

## Press Release

**First use for unique gemstone material in a decorative application**

# **KYOCERA's Recrystallized Ruby Used in CASIO G-Shock Watch Design**

**Kyoto/Neuss, 19 March 2010 — Kyocera Corporation today announced that the company's recrystallized ruby — also known as 'created ruby' — has been employed for the first time in a decorative design application as watch parts. Previously the company's original crystal technology, which produces synthetic gemstones with crystalline structures identical to naturally occurring gemstones, was only used for traditional jewelry applications.**

The ruby material has been utilized in the design of the limited-edition model MR-G, the highest-end series in Casio Computer Co., Ltd.'s shock-resistant G-Shock brand watches. 4.85 carats (approx. 0.97g) of Kyocera's recrystallized ruby has been set into the inner-casing around the numerals in the city code display\* design. The recrystallized ruby rough stone is precisely cut into a ring shape of roughly 3cm in diameter — a size and shape that otherwise could only be made possible with natural ruby if the highest quality stone was used. Furthermore, the pure ruby-red coloration only attainable in a recrystallized ruby is the perfect embodiment of the MR-G's theme color, Japanese traditional deep red, and boldly expresses the strength and beauty of the watch.

“Conventionally, our recrystallized gemstones have primarily been used for jewelry applications, but starting from last autumn, we have been developing them to be used in a wider range of decorative

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applications,” stated Takafumi Matsuda, Executive Officer & General Manager of the Kyocera Corporation Jewelry & Application Products Division. “Kyocera will utilize the know-how accumulated in the 35-years of experience since the creation of our recrystallized gemstones to expand the business beyond jewelry and build a pillar for business in diverse decorative material applications.”

The limited-edition watch which utilizes Kyocera’s recrystallized ruby will be featured at Casio’s booth in one of the world’s largest international watch and jewelry shows, BASELWORLD 2010 (Palace 4), taking place in Basel, Switzerland from March 18-25.

### About Recrystallized Gemstones

Kyocera’s recrystallized gemstones — including the representative emerald, ruby and sapphire — are born from the company’s crystal technology and possess the same composition and structure as naturally occurring gemstones. Recrystallized gemstones, which can be produced with fewer internal flaws and impurities than naturally occurring gemstones, feature several advantages including: Brilliant coloration, high transparency, durability for easy cutting, and a wide range of size and shape possibilities.

### About G-Shock

Casio’s G-Shock brand of watches was born out of the pursuit for durability. The characteristic shape of the watch has been popular with young people, and has firmly established itself as a vital brand within youth culture. Since its creation in 1983, the G-Shock brand

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has sold over 50 million units in roughly 100 countries; a staggering sales record for any one watch brand. The MR-G is the highest-end series in the ultimately tough G-Shock watches.

\* "City code display" refers to the inner design ring around the numerals which lists the three-letter city codes of major international cities.

### 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 more than 200 subsidiaries (April 1st, 2009), are information and communications technologies, products to increase the quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide.

With a workforce of about 60.000 employees, Kyocera posted net sales of approximately €8.68 billion in fiscal year 2008/2009. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar systems. The corporation has two independent companies in the Federal Republic of Germany: the Kyocera Fineceramics 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 €370,000 per prize category).

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