

## Casio to Release G-SHOCK with Workout Logs and More Comfortable Fit Slim and Compact Design, Great for Everyday Use



GBD-300

Norderstedt, June 17, 2024 — Casio Europe announced today the release of the GBD-300, a new addition to the sports-driven G-SQUAD line in the G-SHOCK family of shock-resistant watches. These new watches feature a slim, compact profile that offers an even more comfortable fit, as well as handy functions for tracking running and other training regimens.

The G-SHOCK first came out in 1983, delivering on a passion to create a tough watch that would not break even if dropped. Ever since, Casio has continued to introduce functional, structural, and design advancements to the brand's outstanding shock resistance. Stacked with data-tracking functions, the sports-driven G-SQUAD line in the G-SHOCK brand has proven very popular.

The new GBD-300 features a simple octagonal form in a slim, compact design that offers an even better fit on the wrist. This shock-resistant watch comes packed with handy sports-oriented functions that track distance, step count, and more. The slim profile is achieved with a shock-resistant structure that places the center case between two separate bezels. The back bumper bezel, with its bowl-shaped curvature wrapping around the case, not only boosts shock resistance, but also helps reduce contact with the back of the hand. The flexible covering placed on the underside where the soft urethane band meets the bezel follows the movement of the wrist when worn to deliver an even more comfortable fit. Parts of the band that come into contact with the skin feature a dotted texture. This prevents the band from slipping, as well as from sticking to the skin due to perspiration, to provide the ultimate comfort.

The GBD-300 offers highly accurate distance measurement using the number of steps counted with an accelerometer and a proprietary algorithm. The dedicated G-SHOCK MOVE app offers great support for daily workouts, allowing users to check life logs with data on step counts and calories burned, as well as activity logs. The app also creates training plans organized by the training objectives set by the user.



Slim, compact design, great for everyday use



Flexible fine-resin covering for a great fit



GBD-300-1



GBD-300-7

#### Specifications

Construction		Shock-resistant
Water Resistance		20 Bar
Communication Specifications	Communication Standard	Bluetooth® low energy
	Signal Range	Up to 2 meters (may differ depending on surrounding conditions)
Training Functions		Distance, speed, pace, etc., measured by accelerometer and displayed; auto/manual lap times; auto pause; target alarm setting (time, calories burned) on/off switching; training display customization
Training Log Data		Elapsed time, distance, pace, and calories burned for up to 100 runs (up to 140 lap records per run)
Life Log Data		Daily data display (step count), monthly data display (running distance)
World Time		38 time zones* (38 cities + coordinated universal time), auto summer time (DST) switching * May be updated when connected to a smartphone.
Stopwatch		Measuring unit: 1 second; measuring capacity: 99:59'59"; measuring modes: elapsed time, split time
Countdown Timer		Interval measurement (up to 5 time settings); measuring unit: 1 second; input range: 00'00" to 60'00" (1-second increments); auto-repeat
Alarm		4 daily alarms (with snooze alarm)

<b>Mobile Link Features<sup>*1</sup></b> (Automatic connection, wireless linking using Bluetooth®)	Auto time adjustment Easy watch setting Approximately 300 world time cities Notification function (incoming calls, incoming e-mails, new social media posts, calendar notifications, reminders) Activity history Life log data Distance correction by smartphone GPS Training plan creation Phone finder
<b>Other Functions</b>	User profile setting, full auto-calendar, 12/24-hour format; button operation tone on/off, LED backlight (auto light, Super Illuminator, afterglow with selectable illumination duration: 1.5 seconds or 3 seconds), airplane mode, vibration function
<b>Battery Life</b>	Approx. 2 years on CR2032
<b>Size of Case</b>	48.9 × 47.4 × 14.9mm
<b>Total Weight</b>	Approx. 60g

<sup>\*1</sup> Requires downloading the dedicated G-SHOCK MOVE app.

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