

## Casio to Release Eric Haze Collaboration Watch Celebrating G-SHOCK 40th Anniversary Commemorative Anniversary Logo Engraved on Case Back



GMW-B5000EH

Tokyo, October 20, 2022 — Casio Computer Co., Ltd. announced today the release of the latest addition to the G-SHOCK brand of shock-resistant watches. The GMW-B5000EH is a collaboration model created with the New York-based graffiti artist Eric Haze to mark the upcoming G-SHOCK 40th anniversary in April 2023.

Ever since the first G-SHOCK watch in 1983, the brand has established itself as unrivaled in durability and uniqueness of design. Bringing these qualities to collaborations in fashion, sports, art, music, and other cultural realms, G-SHOCK has become a favorite around the world.

Starting in 1999, New York-born artist and designer Eric Haze has collaborated frequently with G-SHOCK. In addition to designing the commemorative G-SHOCK anniversary logos and identities, Haze has collaborated on several G-SHOCK models.

The GMW-B5000EH is a shock-resistant timepiece designed in collaboration with Haze to commemorate the 40th anniversary of G-SHOCK. The first collaboration model with a full-metal design, this watch is based on the GMW-B5000D, which inherits the design of the very first G-SHOCK, and has a band featuring signature Haze artwork. Black IP is applied to the stainless steel band, which is then overlaid with laser-engraved patterns of dots to reproduce the artist's work in a chic monotone color scheme.

The logo designed by Haze to commemorate the G-SHOCK 40th anniversary is engraved on the case back, and the Haze brand logo appears on the watch display when the light is activated. These and other special design features evoke a high-quality yet playful feel that makes this collaboration the perfect model to kick off the G-SHOCK 40th anniversary celebrations.

### **Eric Haze**

Legendary New York artist and designer Eric Haze began his career in the early 80's, exhibiting work alongside friends like Keith Haring and Jean Michael Basquiat. After founding a design studio in the late 80's, then his own clothing label in the 90's, best known for his iconic hand lettering, Haze remains one of the most sought after creatives in the worlds of contemporary design, street, and artists driven brand collaborations.



GMW-B5000EH



Band



When light is activated



40th anniversary logo



Special packaging

### Specifications

Construction		Shock-resistant
Water Resistance		200 meters
Radio Frequency		77.5 kHz (DCF77: Germany); 60 kHz (MSF: UK); 60 kHz (WWVB: USA); 40 kHz (JJY: Fukushima, Japan) / 60 kHz (JJY: Kyushu, Japan); 68.5 kHz (BPC: China)
Radio Wave Reception		Automatic reception up to six times a day (except for use in China: up to five times a day)
Communication Specifications	Communication Standard	Bluetooth® low energy
	Signal Range	Up to 2 meters (may differ depending on surrounding conditions)
World Time		5 world times selected from 39 cities (39 time zones,* daylight saving on/off) and Coordinated Universal Time, city name display, home time/world time city swapping, auto summer time (DST) switching * May be updated when connected to a smartphone.
Stopwatch		1/100 second (00'00"00~59'59"99) / 1 second (1:00'00"~23:59'59"); measuring capacity: 23:59'59.99"; measuring modes: elapsed time, split time, 1st and 2nd place times
Countdown Timer		Measuring unit: 1 second (maximum 24 hours)
Alarm		5 daily alarms (with 1 snooze alarm); hourly time signal
Mobile Link Features (Wireless linking with Bluetooth® devices)		Auto time adjustment Easy watch setting Approximately 300 world time cities + user-added point Time & place Reminder Phone finder
Other Functions		Date/month display swapping; day display (in English, Spanish, French, German, Italian or Russian); full auto-calendar; 12/24-hour format; button operation tone on/off; full auto LED backlight (Super Illuminator and afterglow: 2/4 seconds, fade-in/fade-out afterglow); low battery alert
Power Source		Tough Solar power system (solar-charging system)
Continuous Operation		About 10 months after full charge, using all functions but without solar charging About 22 months with the power-saving function ON after full charge
Size of Case		49.3 × 43.2 × 13.0 mm
Total Weight		Approx. 167g

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