



## Executive Focus

Dear Valued Customer,

As a loyal customer and partner of Panasonic, we know that you depend on the ability of our product to hold up in situations that would ruin most devices. With that in mind, I thought you would enjoy the [article](#) and [video](#) that Forbes recently published, which highlights the testing they conducted on our CF-30.



While the editors were surprised by the ability of our product to withstand the test of a tiger, elephant and a .22 round, I am sure that it comes as no surprise to you. Especially given your experiences where our product has held up to things much worse than a tiger's bite. It is these stories and ongoing feedback that enable us to continue to improve our product quality and deliver the most reliable computers available.

Thank you,  
Rance Poehler  
President, Panasonic Computer Solutions Company

## Beyond the Box: Why Toughbook

In your world, business moves fast. There's little room for error. Panasonic Toughbook® mobile computers are built to protect data and keep performing when others cannot. Engineered to withstand drops, spills, dust and grime, Toughbook computers go where you go – easily and reliably. Low cost of ownership, impressive certifications and outstanding customer reviews are just a few of the reasons why Toughbook computers keep winning over the world's toughest users.



[Learn how Toughbook rugged and reliable computers generate years of time and money savings »](#)

## Announcements: Certified Tough. IP65 & First with MIL-STD-810G

Several Toughbook® models received advanced certifications for ruggedness in recent third-party, independent laboratory tests. Panasonic Toughbook 19, 30 and U1 are the first computers to receive [MIL-STD-810G certification](#), the U.S. military's latest test specifications for resistance to hazards like rain, dust, sand, vibration, and extreme temperatures. As part of the certification, those same models received a 6 foot drop rating\*, a significant feat for any mobile computer. In addition, Toughbook models 19, 30, H1 and U1 were awarded an [IP65 rating](#)\*, the highest rating received by a computer in this class for resistance to water and particulates.



Panasonic engineers Toughbook computers to withstand real world conditions that are oftentimes much harsher than the durability tests they undergo. [View the Extreme Testing video](#) to see the Toughbook U1 undergo a battery of MIL-STD tests conducted by an independent third party lab, and see how it survives the most extreme conditions.



\* Tested by a national independent third party test lab following MIL-STD-810G Method 516.6, Procedure IV for transit drop test and IEC 60529 Sections 13.4, 13.6.2, 14.2.5 and 14.3 for IP65.

## Latest Gobi Update: Toughbook H1 Certified on Gobi

The [Toughbook® H1](#) mobile clinical assistant (MCA) is now certified for Gobi™ Global Mobile Internet technology on AT&T, Sprint and Verizon Wireless networks. Users can take advantage of high-speed 3G mobile internet networks to increase productivity and reduce downtime, while securing a reliable connection virtually anywhere a cell phone can be used.



[Learn more »](#)

## SUPPORT SITE UPDATES

Get the most out of your Toughbook® mobile computer by taking advantage of Panasonic's latest support offerings – All-in-One Driver DVDs and 24/7 Live Chat.

### All the Drivers You Need. All-in-One DVD.

These convenient DVDs provide all the available drivers and software for your Toughbook model and give you the option to custom or automatically install them onto your computer. Currently, the All-in-One Driver DVDs are available for the Toughbook 19, 30, 52, F8, H1 and U1 mobile computers. DVDs for other models will be available in the future.

[Visit the Toughbook Support site to order your DVD](#)

### 24/7 LIVE CHAT NOW AVAILABLE

For technical support of your Toughbook computer, chat live with an expert at Panasonic. Live Chat service is free and is available 24 hours a day, seven days a week, 365 days a year. Live Chat provides you real-time access to the following:

- Technical support for Toughbook mobile computers
- Answers to product warranty questions
- Help with product service inquiries

To chat live with Technical Support, [register or log on to the Toughbook Support site](#).

### PROVEN. RELIABLE. TOUGHBOOK SOLUTIONS

### New Toughbook Software Partners Program

Panasonic has launched a new Toughbook® Software Partners Program. This program is designed to encourage the development of innovative software solutions that address the unique needs of Toughbook computer users in various industries. Certified software partners will receive early access to Panasonic's latest products as well as development tools, marketing support and other resources.

For more information, visit

## Special Offers: Financing That's Tough to Beat

Now it's more affordable than ever to purchase a Toughbook mobile computer. Check out these special offers and you'll agree that purchasing the latest rugged mobile technology has never been easier.

[Fair Market Value Lease Offers](#) - Take advantage of Panasonic's below-market financing options, starting at 0% interest for up to 36 months\*.

[Deferral Program](#) - Awaiting budget approval? This program allows you to lease equipment with no money down and defer payments for up to 9 months\*.

[Learn more about Toughbook computer financing options »](#)

\*Must take delivery by September 30, 2009. Offer varies depending on the Toughbook model.

## Tough as it Gets Contest

Have a "tough" story to share? Send your story, photos or videos to [toughbooktimes@us.panasonic.com](mailto:toughbooktimes@us.panasonic.com). If Panasonic publishes your story in a future Toughbook Times newsletter, you will win a \$100 gift card to the Panasonic online store. *Please receive approval from your employer prior to submitting your story in the contest.*

## Toughbook Computer Survives Five Months of Alaskan Winter Buried in Snow

For eight years, Bruce Reddish has been using a semi-rugged Toughbook® 72 to look up maps and calculate ocean depth from his boat in the Prince William Sound off the coast of Alaska.

But as the Alaskan winter of 2008 set in, Reddish could not find his Toughbook laptop anywhere. Finally, in March 2009, Reddish found his Toughbook mobile computer in the back of his snowplow truck, which had been kept outside throughout the harsh winter. The Toughbook computer was buried under a pile of snow with ice frozen over. Without waiting for the ice to melt, he took the computer inside, plugged it in and booted it up. "It worked like I had shut it off yesterday - I couldn't believe it." The Toughbook 72 had survived five months of winter in Alaska with heavy snow and two weeks of temperatures 30 degrees below zero Fahrenheit.

"This is a serious product that has been tested under extreme conditions. I've been using my Toughbook computer for eight years and haven't been let down. It has not only lived up to but far exceeded all of my expectations."

[Read more Tough Stories »](#)

## In the News: LAPTOP Magazine's Editors' Choice

Awarded four stars out of five, the Panasonic Toughbook® 19 was given LAPTOP Magazine's "Editors' Choice" award in April 2009. The Toughbook 19 was noted for its fast performance, 9-10 hours of battery life, bright touchscreen display, water and vibration resistance, Intel® vPro™ technology for remote management, Computrace® theft protection, and optional fingerprint and SmartCard readers.



[Learn more »](#)

the [Toughbook Software Partner Program](#)

### EVENT LINEUP

[AFCEA Tinker AFB Expo](#)  
Oklahoma City, OK  
8/11 - 8/12  
(Air Force Team)

[AUTOTESTCON 2009 Conference](#)  
Anaheim, CA  
8/14 - 8/17  
(Government Team)

[Envision 2009 - Itron's User Conference](#)  
Phoenix, AZ  
9/27 - 9/29  
(Enterprise Team)

[NAHC Annual Conference & Expo](#)  
Los Angeles, CA  
10/10 - 10/14  
(Healthcare Team)

[SuperComm 2009 Conference](#)  
Chicago, IL  
10/21 - 10/23  
(Enterprise Team)

### CONTACT TOUGHBOOK

As valued customers, your opinion matters to us! Please help us serve you better by providing us with your comments. [send feedback](#)



Rance Poehler  
President, PCSC

[rance\\_poehler@us.panasonic.com](mailto:rance_poehler@us.panasonic.com)

888-223-1012

- » [Forward this email to a colleague](#)
- » [Subscribe](#)