

Casio to Release BABY-G Collaboration with Pokémon *Design Features Silhouettes of Pikachu in a Camouflage Pattern*



BA-110PKC

TOKYO, January 20, 2021 — Casio Computer Co., Ltd., in collaboration with The Pokémon Company, announced today a new addition coming to the BABY-G line of women's shock-resistant watches, the BA-110PKC, featuring the fan-favorite Pokémon, Pikachu, from the globally popular entertainment franchise.

Last year, to celebrate BABY-G's 25th year, Casio issued a collaboration model featuring Pikachu, the 25th Pokémon in the Pokédex. That anniversary model employed a dot-painting style reminiscent of video game art in the 90s, when BABY-G and Pokémon first released, and the Pikachu design elements throughout the whole digital watch were well-received around the world.

This second collaboration is an analog-digital watch with an outdoor theme, representing the active image of the BABY-G brand. The entire BA-110PKC band showcases a camouflage pattern and female Pikachu with a heart-shaped tail. The Pikachu design is infused with subtle details like the silhouette of the pink tail on the strap keeper and the Pikachu image etched on the case back. The hour and minute hands also evoke the face of Pikachu, a playful touch that will delight the wearer whenever they check the time.

This unique model comes in special packaging inspired by the iconic Poké Ball, adding to the unique experience of owning this Pikachu-themed watch.



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Hour and minute hands evoke the face of Pikachu



Silhouette of Pikachu tail on the strap keeper



Pikachu image (case back)



Special packaging

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BA-110PKC special website: <https://babyg.casio.com/asia-mea/en/pikachu>

Specifications

Construction	Shock-resistant
Water Resistance	100 meters
World Time	29 time zones (48 cities + coordinated universal time), daylight saving on/off)
Stopwatch	1/100-second stopwatch; measuring capacity: 23:59'59.99"; split time
Countdown Timer	Measuring unit: 1 second; countdown range: 24 hours; countdown start time setting range: 1 minute to 24 hours (1-minute increments and 1-hour increments)
Alarm	5 daily alarms (with 1 snooze alarm); hourly time signal
Other Functions	Full auto-calendar (to year 2099); 12/24-hour format; button operation tone on/off; LED light with afterglow
Accuracy at Normal Temperature	±30 seconds per month
Battery Life	Approx. 2 years on SR726W × 2
Size of Case	46.3 × 43.4 × 15.8mm
Total Weight	Approx. 45g