom."

[Casio's Pro Trek](#) [4] series of watches feature the most [cutting edge sensor technology](#) [2]; the new PRG-550 is a 3 hand analog model with an LCD window. The triple sensors measure compass bearing, altitude/atmospheric pressure and temperature. The multi-purpose second hand points towards magnetic north and can indicate the latest change in atmospheric pressure or show a change in altitude from a pre-selected location, depending on the function selected. While the LCD displays numerical sensor information such as compass direction angle value, altitude, atmospheric pressure, and temperature, the PRG550-1A1's full auto LED light activates with just a flick of the wrist and operates by [Casio's Tough Solar Power technology](#) [2], allowing readings to be accomplished with ease. Casio's Tough Solar Power technology adds to the PRG550-1A1's efficiency by allowing the timepiece to power down when not exposed to light for a certain period of time, thus conserving energy.

In total, the PRG550-1A1 is also outfitted with the following:

- Tough Solar Power
- 100M Water Resistant
- Low Temperature Resistant (-10 degrees C/14 degrees F)
- Digital Compass with Needle Indicator
- Altimeter
- Barometer
- Thermometer
- World Time (29 cities + UTC)
- Full Auto LED Light with Afterglow
- 5 Daily Alarms
- 1/100 Second Stopwatch
- Countdown Timer
- 12/24 Hour Formats

Casio Launches New Pro Trek Timepiece

Published on Electronic Component News (<http://www.ecnmag.com>)

- Power Saving Function

With a black, resin band, the PRG550-1A1 is lightweight and provides durability and comfort on every excursion. The PRG550-1A1 will be available in at select department stores and sporting goods stores for an MSRP of \$300. For additional information on Casio's Pro Trek series, please visit www.protrek.casio.com [5].

About Casio America, Inc.

Casio America, Inc., is the U.S. subsidiary of Casio Computer Co., Ltd., , 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 [6].

SOURCE Casio America, Inc.

Source URL (retrieved on 05/06/2015 - 12:39pm):

<http://www.ecnmag.com/news/2012/05/casio-launches-new-pro-trek-timepiece>

Links:

[1] <http://www.casio.com/products/Watches/>

[2] <http://protrek.casio.com/features/>

[3] <http://photos.prnewswire.com/prnh/20120503/NY00386>

[4] http://www.casio.com/products/Watches/PRO_TREK/

[5] <http://www.protrek.casio.com/>

[6] <http://www.casiousa.com/>