



## Executive Focus: Attractive Financing Options Stretch IT Dollars

In response to recent economic challenges, Panasonic Computer Solutions Company (PCSC) introduces a range of flexible lease and payment options designed to help customers respond to shrinking IT budgets. Offered through Panasonic Financing Solutions (provided by CoActive Capital Partners, LLC), many of these programs offer below-market rates, including 0% financing for three years. Also offered are step payments, flexible payments and deferral and lease-back programs — up to 60 months.



**Rance Poehler**  
President

“For our customers, reliable remote access to information is the difference between success and failure — and failure is not an option. Working closely with our partners at Panasonic Financing Solutions and consulting with our channel partners and customers, we have developed these flexible new solutions to help organizations make the right technology decisions to achieve their missions today and be better positioned for the challenges of tomorrow,” said Rance Poehler, president of PCSC.

Learn more about the full range of financial solutions offered by Panasonic  
[www.panasonic.com/business/toughbook/proserv-mobile-computer-financing](http://www.panasonic.com/business/toughbook/proserv-mobile-computer-financing)

## Toughbook Enhancements: Toughbook 19 and 30 Upgrades Redefine Mobility

The Toughbook 19 and Toughbook 30 incorporate new enhancements that place the durable, rugged laptops among the industry’s leading mobile computing solutions. The enhanced Toughbook 19 and Toughbook 30 now feature an ultra-bright, 1,000-nit display; anti-glare, anti-reflective screen treatments; and a circular polarizer for superior outdoor viewing, even in direct sunlight. In addition, the new Toughbook 19 and 30 come with a 160GB HD and 2GB of memory, twice the amounts of the previous versions, as well as Intel vPro(TM) technology for enhanced security and remote management. The Toughbook 19 even offers a dual-touch LCD model that can be used as a touchscreen or as a digitizer.



TOUGHBOOK 19



TOUGHBOOK 30

Learn more about the new Toughbook 19 and 30  
[www.panasonic.com/business/toughbook/fully-rugged-computers](http://www.panasonic.com/business/toughbook/fully-rugged-computers)

## LATEST GOBI CERTIFICATIONS

### New Business-rugged Laptops Go Global with Gobi



Taking worldwide computing to the next level, the sleek, lightweight Toughbook T8, W8 and F8

models are now certified on Gobi Global Mobile Internet for use on Verizon Wireless and Sprint networks. This line of business-rugged laptops is ideal for on-the-go professionals and, when combined with the flexibility of Gobi, delivers a complete mobile solution.

Learn more about Panasonic’s Gobi certifications  
[www.panasonic.com/business/toughbook/wireless-computer-info](http://www.panasonic.com/business/toughbook/wireless-computer-info)

## SPECIAL OFFERS



### \$100 Mail-in Rebate Debit Card From Verizon Wireless

Through March 31, 2009, purchase a Panasonic Toughbook mobile computer with Mobile Broadband Built-in and a new, two-year activation or renewal of a Verizon Wireless Mobile Broadband plan and receive a \$100 mail-in rebate debit card.\*

*\*Only consumers and small businesses with up to 99 lines are eligible. Offer valid 1/1/09 - 3/31/09.*

Learn more  
[www.panasonic.com/business/toughbook/verizon-wireless-laptop-offers](http://www.panasonic.com/business/toughbook/verizon-wireless-laptop-offers)



### Free Month Offer From Sprint

Sprint has a limited-time activation offer. Sign up for either a Sprint Mobile Broadband Connection Plan or North America Plus Connection Plan with a one- or two-year commitment and get one month free and pay no activation fee — up to a \$116 value.

Learn more  
[www.panasonic.com/business/toughbook/sprint-broadband-offers](http://www.panasonic.com/business/toughbook/sprint-broadband-offers)

## Proven. Reliable. Toughbook Solutions: Toughbook H1 Meets Challenges of Healthcare Professionals

The Toughbook H1 is the first fully-rugged mobile clinical assistant (MCA) designed specifically for demanding healthcare environments. Incorporating Panasonic's legendary rugged computing expertise, Intel ingenuity and the needs of today's healthcare professionals, the Toughbook H1 delivers all the tools caregivers need in a single device.



TOUGHBOOK H1

Learn more about the Toughbook H1  
[www.panasonic.com/business/toughbook/ultra-mobile-rugged-mca-toughbook-h1](http://www.panasonic.com/business/toughbook/ultra-mobile-rugged-mca-toughbook-h1)

View the H1 healthcare demo to see how Panasonic's MCA provides total solutions for healthcare  
[www.panasonic.com/business/toughbook/H1\\_demo/index.html](http://www.panasonic.com/business/toughbook/H1_demo/index.html)

## 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.

### Winning Story from August Toughbook Times Issue

Maurice Boardman from Clackamas County Sheriff's Office, Oregon.

### Justifying the Cost

Ensuring public safety requires real-time, reliable access to information in a variety of hazardous conditions. Proving to the Clackamas County Board of Commissioners that Panasonic Toughbook is the right choice for the on-the-go professionals of Clackamas County Sheriff's Office, Laptop Administrator Maurice Boardman demonstrated the long-lasting dependability of Panasonic Toughbook.



"One of our Toughbook 73s had a 3-by-1-inch, L-shaped gash, right in the center of the lid," Boardman said. "When it finally came in to me for repair for some other unrelated problem, the LCD was still working perfectly well."

A few months later, a concerned citizen campaigned the Board of County Commissioners to force Boardman and his team to stop spending so much on Panasonic laptops and save money on a cheaper brand.

"As part of our response to the board, we brought along the Toughbook 73, showed them the physical damage to the lid, and turned on the laptop to show the total lack of injury to the LCD. With this spectacular evidence before them, the board dismissed the objection to the purchase of Panasonic, Boardman said, adding, "When that CF-73 finally died, we saved the lid 'in memoriam.'"

## ANNOUNCEMENTS

### Panasonic Offers Eco-Friendly Options for Retired Toughbook



While Panasonic Toughbook computers are known for having a long lifecycle — often outlasting their warranties — Panasonic offers a variety of environmentally friendly options when it's time to upgrade. In conjunction with its asset services partner, PlanITROI, Panasonic offers recovery and recycling programs to customers who wish to trade in, donate or recycle their retired Toughbook.

Learn more about Panasonic's eco-friendly services  
[www.panasonic.com/business/toughbook/green-computer-recycling-program](http://www.panasonic.com/business/toughbook/green-computer-recycling-program)

## EVENT LINEUP

### NRECA/TechAdvantage

New Orleans, LA – Feb. 11-16, 2009  
(Utilities Team)

### Firehouse World 2009

San Diego, CA – Feb. 15-19, 2009  
(Fire/EMS Team)

### AUSA Winter Symposium 2009

Fort Lauderdale, FL – Feb. 25-27, 2009  
(Army Team)

### HIMSS 2009

Chicago, IL – Apr. 4-8, 2009  
(Healthcare 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 to [toughbooktimes@us.panasonic.com](mailto:toughbooktimes@us.panasonic.com)



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