

CASIO



G-SHOCK
AW-500 series

ABSOLUTE TOUGHNESS

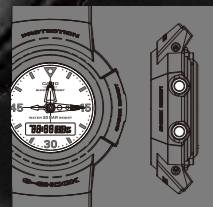
Origin and Evolution

The concept of toughness in a watch was pioneered by G-SHOCK. Six years after the advent of the first G-SHOCK ever, the AW-500 made its debut. This historic moment paved the way for every analog G-SHOCK since. It also marked the upending of the conventional "G-SHOCK = digital" mindset. Presenting expanded possibilities in design and technology, this analog DNA has been inherited over the years by a range of different models.

Now, in 2020, after the passage of 30 years, the analog models' origins present a new evolution in unchanged form with the resin AW-500E and the metal AWM-500. These are no mere reissues. These watches of toughness stand as homages to their origins while delivering new evolution all their own. With creativity and innovation, the G-SHOCK never ceases to take it higher.



G-SHOCK FIRST ANALOG MODEL AW-500



Simple & Minimal

While inheriting the shock-resistant structure of the G-SHOCK, the AW-500 features extreme streamlining in its sweeping pursuit of the essence of toughness. With its embodiment of this universal concept, the model achieves a design still vivid now after 30 years.



Round Form

With a case design seemingly carved from a block of resin, the watch adopts a perfect circle motif—a form primal and fundamental. Guards are shaped so as to hide the buttons when viewed from the front.



Variant Hand Shapes

The AW-500's minute hand takes the shape of an arrow with holes, while the hour hand features a framed form. With its emphasis of the hour and minute hands' sense of presence even when they overlap, the watch's characteristic arrow design functions to accent the dial design.



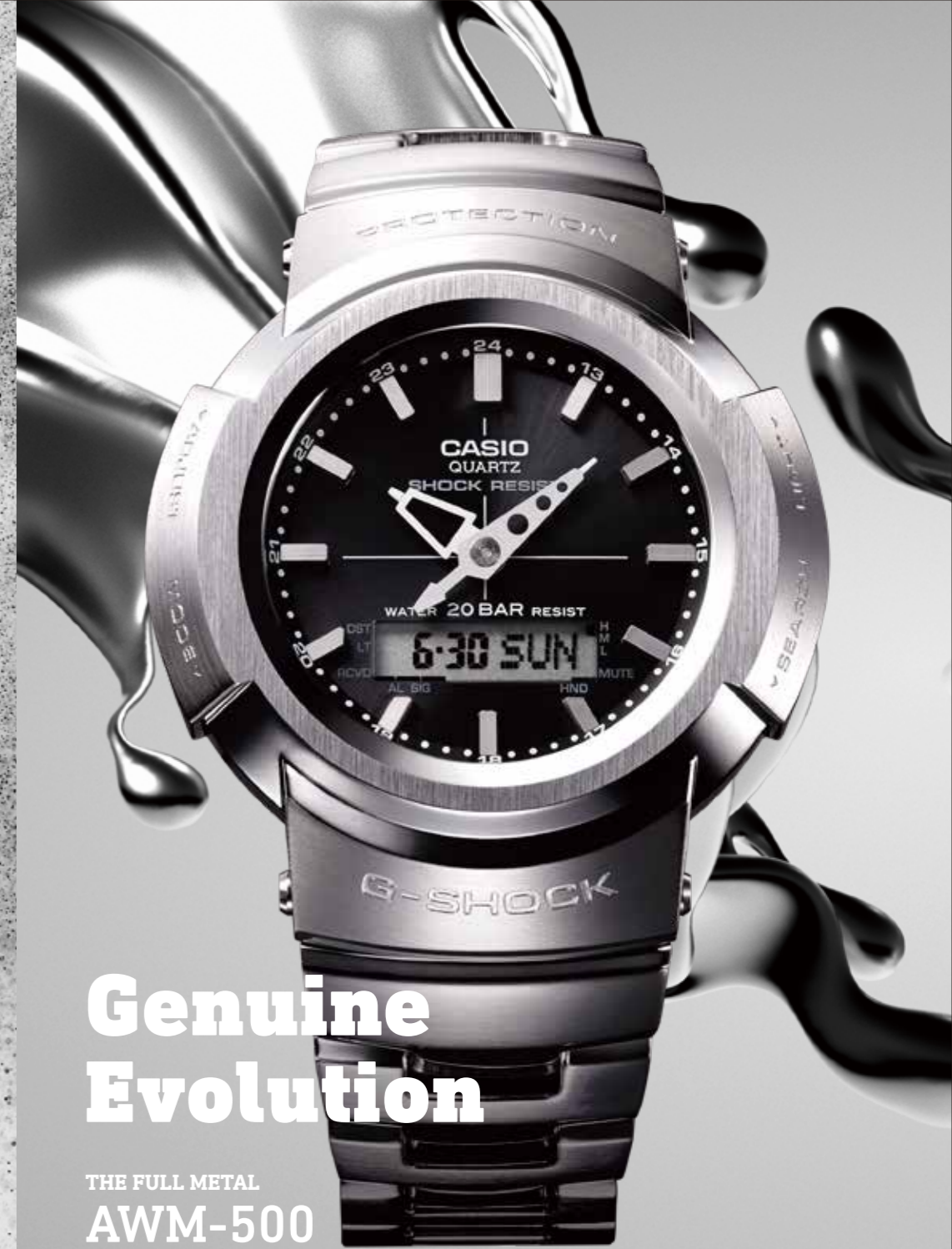
Index Design

The AW-500 offers a unique dial presentation all its own, fulfilling the G-SHOCK's promise of 200-meter water resistance and drawing on inspiration from diver's watch design with a layout featuring a triangular marker and minute-displaying index.



The Origin Revisited

THE REVIVAL
AW-500E



Genuine Evolution

THE FULL METAL
AWM-500

AW-500

THE REVIVAL

First analog model released in 1989,
now in reissued form.



AW-500 features



Original Style (AW-500E)

The design of the original model, which had not been made digital, provides blueprints for newly designed components. The variant hand shapes, triangular marker, index, decorative letters and numerals, and other such features are reproduced faithfully.



All-Original Beauty of Form

The watch's "simple & minimal" design concept draws on the unique characteristics of its resin-molded form with features such as the slanted bezel with its curved outline that continues onto the band.



Perfect Circle Motif

Embodying the "simple & minimal" design, the perfect circle motif is adopted even for side buttons. The same historic originality informs features such as the angle of horizontally operated button shafts as well.



New Style (AW-500BB)

Components including the case, band, dial, hands and reverse LCD display all uniformly feature a single color. The adoption of a bar index lends the watch a simpler design.

Shock-Resistant Structure

Just like the AW-500, which upended conceptions of analog watches' susceptibility to damage from shock, the watch ensures characteristic G-SHOCK shock resistance by employing hollow case construction and omnidirectional covering.

Improved Construction

Even lighter weight is achieved with the watch's updated design featuring an inner case made of resin and back cover with panel construction. The shock-resistant design of the module serves to protect against electronic components' detachment or breakage and watch hands' falling out of alignment.

Evolution of Features

The watch realizes features including EL backlight and an approximately 7-year battery life. Such features offer even greater practical use.



AWM-500

THE FULL METAL

The origin of G-SHOCK analog models, newly evolved with a full metal design.



AWM-500 features



Analog Dial

From variant hand shapes to decorative letters and numerals, design features of the first-generation analog model are reproduced in the AWM-500. Treated with a vapor deposition process, the dimensional index nicely matches the watch's metal exterior.



Solid Stainless Steel Band

The band features three-dimensional curvature up to the third increment. The original resin band's design is reproduced in metal, with its curved form lending a sense of unified identity with the case.



Hairline and Mirror Finishes

The watch features both line and round hairline finishes, as well as a mirror finish. Each finishing is applied to components on an individual basis to highlight their metallic textures.



Full Metal Shock-Resistant Structure

Shock absorbing structure made of fine resin are installed between the bezel and case. With its metal exterior in the original form of the first analog model, the watch realizes a shock-resistant structure.



Solar Panels with Shadow-dispersing Solar Panel

Converting light to energy, solar panels ensure stable operation of features such as signal reception. Even while the dial's rate of light transmittance may be low, the watch achieves the guarantee of sufficient electric power along with greater freedom in face design.



Double High-brightness LED Lights

LED lights with high luminance brightly illuminate the dial and LCD to ensure visibility in dimly lit locations. With the watch's ability to sense light and darkness, a simple slant of the wrist will engage the LED lights.



AW-500

THE REVIVAL



AW-500E-1E



AW-500BB-1E



AW-500BB-4E



AWM-500D-1A



AWM-500D-1A8



AWM-500GD-9A

AWM-500

THE FULL METAL

Specifications

[AW-500] • Shock-resistant • 200-meter water resistance • Dual time • 1/100-second stopwatch • Daily alarm • Approx. battery life: 7 years • EL backlight

[AWM-500] • Shock-resistant • 200-meter water resistance • Solar-powered • Radio-controlled (Multi Band 6) • Hand shift feature • World time (48 cities) • 1/100-second stopwatch • Countdown timer • 5 daily alarms • Full-auto double LED light (Super Illuminator)

world.g-shock.com

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*Design and specifications are subject to change without notice.
The colors of actual products may differ somewhat from their appearance in this catalog.*

