

Kazuo Kashio, a Founder of Casio Computer, Dies at 89

By **Sam Roberts**

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Kazuo Kashio, a marketing virtuoso whose family company, Casio Computer, popularized the pocket calculator, the shock-resistant wristwatch and the preview screen on digital cameras, died on Monday at a hospital in Tokyo. He was 89.

The cause was pneumonia, the company said.

Mr. Kashio, who headed the company for nearly three decades, was credited as the salesman who turned Casio's innovative mini-calculator into a universal device and revamped the image of the wristwatch, moving from elegant to utilitarian, when Casio introduced its rugged, knobby G-Shock in 1983. The company turned out its 100 millionth G-Shock last August.

Mr. Kashio and his three brothers transformed Casio from a homegrown backyard machine shop into a global company, with \$3 billion in annual sales of digital watches and cameras, calculators, electronic keyboards and other musical instruments, and high-speed printers.

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