



Dear Valued Customer,

Welcome to the May edition of Toughbook® Times. We would like to take a moment to express our thanks for supporting Panasonic Computer Solutions Company (PCSC) during these difficult economic times. Because of your support, PCSC continues to grow and remains a strong company that will be a trusted partner for many years to come. We also continue to improve our products so that we can provide you with the best rugged solutions.

Thank you for your business, and we look forward to supporting you in the future.

Rance Poehler
President, PCSC



Rance Poehler
President
[send email](#)

Executive Focus: New Toughbook Campaign Reflects Tough World

PCSC recently launched "Toughbook for a Tough World®," an integrated brand and advertising campaign that reflects how mobile workers worldwide use Panasonic Toughbook computers. The campaign is a result of 18 months of extensive market research including interviews with end users, IT decision-makers, prospects, channel partners, industry influencers, and executives in key vertical markets. Among the insights discovered is that Toughbook computer users rely on their mobile devices in order to be successful in their jobs and that they hold themselves to a higher standard when it comes to performance.



Marca Armstrong
Vice President,
Marketing
[send email](#)

"The Tough World campaign seeks to capture and harness the emotional connection that users have with their product by communicating that Panasonic understands that the working world is tough," said Marca Armstrong, Vice President of Marketing. "Panasonic can help make their jobs easier with technology that has unsurpassed reliability and provides them with the freedom to work where they need to."

[Experience the Tough World brand first-hand](#) and [view the commercial](#)

Beyond the Box: Panasonic Expands Technical Support Offerings

The [Toughbook Technical Support site](#) now offers additional services and information to help users maximize their use of the Toughbook computers anytime, anywhere.

- Tech Support Live Chat Now Available - 24 hours a day, seven days a week, 365 days a year.
- 3D Product Viewer — Walk through the features and key components of various Toughbook models through an interactive 3D viewer.
- Driver Installation Instructions — Get the correct order and instructions for installing drivers and utilities on Toughbook computers.
- Product Spec Sheets — Download the most up-to-date information on specs, integrated options and product accessories.
- Detailed Product Spec Comparison Sheets — Compare hardware revisions and detailed specs of a model, including components, software and manufacturers.

[Visit the Toughbook Support website](#)

Toughbook Enhancements: Toughbook 52 Now with Touchscreen

The upgraded [Toughbook 52](#) offers new enhancements that continue to make this semi-rugged mobile computing solution a leader in its class. New enhancements include improved security and remote management thanks to Intel® Centrino® 2 with vPro™ technology, expanded memory capabilities and longer battery life. Also, now available is a 13.3" touchscreen model with an integrated stylus holder and 1,000-nit daylight-readable display with anti-glare (AG) and anti-reflective (AR) screen treatments. Ideal for use in dark or low-light operating conditions, the touchscreen model comes with an adjustable red dual overhead keyboard light with four brightness levels, allowing users to adjust illumination and minimize night blindness.



TOUGHBOOK 52

[View the Panasonic Toughbook virtual full line product brochure](#)

LATEST GOBI CERTIFICATIONS

Toughbook U1 Now Certified on AT&T, Sprint and Verizon Wireless

The [Panasonic Toughbook U1](#) is now certified for Gobi™ Global Mobile Internet technology on AT&T (HSPA), as well as Sprint and Verizon Wireless (EV-DO) networks, enabling users to connect to the internet virtually anywhere a cell phone can through a single embedded device. [Read more about Gobi and other certified Toughbook products.](#)

PROVEN. RELIABLE. TOUGHBOOK SOLUTIONS

Toughbook Arbitrator Delivers Digital Accuracy

Panasonic's Toughbook Arbitrator is a solid-state digital video system that enables law enforcement professionals to reliably and securely capture, store and transfer evidence. The Arbitrator performs exceptionally well in harsh environments, including those involving high vibration or extreme hot and cold temperatures. [View videos](#) of how the Toughbook Arbitrator helps officers in the field record and retrieve evidence for courtroom use as well as how simple it is to upgrade to the Toughbook Arbitrator from analog video systems.

EVENT LINEUP

[Offshore Technology Conference \(AKA OTC\)](#)
Houston, TX
May 4-7
(Enterprise Team)

[Enterprise Annual Thought Leadership Forum](#)
Baltimore, MD
May 11-13
(Enterprise Team)

[Joint Warfighting Conference](#)
Virginia Beach, VA
May 12-14
(Government Team)

Announcements: Toughbook – The Strongest Link in Supply Chain Management

From air, rail and ocean freight to warehousing and retail, communicating, tracking and accessing information quickly and reliably is critical to effective Supply Chain Management (SCM). [Visit the SCM interactive demonstration](#) to see how Toughbook® mobile computers provide time- and cost-saving solutions for a variety of industries.

Tough as it Gets Contest

Have a "tough" story to share? Send your story, photos or videos to 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 19 Takes a Tumble and Lives to Tell the Tale

In a suburb South East of Kansas City, Missouri, a Toughbook computer took on the law (of gravity) and won. Randy, the fire departments Radio Frequency Engineer, accidentally dropped his [Toughbook 19](#) from a perch 26 feet up, and it landed on a concrete floor.

Randy hurried down the ladder to recover his laptop and was astonished to find it still running his software application. The casing was slightly damaged, but all the components have been working just fine ever since.

Randy and his fellow firefighters previously used ThinkPads, but grew tired of having to replace them two to three times per year. Randy swears if this had happened to a ThinkPad, it would have been in a thousand pieces on the fire station floor.

In the News: Toughbook Computers Get Rave Reviews

The new [Toughbook H1](#) Mobile Clinical Assistant (MCA) and the recently upgraded [Toughbook 19](#) and [Toughbook 30](#), have garnered positive reviews from the press and media.

Read the latest Toughbook H1 reviews from [Rugged PC Review](#), [Trusted Reviews](#) and [MedGadget](#). The reviewers examine everything from its innovative design and features to the inner workings of the device itself.

The newly upgraded, fully-rugged Toughbook 19 and 30, are put through their paces by [Engadget](#), [Police Magazine](#) and Notebook Review. The reviewer for [Notebook Review](#) looked at the Toughbook 30 "from all angles" and found that the "build quality is second to none."

[33rd Annual LEFM Training Conference and Exhibition](#)
Dallas, TX
May 18-21
(Public Sector Team)

[21st Annual Candlelight Vigil](#)
Washington, D.C.
May 13
(Public Sector Team)

[US Air Force AFITC Show](#)
Montgomery, AL
Aug. 24-26
(Air Force 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](#)



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