

Panasonic Solutions Company

Media Contact:

Kristina Long, Cohn & Wolfe
for Panasonic Solutions Company
(415) 365-8556 (direct)
kristina.long@cohnwolfe.com
PSC.PR@cohnwolfe.com

PANASONIC INTRODUCES THE TOUGHBOOK® 53 – LIGHTER, MORE VERSATILE NEXT GENERATION SEMI-RUGGED NOTEBOOK

Powerful device includes 4G LTE wireless and other enhanced features designed to maximize productivity for mobile professionals

Secaucus, NJ, May 10, 2011 – Panasonic Solutions Company, provider of collaboration, information-sharing and decision-support solutions for government and commercial enterprises, today announced the Toughbook 53, a 14” High Definition LED display, semi-rugged notebook. Starting at only 5.6 pounds and delivering up to 10 hours of battery life, the Toughbook 53 provides mobile professionals, such as inspectors and claims adjusters, a highly reliable and versatile device that delivers high performance computing. The latest in the line of products that created the semi-rugged category, this new notebook is the first Toughbook device offering optional 4G LTE mobile broadband and a host of other features designed to improve productivity and maximize return on investment.

Desktop-Class Performance with Rugged Reliability

The Toughbook 53 is powered by a second generation Intel® i5 or i3 processor and maintains the ruggedness Panasonic’s customers have appreciated with the current semi-rugged line. The Toughbook 53 is designed to survive 30” drops on six faces, features a spill-resistant keyboard and passes nine MIL-STD-810G tests. The Toughbook 53 is also the first Panasonic notebook to support a high definition LED display and offers an optional 2-800 nit sunlight-viewable Panasonic CircuLumin™ touchscreen plus an adjustable backlit emissive keyboard, making the Toughbook 53 the ideal candidate for use in any lighting condition. Panasonic has also increased the size of the touchpad by 25% while giving it multi touch with zoom and scroll capabilities. The Toughbook 53 also offers USB 3.0, VGA, HDMI and an SDXC slot for even greater flexibility.

“The next-generation Toughbook 53 was designed with a substantial amount of customer input and is the result of Panasonic’s goal to offer the most functional and reliable devices for today’s mobile workforce,” said Kyp Walls, director of product management, Panasonic Solutions Company. “The Toughbook 53 is ideal for mobile professionals in industries such as insurance, construction and field service, where a standard commercial-grade laptop does not provide sufficient durability. Panasonic has added enhanced features to this new device providing added flexibility for professionals who spend a significant amount of time working from the road.”

Embedded Wireless Connectivity

The Toughbook 53 offers a variety of embedded wireless technologies, including Wi-Fi 802.11a/b/g/n, optional Bluetooth® 2.1 and Gobi2000™ 3G mobile broadband technology from Qualcomm. The device is certified on the Sprint and Verizon Wireless 3G networks, allowing workers to stay connected at all times. The 53 is also the first member of the Toughbook family to offer embedded support for 4G LTE networks, with certifications coming later this year.

Integrated Options for Mission-Critical Computing

The Toughbook 53 also delivers an optional dual antenna pass-through for in-vehicle use in passenger cars and light-duty trucks, perfect for professionals whose vehicles regularly serve as mobile offices.

The Toughbook 53 also offers options for an integrated webcam, plus fingerprint and SmartCard readers for enhanced security. Enhanced connectivity includes options for FireWire, 56K modem or 2nd LAN port.

Panasonic Toughbook 53: Select Features and Specifications

ftp://ftp.panasonic.com/pub/Panasonic/toughbook/specsheets/TB-53_ss.pdf

Pricing and Availability

The Panasonic Toughbook 53 is available in three configurations from authorized Panasonic resellers and distributors in the United States. The Toughbook 53 i5 model will ship in June at an estimated street price of \$1,899; the touchscreen version will ship in July and is available at an estimated street price of \$2,449. The Toughbook 53 i3 model will ship in August at \$1,599.

The Toughbook 53 includes a standard three-year limited warranty.

Panasonic will continue to sell the 15.4" widescreen semi-rugged Toughbook 52 i5 Discrete for customers who require a larger screen and the video performance of a discrete (dedicated) graphics chip.

Toughbook 53 Images & Video

A video overview of the Toughbook 53 can be found on the Toughbook brand's [YouTube channel](#); images of the Toughbook 53 can be found on the brand's [Flickr page](#), and a post discussing the evolution of semi-rugged computing can be found on the brand's blog - [Toughbloggers.com](#).

Follow the Toughbook Brand

The Panasonic Toughbook brand can be followed on various social media channels, including [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#) and via our blog on mobile technology, [Toughbloggers.com](#).

For more information on the Toughbook 53 and other Toughbook mobile computers, go to www.toughbook.com.

About Panasonic Solutions Company

Panasonic Solutions Company empowers people whose jobs depend on reliable technology. The company delivers collaboration, information-sharing and decision-support solutions for customers in government, healthcare, education and a wide variety of commercial enterprises. Products and services within the company's portfolio include Panasonic Toughbook mobile computing solutions, projectors, professional displays (including both plasma and LCD), and HD and 3D video acquisition and production solutions. As a result of its commitment to R&D, manufacturing and quality control, Panasonic is known for the reliability and longevity of its products. Panasonic Solutions Company is a Division of Panasonic Corporation of North America, which is the principal North American subsidiary of Panasonic Corporation (NYSE: PC).

All brand and company/product names are trademarks or registered trademarks of the respective companies. All specifications are subject to change without notice. Information on Panasonic Solutions Company's full line of products can be obtained by calling 877-803-8492 or at www.panasonic.com/business-solutions.

###