



## DATA INFORMATION

(In Standard Format)

<b>BARCODES</b>	(EAN)
Single Unit	4549526607806
Inner Carton of 10	TBC
Outer Carton of 40	TBC

Measures	Width	Length	Height	Weight
Product	77mm	166mm	14mm	100g
Single Pack	142mm	230mm	250mm	188g
Inner (10)	243mm	239mm	157mm	2.1kg
Outer (40)	509mm	331mm	273mm	9.2kg

Packaging Material	Paper	Plastic
Single Pack	24g	21g
Inner	TBC	TBC
Outer	TBC	TBC

## Battery

AAA x 1	Alkaline	(supplied)
Weight	10g	

## Alternative models

FX-85GTX: the same functionality but dual powered.  
 FX-991EX: more functionality (ideal for advanced GCSE and AS/A Level)

## Models it replaced include

FX-83GTPLUS,ES,MS,WA  
 FX-82MS,M,ES,C,AU,D

## CURRICULUM – key curriculum designed for

GCSE, National and Highers, Junior and Leaving

## General Information

- Battery powered (AAA x 1 supplied)
- 276 Functions
- Auto power off
- Hard slip on case included
- Battery Life ??? hours continuous cursor display
- Large Natural Textbook Display (Natural-V.P.A.M.), shows mathematical expressions as they appear in textbooks
- 192 x 63 LCD display,
- 77mm (W) x 166mm (L) x 14mm (H) (excl. cover)
- Weight 100g

## Functions and Features

- Table functions
- Backspace/delete
- Random integers
- Prime Factorization
- Multireplay
- Parentheses 24
- Variable memories
- Reset
- Square root
- Fraction Calculations
- Degrees/minutes/seconds
- Ratio
- Digit Separator
- Advanced Statistics
- Advanced Tables
- Variables List

## Scientific and Statistics

- Random numbers
- Factorials
- Trigonometric functions
- Combinations
- Permutations
- FIX/SCI/NORM
- Exponential
- Logarithmic
- Hyperbolic functions
- Inverse Hyperbolic functions
- Recurring Decimals
- Power functions
- Degrees
- Radians
- Gradians
- Exponents
- Reciprocals
- Negative Indicator
- Expression editing
- Roots & powers
- Coordinate conversion
- Logarithmic regression
- Power regression
- Quadratic regression
- Inverse regression
- Linear regression

# Marketing Copy

## Customer facing description

Casio fx-83GTX Scientific Calculator

## Marketing text

The Casio fx-83GTX is the new upgraded version of the Casio fx-83GTPLUS (the UK's best-selling scientific calculator), containing additional features such as clearer display, clearer menus, faster processor and 14 additional functions. Allowed in every UK exam where a calculator can be used. Recommended and approved for Key Stages 3 & 4 (including GCSE, National and Higher, Junior and Leaving). The large Natural Textbook Display (Natural-V.P.A.M.) shows mathematical expressions like roots and fractions as they appear in your textbooks which increases comprehension because results are easier to understand.

## Key/main bullet-points

- Casio fx-83 is the UK's best-selling scientific calculator.
- fx-83GTX is the new upgraded version of the fx-83GTPLUS
- Allowed in every UK exam where a calculator can be used
- Recommended and approved for use within Key Stages 3 and 4, to include GCSE, National and Higher, Junior and Leaving.
- Natural Textbook Display (Natural-V.P.A.M.), shows mathematical expressions as they appear in textbooks
- 276 functions; new functions on the 'GTX' model include Ratio, Digit Separator, Advanced Statistics, Advanced Tables and Variables List
- Slide-on protective hard cover included
- Clear 192 x 63 LCD display
- Easy and clear menu function
- 3 year guarantee
- Battery powered (1 x AAA, included) with Auto power-off.

## Additional bullet point features (where space permits):

Other features and functions include:

- Prime factorisation
- Random Integer generator
- Recurring decimal display
- Enhanced calculations of mathematical priorities
- Plastic keyboard
- Square root, fraction Calculations
- Degrees/minutes/seconds
- Table functions
- Ratio
- Digit Separator
- Advanced Statistics
- Advanced Tables
- Variables List

If even more space is available, add all additional features/functions listed under 'scientific and statistics' on the first page.

## Up-sell text, where there is space to add what model(s) to up-sell to (reduce text to fit, where necessary):

Other models to consider:

The Casio fx-85GTX provides the same features and functions as the fx-83GTX, but with the added feature of being solar power with battery back up.

The Casio fx-991EX is Casio's most advanced scientific calculator, providing 552 functions and is suitable for Key Stages 3,4 and 5, to include A /AS level.

## Additional marketing text, for use where we have additional space on web pages for increased marketing text:

### Why a Casio Calculator?

Casio is the UK's No.1 calculator brand.

Pioneering developments for over 50 years, since first inventing the electronic calculator in 1957, Casio are leaders in the development of calculator technologies and mathematical tools. Suitable for daily use, whether you are studying for mathematical qualifications, working on complex financial analysis, wanting time saving desktop assistance or looking for handy calculations whilst on the move. The Casio range of Graphical, Scientific, Desk and Pocket Calculators are powerful and rugged mathematical tools, built specifically for your task at hand.

### Why a Casio Scientific/Graphic calculator?

Casio have pioneered the development of mathematical tools for over 50 years and have always provided devices embedded with ease of use, advanced features and progressive learning functionality.

The Casio range of Scientific and Graphic calculators enhance mathematics study along with a broad range of associated subjects and assessments. The Casio educational calculator range provides a series of features and devices which will continue to develop student understanding, interpretation and fundamental knowledge of the subject area.