
Casio to Release Royal Air Force x G-SHOCK GRAVITYMASTER timepiece With Carbon Core Guard Structure

The second instalment from the bespoke collection as Official Partner to HM Armed Forces

(image)

LONDON (1 October 2020) – Casio Computer Co., Ltd. today announced the Royal Air Force x G-SHOCK GRAVITYMASTER will be the second timepiece to be released as part of G-SHOCK’s partnership with the Ministry of Defence, in a deal brokered by IMG.

G-SHOCK is an unbreakable timepiece built from a ‘Never Give Up’ philosophy that makes it perfectly equipped to support UK Servicemen - both on and off-duty – all over the world. G-SHOCK is already the watch of choice for many in the Armed Forces, and this limited-edition release further cements the partnership as an official licensee of the Ministry of Defence.

Designed in conjunction with the Royal Air Force, the watch has been built to accommodate the severe environments faced by pilots using a carbon core guard structure. This, combined with world-renowned G-SHOCK shock resistance, creates a structure that is highly vibration resistant.

The bezel is made up of three layers of resin with carbon fiber inserts, with the top layer being semi-transparent to reveal the carbon material inside.

The special edition timepiece features design elements inspired by aviation, including the three buttons on the right side of the watch arranged in a way that makes them resemble a helicopter control stick while also contributing to ease of operation. Additionally, the stealth colourway is inspired by the Eurofighter Typhoon, designed to be difficult to distinguish in the sky during operations.

The GRAVITYMASTER model also features a Quad Sensor system which makes it possible to pack compass, altitude/barometer and temperature measurement capabilities along with an accelerometer that keeps track of step count, into a compact figuration. This makes it easy to keep tabs on the natural environment and to maintain logs of all activity for comprehensive flight mission support.

The timepiece features location and activity-tracking technology through the Quad Sensor system. As part of the Bluetooth® connectivity capabilities via the G-SHOCK Connected App, it is equipped with a special function within the app that provides a mission log, location indicator, auto altitude calibration and calories burned.

Specifications

- Shock resistant (G-SHOCK)
 - Vibration resistant
 - Double LED light
- Mobile link (Wireless linking using Bluetooth®)
 - Digital compass
 - Altimeter
 - Barometer
 - Thermometer
- Step count using a 3-axis acceleration sensor:
 - World time
 - Sunrise, sunset time display
 - 1/100-second stopwatch
 - Countdown timer
 - 5 daily alarms
- Full auto-calendar (to year 2099)
 - 12/24-hour format
- Approx. battery life: 2 years on CR2025

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About G-Shock

Built from a mission by creator Mr. Ibe to create the unbreakable watch, G-SHOCK is the watch that stunned the world with a concept for toughness that defied conventional watchmaking logic. G-SHOCK creates technologically advanced watches that can resist gravity, freezing temperatures, high water pressure and magnetic fields, watches built to last forever through a constant pursuit of toughness. Launched in 1983, G-SHOCK celebrated its 35th Anniversary in 2018 and its watches have sold over 100

million in over 100 countries during that time. Alongside its classic offering, G-SHOCK launched its Premium range in 2011. The G-SHOCK Premium collection uses the highest standards of engineering and rigorous testing at its design centre in Yamagata, Japan, to ensure that every piece remains true to the original concept, whilst a combination of fine materials and styling deliver the ultimate in luxury timepieces.

www.g-shock.co.uk / @gshock_uk

About Ministry of Defence

The Ministry of Defence (MOD) is the British government department responsible for implementing the defence policy set by Her Majesty's Government for the United Kingdom of Great Britain and Northern Ireland. It consists of the Royal Navy, British Army and Royal Air Force.

<https://www.gov.uk/government/organisations/ministry-of-defence>

About IMG

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.