

Casio to Release Digital-Analog Combination G-SHOCK Featuring Forged Metal Bezel, Inspired by GA-110 Series



GM-110G

TOKYO, August 12, 2020 — Casio Computer Co., Ltd. announced today the latest addition to the G-SHOCK brand of shock-resistant watches, the GM-110. With a design inspired by the GA-110 series of globally-popular G-SHOCK digital-analog combination watches, the new GM-110 features a metal bezel and will be available in three models.

The GA-110 series features digital-analog combination models in big cases. Offered in a range of color variations expanded since the release of the GA-110A/B/F in 2010, the series sets the all-time record for most units shipped of any G-SHOCK watch, as announced in 2019. Following the GM-5600 and GM-6900, two digital models with metal bezels, the new GM-110 is the digital-analog combination model featuring popular GA-110 shape that has been made of metal.

The new GM-110 takes its inspiration from the GA-110 series, with a forged metal bezel. After a shaping process involving many repeated forging processes, followed by cutting and polishing steps, each piece is carefully finished to achieve the complex form of its metal bezel. This gives the model a rugged impression and feeling of toughness. The GM-110 features a silver-colored bezel, and the GM-110G features a gold-colored bezel. These models boast a look of pure coolness that showcase the metals' original textures. The GM-110RB features a bezel treated with rainbow ion-plating, with vivid reds and blues coloring the dial, band and other parts. Their colorful look gives these watches a real sense of presence. The resin band is formed with a lattice design that evokes the image of a machined metal plate to complement the metal bezel.

To ensure visibility, GM-110 includes the Super Illuminator feature. In addition, hour and minute hands are treated with luminescent paint, and indices feature an accentuated contrast. The GM-110, delivering advancements in materials and functionality alike, sets a new standard for digital-analog combination watches.

| Model | Color |
|----------|---------|
| GM-110 | Silver |
| GM-110G | Gold |
| GM-110RB | Rainbow |



GM-110



GM-110G



GM-110RB

Specifications

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|--------------------------------|--|
| Construction | Shock-resistant |
| Water Resistance | 200 meters |
| Magnetic Resistance | ISO 764-compliant |
| World Time | 31time zones (48 cities and Coordinated Universal Time); daylight saving on/off; home city/world time city swapping |
| Stopwatch | 1/100 second; measuring capacity: 999:59'59.99"; split time |
| Countdown Timer | Measuring unit: 1 second; countdown range: 24 hours |
| Alarm | 5 daily alarms (with 1 snooze alarm); hourly time signal |
| Other Functions | Full auto-calendar; 12/24-hour format; button operation tone on/off; LED light (auto LED light; Super Illuminator with afterglow: 1.5/3.0 seconds) |
| Accuracy at Normal Temperature | ±15 seconds per month |
| Battery Life | Approx. 3 years on SR927W × 2 |
| Size of Case | 51.9 × 48.8 × 16.9 mm |
| Total Weight | Approx. 93g |