

Beat: Vips

## **DJIBRIL CISSE & HANS SAMA with G-SHOCK - Never Give Up Philosophy**

**Djibril CISSE & Hans SAMA**

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**USPA NEWS** - On November 17, 2016 at G-Shock Boutique in PARIS, was given an Evening G-SHOCK celebrating the two new Ambassadors Djibril CISSE and Hans SAMA. G-SHOCK brand has as Philosophy : Never give up, as Culture : Street-Culture and as Universe : Extreme Sports, Street Art, Fashion & Music...

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G-Shock is the ultimate tough watch. It was born from a developer's dream of 'creating a watch that never breaks.' Guided by a 'Triple 10' development concept, the design teams sought a watch with 10-meter free-fall endurance 10-bar water resistance and a 10-year battery life. The number of experimental prototypes built for endurance testing reached over 200.

Djibril CISSE is a French retired International Footballer. Djibril Cissé represented the France national football team at the 2002 and 2010 FIFA World Cups and was also part of les Bleus' 2003 FIFA Confederations Cup winning squad. On 20 October 2015, Cissé announced his retirement from football at the age of 34 due to injury.

Steven "Hans SAMA" Liv is a 16 years old French League of Legends player, currently AD carry for team Misfits. Considered as one of the greatest hope of the European scene, he has a very particular story with the game. Aside from League of Legends, Steven "Hans SAMA" Liv has a true passion for manga culture.

Since launched, G-Shock has continued to evolve for more than 30 long years.

- Design & Structure :

\* Case design offering protection against free-fall shocks A prominent bezel configuration was adopted to prevent the buttons and glass from contacting flat surfaces, thus protecting them from shocks when falling at any angle.

\*Urethane band that acts as a shock absorber The band actually acts as a shock absorber itself, protecting against shocks from behind.

\* Shock-resistant metal band that prevents drop shocks This band is constructed of scratch-resistant pieces. Damage from shock is prevented, even if the watch is dropped.

\*Born from the breakthrough idea of a hollow structure The case employs a hollow structure in which the module is "floated" to protect it from shocks. A full urethane bezel provides all-directional enclosure to prevent direct shocks from striking the glass and buttons.

\* Hollow-structure case : high shock resistance by supporting the module inside the case at just a few points, thus creating a situation as if the module were floating in air.

\* All-directional covering Direct shocks to the buttons and the glass surface are prevented by a protective urethane-resin bezel design. Shock resistance has been ensured by inserting cushioning material between the bezel and case in metal models with lower shock-absorption capabilities.

\* Protection of important parts with cushioning material The crystal oscillator and other important parts inside the module are

individually protected with cushioning material. This prevents contact failures and improper operation due to distortions that could otherwise occur inside the module if the watch experience a sudden strong impact.

- Triple G Resist :

- \* Shock Resistance Structure
- \* Vibration Resistant Structure
- \* Gravity Resistant Structure

- Sensor Technology :

Three miniature sensors for measuring direction, barometric pressure/altitude, and temperature: These comprise G-SHOCKS's core technologies for high-precision detection of sudden changes in natural phenomena. In 2013, CASIO developed a dramatic upgrading of Triple Sensor with its advance to 3rd generation.

- Solar Powered :

\* Non-Stop A solar panel converts even weak illumination from fluorescent lighting into electric power. A rechargeable battery with a large power storage capacity supports stable operation of various functions with high electricity consumption. You never have to worry about the battery running down because it's a solar battery.

\* Solar Powered Casio watches with solar technology, receive thermal and electrical energy that recharges the watch batteries through solar panels on the face of the watch.

Source : G-SHOCK - November 17, 2016 at G-Shock Boutique in PARIS

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