

# TOUGHNEWS

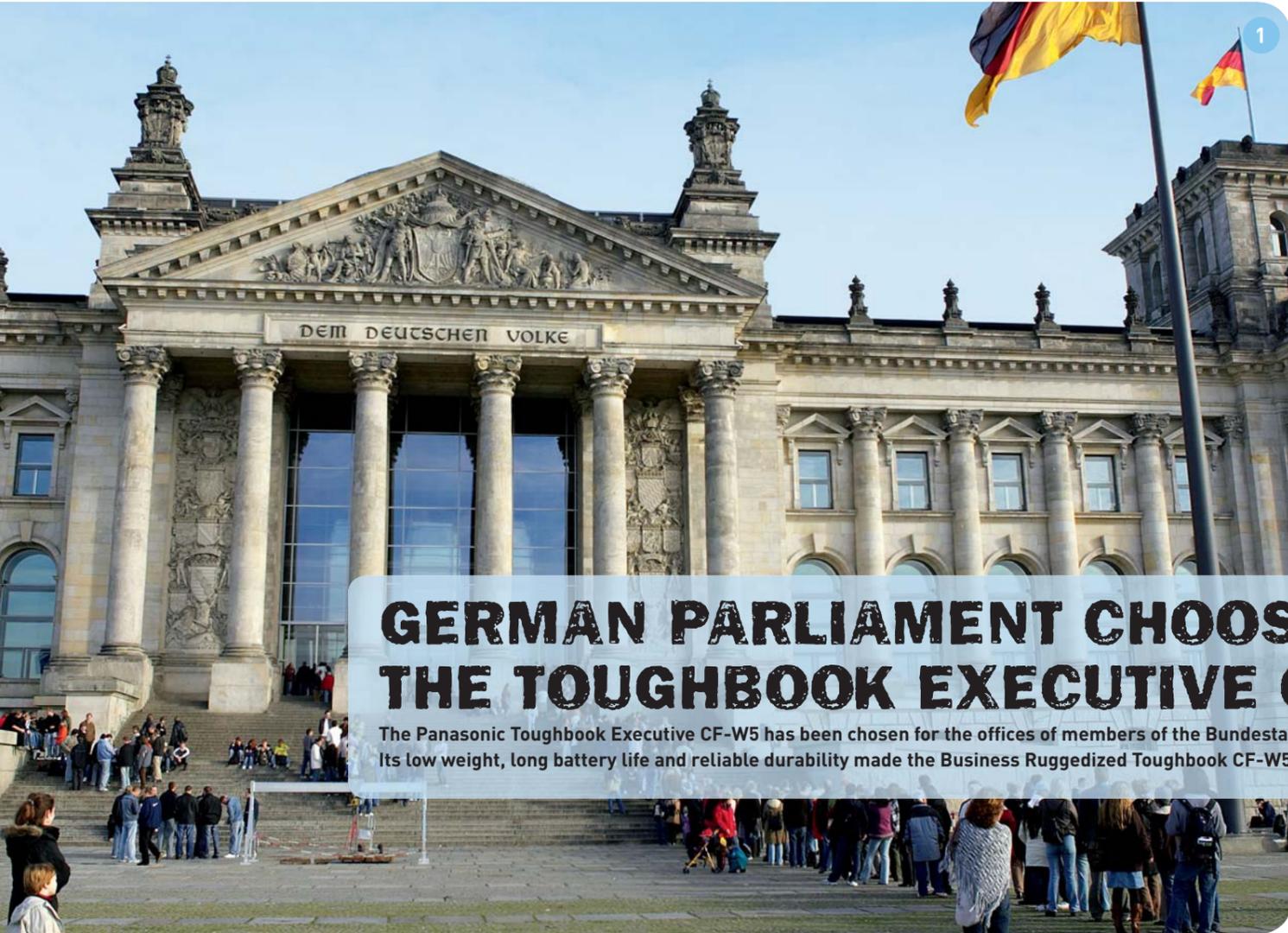
Belga: beaming sports news around the world.



New Toughbooks: the CF-52 and CF-74MK3 have arrived!



Record makers: around the world in a natural gas-powered car.



## GERMAN PARLIAMENT CHOOSES THE TOUGHBOOK EXECUTIVE CF-W5

The Panasonic Toughbook Executive CF-W5 has been chosen for the offices of members of the Bundestag, the lower house of the German parliament. Its low weight, long battery life and reliable durability made the Business Ruggedized Toughbook CF-W5 the MPs' first choice.

The Toughbook CF-W5 was chosen following a public tender to establish which notebook offered the best cost-effectiveness. Highly compact models were needed with a display size of 11 to 13 inches. Weight was also a crucial factor because politicians often have to work away from the office and a heavy computer would make travelling more difficult. A long-running battery was equally important. Precious time has to be put to productive use, even if there is

no socket available. The Executive Series CF-W5 ticks all of these boxes.

### Lightweight, tireless and an eye-catcher to boot

Weighing in at just 1,240 g – including the battery – you might be tempted to call the CF-W5 a lightweight. But when it comes to stamina, there's no question that it delivers the goods: up to 10.5 hours without an external power supply. The fanless design of

the CF-W5 means operation is virtually silent, and its elegant design makes it a real eye-catcher in the political arena.

### Quick-thinking and resilient

When it comes to resilience, the notebook boasts the kind of toughness that politics demands: it can withstand pressure of up to 100 kgf without complaining thanks to its robust magnesium alloy casing. The notebook won't grumble if you squeeze it into

your bag between files to transport it, and even if you drop it from a height of up to 30 cm, the CF-W5 will keep its cool. A total of 430 Toughbooks Executive CF-W5 will support the parliamentarians as of this June. Jan Kämpfer, Marketing Manager

Panasonic Computer Products Europe, is delighted at the result of the tender: "The MPs will have access to a piece of equipment which fulfils the highest professional demands."

**i** Find out more about the ultra lightweight notebooks at [www.toughbook.eu/ENG/notebook\\_cf-w5.aspx](http://www.toughbook.eu/ENG/notebook_cf-w5.aspx)

1 A new workplace for 430 CF-W5 Toughbooks. 2 Compact mobility is a must for anyone who takes the floor here. 3 Weighing just 1,240 g, the CF-W5 makes light work of politics.

## MORE POWER, SAME DURABILITY

The new CF-52 is a shining example of brilliance, even on the road. The 15.4" screen has been further improved, making this – the follow-up to the successful Toughbook CF-51 – a real alternative to stationary desktop PCs. What's more, its power consumption has been further reduced and its battery life increased with

Intel® Centrino® Duo processor technology in conjunction with Intel® Core™ 2 Duo processors. As a Semi Ruggedized Toughbook, the CF-52 is protected by magnesium alloy casing and can withstand being dropped from a height of up to 76 cm.

Find out more about the new Toughbook CF-52 and the new CF-74MK3 on page 3.



“In my 10 years at Panasonic in Europe, I have held a number of positions in production, sales, service and management. As well as various small and large-scale successes, there is one other thing I have always found highly motivating: seeing how enthusiastic our customers are when they work with the Toughbooks, because we developers regard the computers almost as our babies. It is wonderful to see that they work even in the toughest of conditions and bring their users business success and pleasure – as well as being reassuring, it also serves as an incentive to maintain this standard in the future. Following the Fully Ruggedized and Executive Series Toughbooks, a bright new future is

now dawning for the semi ruggedized models with the new CF-52. Top-speed computing power, a 15.4" display, an optimised selection of interfaces and improved durability are its key features. We hope that with the CF-52, we will once again launch a model that precisely fulfils our customers' needs. After all, that's what keeps Panasonic Toughbooks ahead of the rest.”



Hiro Sakamoto  
General Manager  
Panasonic Computer Products Europe

EDITORIAL

# BELGA: THE LATEST HEADLINES FROM THE SIDELINES

Football can be a tough business, as can reporting on it. Time is money when it's a question of sending the latest pictures and reports in a flash. A case for the Fully Ruggedized Toughbook CF-18.



**FC Bruges** is mounting an attack down the right flank – heading straight towards the journalist from the Belgian news agency Belga. He follows the ball, his hand poised on the camera. The ball comes right into the penalty area, the player shoots – and it's a goal! The camera captures the moment in a whole series of shots. Now time is of the essence! The images and reports have to be sent to the agency quickly. Every second counts as a recent shot is far more valuable than an old one.

**Time = pictures = money**

With one hand on the strap of the CF-18 and the other typing, it takes just minutes to upload the images, add comments and send them to the agency via the CF-18's GPRS module. Once they reach the office, they will be sent out around the world. Belga's 125 members of staff handle some 200,000 text and photo commissions each year. Technology plays a crucial role in their work: it has to work 100% for an image to be a success.

**Computer crashes cost dear**

Early tests with conventional laptops were disastrous. All too often, they crashed at a crucial moment. The ensuing damage then cost double: as well as losing images and news which couldn't be sent, the agency had to foot the repair bills. That is until the Belga journalists discovered Panasonic Toughbooks. Now, the robust and flexible CF-18 is part of the team.

1 From shot to breaking news in no time at all. 2 When time is of the essence, you can rely on the CF-18. 3 The handle offers secure grip, even when standing.

**The CF-18 – a reliable partner**

Tom Wuytack, ICT Project & Solution Officer at Belga, explains why Toughbooks pay off: "It may cost a little more to invest in Toughbooks, but the lack of repair expenses means they quickly pay for themselves. We are dependent on technology and have to be able to completely rely on it at all times." With the CF-18, that's not a problem for the Belga journalists. The notebook can even withstand the odd pass that lands in the press area, and with its low weight and 8.5 hours of battery life, it makes mobility child's play. Its 10.4" XGA display shows up every single detail, even in bright conditions. And, with its pivoted, tilting touchscreen, it can even be easily transformed into a tablet PC with a flick of the wrist.

**i** Find out more about the fully ruggedized notebooks at [www.toughbook.eu/ENG/notebook\\_cf-19.aspx](http://www.toughbook.eu/ENG/notebook_cf-19.aspx)



## JOURNALIST AND PRESENTER STEFAN GÖDDE LIKES IT TOUGH!

His CF-W5 should really be called a "Taffbook" because Stefan Gödde presents the lifestyle magazine "taff". He can be seen on the German channel ProSieben from Monday to Friday, updating viewers on the latest celebrity gossip from around the world. And to do that, he has to spend a lot of time travelling.

If it's your job to present the latest celebrities on screen, you can't wait for them to come to you. You have to go to them. That means travelling throughout Germany. Wherever the presenter is heading, his ultra lightweight business ruggedized CF-W5 notebook goes with him. With its compact dimensions, there's always space for it in his luggage.

**On the road with a multimedia machine**

With the elegant CF-W5, the top model in the Executive Series, it's easy for Stefan Gödde to stay looking good on the road. And he always has his own portable office and a cinema for the latest films with him. If his flight is delayed or a meeting is postponed, the CF-W5 allows him to use the resulting window productively or keeps him enter-

tained. Not to mention all those hours on the train. It is impossible to find ideal lighting conditions in situations like these, but the 12.1" XGA colour display boasts outstanding high-contrast visuals anywhere.

**Mobile presenter, mobile communication**

Of course, he can also surf the Internet using one of the many WLAN hotspots that can now be found at airports and stations because the CF-W5 is already equipped for the latest standards in wireless communication. Sending a quick email to the office to answer queries takes no time at all. HSDPA/UMTS data turbo technology can even be activated if there's no time to waste. The "Mobility Factor" of 8.47 confirms that the notebook is ideally suited to travelling. This figure expresses the relationship between power and weight. Although it weighs just 1,240 g, the CF-W5 has plenty of stamina, lasting up to 10.5 hours without an external power supply thanks to the powerful yet economical Ultra Low Voltage processors.

1 Often on the road, but travelling light. 2 Surfing the Net, watching a film? With the CF-W5, you can do either any time.



## TWO NEW MODELS FOR HIGH-FLYERS: THE CF-52 AND CF-74

The new Toughbooks CF-52 and CF-74 from the semi ruggedized series incorporate the latest and fastest generation of Intel® Centrino® Duo processors into Toughbooks. At the same time, power consumption has also been reduced. This means that the next step has been taken towards even greater robust mobility.



### The CF-52: the most mobile office ever

The new CF-52 is uncompromisingly mobile. It is the equal of a desktop PC in terms of power and screen size, whilst also boasting a wide range of interfaces and a weight of just 3.3 kg – outstanding for this class. The 15.4" WXGA active matrix screen ensures top legibility, even in bright conditions, for up to 7.5 hours. The practical pull-out handle makes carrying easier. Its WLAN connection can be deactivated. The notebook comes with an optional fingerprint reader. The prospect of a tough day doesn't ruffle the CF-52. It is reliably protected from damage by magnesium alloy casing and a foam shock absorber.

Drops from up to 76 cm and shocks are no threat to data security. Like its predecessor, the notebook has a water-resistant keyboard and touchpad.

### The CF-74: high-powered, wherever you go

Sales reps in particular will appreciate the new CF-74's power. The 13.3" display shines on for up to 8 hours without an external power supply. Protected by magnesium alloy casing, the notebook is immune to impacts, dirt and moisture. Mobile communication with WLAN and Bluetooth® allows you to work regardless of infrastructure and distances. The CF-52 and CF-74 are now available in store.



**CF-52**

Windows® XP Professional or Windows Vista® Business

**Semi Ruggedized Toughbook:**

- robust casing withstands drops from a height of up to 76 cm
- water-resistant keyboard and touchpad

**Battery life:** up to 7.5 hours

Integrated, pull-out handle makes carrying safe and easy

**Active matrix display:** 15.4" LCD Widescreen LCD

Integrated multi drive

**High mobile performance:**

- WLAN (IEEE 802.11a/b/g) and Bluetooth® (version 2.0) integrated
- integrated HSDPA module for high-speed data transfer (optional)

**Built-in security features:**

- TPM (Trusted Platform Module)
- fingerprint reader (optional)

**CF-74MK3**

Windows® XP Professional or Windows Vista® Business

**Semi Ruggedized Toughbook:**

- robust casing withstands drops from a height of up to 76 cm
- water-resistant keyboard and touchpad

**Battery life:** up to 8 hours

Integrated, pull-out handle makes carrying safe and easy

**Active matrix display:** high-luminosity 13.3" LCD (540-candela brightness)

Integrated multi drive

**High mobile performance:**

- WLAN (IEEE 802.11a/b/g) and Bluetooth® (version 2.0) integrated

**Built-in security features:**

- TPM (Trusted Platform Module) integrated
- fingerprint reader (optional)

- 1 The new CF-52: step your computing up a gear.
- 2 The new CF-74: on hand wherever there's work to be done.

## AN INVITATION FROM INTEL®: A NEW DIMENSION IN SPEED

The latest Intel® Centrino® Duo processor technology has arrived. Hardware manufacturers, distributors, the trade press and users all came to see the new Toughbooks CF-52 and CF-74 for themselves. Accelerated by Intel®, they are faster and more powerful than ever before.

It was well worth taking up this invitation. Visitors to the event could see for themselves what the first Intel® Core™ 2 Duo processors ever to be built into a Panasonic Toughbook are capable of. And they weren't disappointed – the processors work with no less than two cores, allowing them to complete computing processes simultaneously.

### Intel® Core™ 2 Duo: synonymous with speed

Business and multimedia applications run faster, while graphics and videos also benefit from the new power. The speed with which data is transferred wirelessly has been multiplied, while power consumption has also been slashed. Each and every detail adds up to superior performance which

makes everyday work easier. The new CF-52 and CF-74 are the result of a long cooperation between Intel® and Panasonic, one of the world's largest buyers of Intel® Low Voltage and Ultra Low Voltage processors. Based on these processors, Panasonic Toughbooks have led the development and production of high-performance, robust notebooks for over ten years now. The new Intel® Centrino® processor technology makes mobile working noticeably faster and more efficient.

- 1 Impressive: Mooly Eden from Intel® left no question unanswered.
- 2 Experiencing a new dimension in mobility first-hand.
- 3 New processors for enhanced mobility.
- 4 Speed to rival a desktop PC.





## AROUND THE WORLD THE ECO-FRIENDLY WAY WITH TOUGHBOOKS

A Volkswagen Caddy EcoFuel powered by natural gas, Panasonic Toughbooks CF-29 and CF-73, and a highly motivated team – that's pretty much all it takes to travel 45,000 kilometres across five continents, driving around the globe and setting new records at the same time.

The names of expedition leader Franz Janusiewicz and his team – Rainer Zietlow, Falk Gunold and Florian Hilpert – will go down as being the first to successfully travel around the world in a car powered by natural gas. The mission was sponsored by Volkswagen and Panasonic, who always believed that it would be a success and share the conviction that it is always worth exploring new ways of doing things. On the stretch from Cairo to Tehran, the team notched up another record: 3,100 km without stopping to refuel. And there wasn't a socket in sight either. Both the Caddy and the Toughbooks were extremely economical, with the notebooks' batteries lasting for up to eight hours. It was vitally important that they were up to the job, as the CF-29 and CF-73 were responsible for logistics, satellite communication, GPS navigation and documentation with photos, texts and videos.

### Reliability knows no bounds, even at the ends of the earth

Seemingly endless, dusty roads. Deserts. Heat and cold. Dryness and downpours. Anyone who travels around the world comes across all kinds of weather and conditions. Not to mention huge Syrian pot holes at night. At moments like these, it's good to know you can rely on fully ruggedized robustness. With their magnesium alloy casing and protection from impacts and vibrations, the Toughbooks CF-29 and CF-73 can take whatever life throws at them.

- 1 An idea conquers the world. The team went far with natural gas.
- 2 Toughbook CF-73 – working in extreme environments despite heat and dust.
- 3 A colourful world.
- 4 Never off the map thanks to the CF-29 GPRS module.



## ROBUSTNESS IN THE RIGHT LIGHT

24 hours can be a long time, especially on a mountain bike. But not for the Supernova Orbea team, the reigning European champions in 24-hour mountain bike racing. The riders are driven by the desire to win and supported by a Toughbook Executive CF-Y5.

There's nothing quite like a 24-hour race, especially if you win it. The Supernova Orbea team has managed to do that twice and also came second at the world championships. But the team members don't just rely on their leg muscles to do all the hard work – they also use the CF-Y5. Their own course times and those of their competitors are analysed and assessed without leaving the track, allowing them to develop the perfect strategy and tactics. The compact design of the CF-Y5 – which weighs just 1,530 g – and its long battery life of up to 8 hours are crucial. After all, there aren't any sockets out on the track. But there is often rain. There's no need to worry about water damaging the CF-Y5 though: even spilling a full glass of water over the touchpad and keyboard cannot harm the Toughbook. The water drainage construction simply draws the liquid outwards. The CF-Y5 is quite happy on the road to races too – its magnesium alloy casing is able to withstand pressure of up to 100 kgf, stowed away with the rest of the team's equipment. Supernova team boss Marcus Wallmeyer says: "We have to do the cycling ourselves, but the CF-Y5 helps us with everything else. We know we can rely on that."

- 1 Preparation is the key – technology lends a helping hand.
- 2 First the data, then it's time to hone the strategy.



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