

PANASONIC BtoB SOLUTIONS EUROPEAN BUSINESS BRAND GUIDELINES

COMPUTER PRODUCT SOLUTIONS

Version 1 2015

PANASONIC BtoB
SOLUTIONS
ESSENCE, VALUES
AND PERSONALITY

This is all closely aligned to
the central Panasonic values of:

VISIONARY

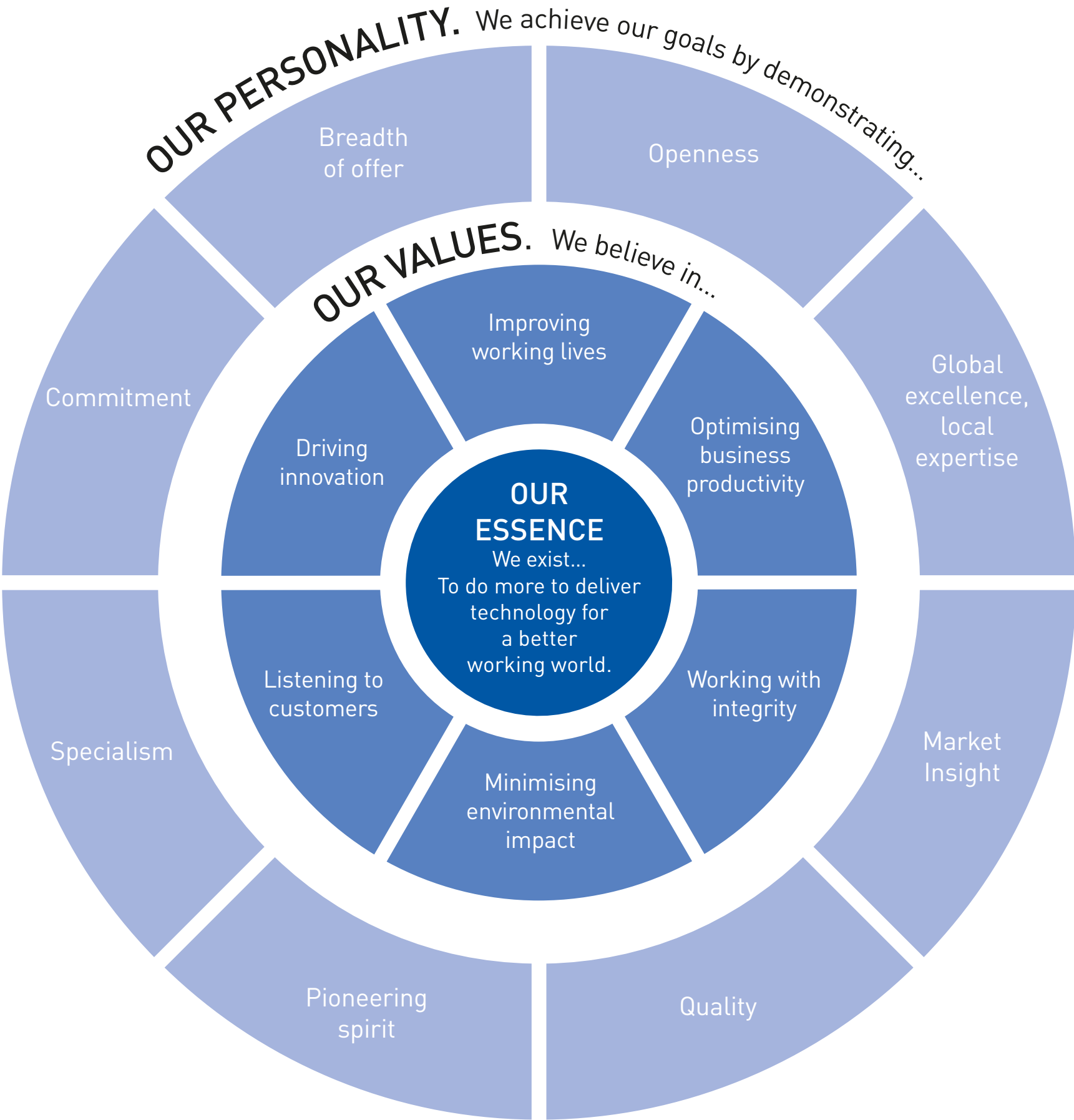
- Anticipating needs and trends
- Bring exciting dreams to life
- Innovative thinking and technology.

REFINED

- Take a broad perspective, take and refine insights and needs into products
- For all facets of daily life, life enriching
- Ease of use, convenient and practical, with attention to detail.

TRUSTED

- Peace of mind, trusted partner with tradition
- Safe and reliable, quality products
- Responsible, true commitment to society, eco ideas for earth.



THE PANASONIC BUSINESS TONE OF VOICE REFLECTS THAT OF PANASONIC GLOBALLY

Be part of life

Talk to people in a direct, clear and simple way.
About things that matter to them.

Be friendly

Emotional and approachable. We are about enriching
people's working lives – they need to feel that.

Be surprising and visionary

Involve the audience and make them look twice. Offer a
real idea, that will matter to them as it is based on true
insight and observation. Take a different perspective. Be
surprising in your observations, offering new ways and
thoughts, new solutions in the copy text.

Tell a story

A story that is based on needs and benefits – and links
products and life in a sensible but unusual way.

Pay attention to detail

Show a good observation of life. The overall impression
should be of a brand that pays attention to details, even
small ones.

Be in line with reality, but don't be boring

Go for the dramatic within the real. Out of the ordinary
– but not out of this world.

BUSINESS BRAND DEFINITIONS AND NEW BRAND ARCHITECTURE

The Panasonic Group’s new brand architecture consists of the corporate brand and business brands. The corporate brand represents the characteristics of and embodies our confidence in Panasonic, and gives an overall picture of corporate activities. The business brands are used to promote the identity of individual businesses.

CORPORATE BRAND

This brand represents the characteristics of and embodies our confidence in Panasonic, and gives an overall picture of corporate activities.

BUSINESS BRAND

These brands are used to promote the identity of individual businesses. Business brands are classified into three categories in accordance with their relationship with the Panasonic brand.

Panasonic Business brands:

- Business brands that promote future business by utilising their relationship with the Panasonic brand
- Panasonic-endorsed business brands: Business brands that will yield synergy effects by indicating their relationship with the Panasonic brand
- Individual business brands: Business brands that embody individual values without indicating a relationship with the Panasonic brand

| | | | |
|-----------------|--|--|---|
| Corporate brand | <div>Panasonic</div> | | |
| Brand slogan | <div>A Better Life, A Better World</div> | | |
| Business brand | <div><div>Panasonic business brand</div><div><div>(Consumer electronics)</div><div>Panasonic</div><div>(Housing and living spaces)</div><div>Panasonic Homes & Living</div></div><div><div>(Devices)</div><div>Panasonic</div><div>(Automotive)</div><div>Panasonic AUTOMOTIVE</div><div>(BtoB solutions)</div><div>Panasonic BUSINESS</div></div></div> | <div><div>Panasonic-endorsed business brand</div><div><div>PanaHome</div><div><div>ANCHOR</div><div>by Panasonic</div><div>V:KO</div><div>by Panasonic</div><div>firepro</div><div>by Panasonic</div><div>cameramanager</div><div>by Panasonic</div><div>VS LIGHTING SOLUTIONS</div><div>Vossloh Schwabe is a member of the Panasonic Group.</div><div>Universal Lighting Technologies</div><div>Universal Lighting Technologies is a member of the Panasonic Group.</div></div></div></div> | <div><div>Individual business brand</div><div><div>TOUGHBOOK</div><div>TOUGHPAD</div><div>KDK</div><div>SINCE 1909 JAPAN</div><div>Technics</div><div>SANYO</div></div></div> |
| Name | Category name | | |
| | Product name | | |
| | Technology name | | |

THE BUSINESS BRAND ELEMENTS

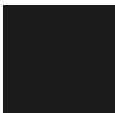
The elements indicating the Panasonic business brands consist of the business brand logo, colour palette.

These are rules for each element. Refer to the next page onward for more detail.

The Panasonic
Business logo



The Panasonic
Business colours



Black



White



Blue

THE BUSINESS LOGO

- In principle, you must arrange the business brand logo vertically. If this is not possible due to space limitations, arrange the logo horizontally.
- The size ratio of the two parts of the business brand logo is specified. Ensure that you combine the logo in accordance with the specification.
- When displaying the business brand logo in colour, the Panasonic logo must be displayed in black or white, and the descriptor must be displayed in the basic colour of the specified colour palette.

Monochrome

Panasonic
BUSINESS

Panasonic BUSINESS

Colour

Panasonic
BUSINESS

Panasonic BUSINESS

Monochrome

Panasonic
BUSINESS

Panasonic BUSINESS

Colour

Panasonic
BUSINESS

Panasonic BUSINESS

Monochrome

Panasonic
BUSINESS

Panasonic BUSINESS

C=100 M=40 Y=0 K=15
PANTONE 285C
DIC 2591
R=0 G=106 B=176
HEX #006ab0

C=80 M=40 Y=0 K=0
PANTONE 2925C
DIC 2590
R=24 G=127 B=196
HEX #187fc4

C=80 M=40 Y=0 K=0
PANTONE 2925C
DIC 2590
R=24 G=127 B=196
HEX #187fc4

LOGO CLEAR SPACE

A business brand is a symbol of the business. Be sure to retain a wide clear space around the business brand logo to maintain its visibility and independence.

In proportion to the height of the character 'P' of the Panasonic logo(h), provide at least 0.5h space above and below the logo, and at least 0.7h space to the right and left of the logo (the areas enclosed in the blue lines in the following charts).

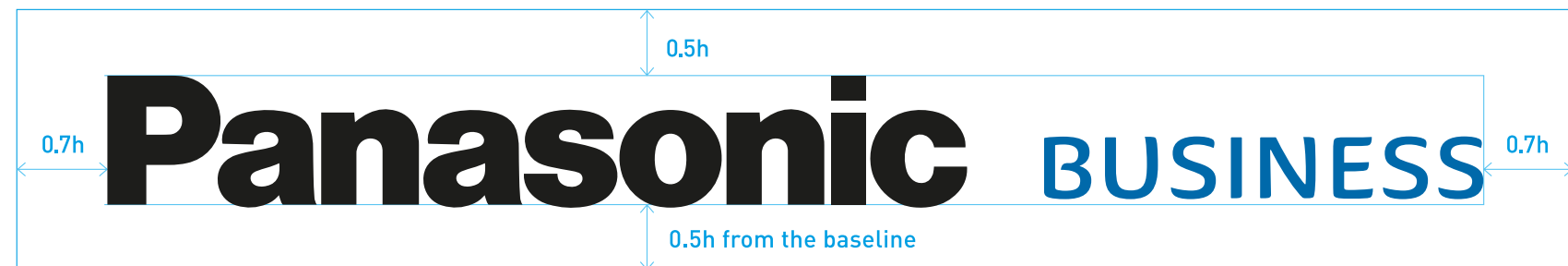
DOWNLOAD PANASONIC
LOGOS HERE



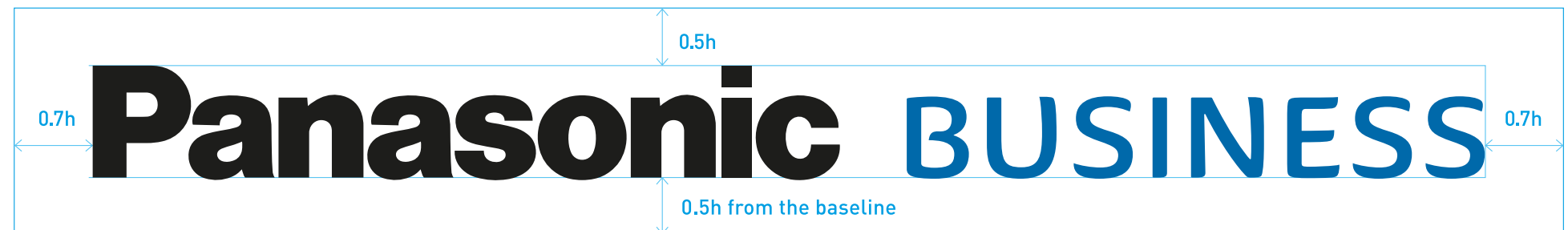
Vertical arrangement



Horizontal arrangement



Special case of allowing horizontal arrangement



EXAMPLES OF
INCORRECT USE
OF PANASONIC
BUSINESS LOGO

Do not distort
the characters.



Do not change
the descriptor
size.



Do not change
the colours.



Do not change
the descriptor
position.



Do not change
the descriptor.



Do not change
the descriptor
font.



TOUGHBOOK LOGO

The Toughbook brand logo embodies Toughbook. In fact, it is often used as the ultimate communication mark to cultivate the brand image.

To create a brand image that's consistent in its appeal, and equally to ensure a clear graphic identity throughout the communication, the Toughbook brand logo must always be placed at an adequate distance from text and other design elements.

To protect the Toughbook brand image, no modification of the brand logo is permitted. The reproduction data provided should always be followed without deviation or alteration.

To enhance the impact of the Toughbook brand logo, an area of empty space around it should always be maintained. This minimum space is called the exclusion zone, and no text or graphic elements of any kind should be present.

The exclusion zone is based on 75% of the height of the logo as it is being used in the creative.

POSITIVE



NEGATIVE



EXCLUSION ZONE



TOUGHPAD LOGO

The font of the Toughpad logo is Serifa Bold, with a rounded-corner outline to match the rounded-corner frame.

As with the Toughbook logo, an exclusion zone, based on 75% of the height of the logo as it is being used in the creative, should be maintained to enhance impact of the Toughpad logo. Again, as with all versions, no text or graphical elements of any kind should be placed within this area.

POSITIVE



NEGATIVE



EXAMPLES OF DUAL TOUGHBOOK/TOUGHPAD LOGO

When both Toughbook and Toughpad products are shown in the same place, the dual logo must be used. This logo has been specifically harmonised so that the elements of each logo are proportionally identical.

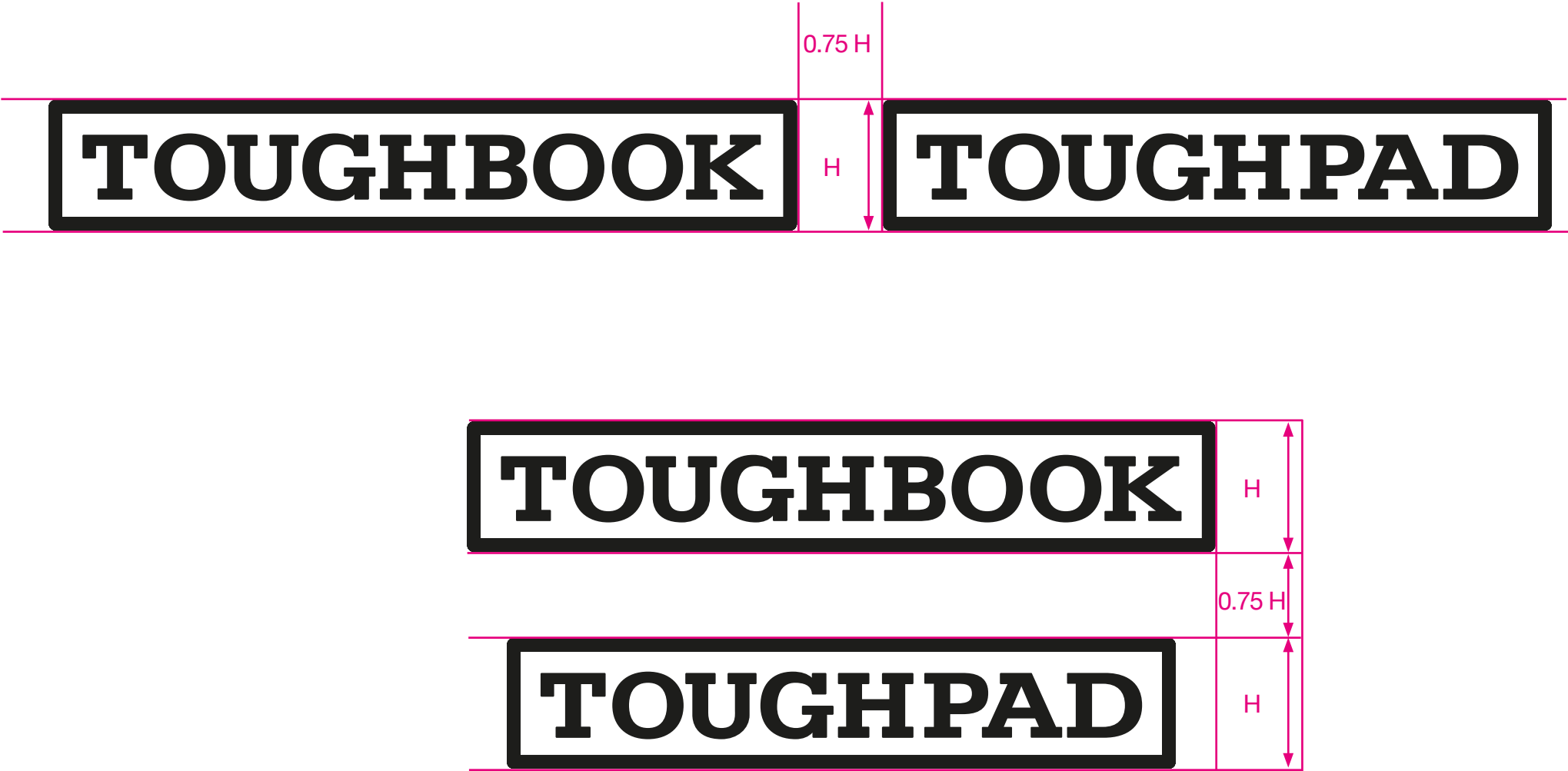
There are two orientations of the dual logo. Horizontal and stacked. These are the only versions that can be used. When the horizontal version is used the Toughbook logo should appear left. In the stacked version, Toughbook is always on top.

The same exclusion zone of 75% of the height of the logos as they are being used in the creative needs to be maintained between the two logos. Toughpad should always appear to the right of Toughbook when the two logos are side by side.

Harmonised logos can be accessed on the Panasonic marketing dashboard – you will need to have access and to be logged in.

<http://dashboard.business.panasonic.eu/dashboard/document-management?path=toughbook-and-toughpad-logos>

CLICK HERE TO ACCESS



PANASONIC IMAGE LIBRARIES

BELOW YOU CAN FIND LINKS TO IMAGE GALLERIES
CONTAINING TOUGHBOOK AND TOUGHPAD
PRODUCTS AND USAGE IMAGES FOR USE IN
MARKETING COLLATERAL. IMAGES ARE ROYALTY
FREE AND FREE TO DOWNLOAD.

COMPUTER PRODUCT SOLUTIONS



TYPOGRAPHY

The primary Panasonic font is DIN. This should be used for print and online web banners. The light or regular variation should be used for body copy. The medium or bold versions should be used for headings and sub-headings.

When working with PowerPoint or Word the recommended font is Arial.

The Panasonic website should use Open Sans Bold Condensed for headlines and Arial for body copy.

DINPro - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”æ\$%&/()=?`*‘

DINPro - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”æ\$%&/()=?`*‘

DINPro - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘

DINPro - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘

DINPro - Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘

Arial

For use with web, PowerPoint and email. Or any other materials which require the use of a web-safe font.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘

Open Sans - Bold Condensed

For use with web headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ß ´+#!“”\$%&/()=?`*‘

COLOUR PALETTES

The BtoB business brand has a colour palette consisting of a primary colour and a set of secondary colours. You may use the colour palette in any way providing it is tailored to the specific design concepts.

PRIMARY COLOURS

| | | |
|---|---|--|
| C=100 M=40 Y=0 K=15 Pantone 285C R=0 G=106 B=176 HEX #006ab0 | C=80 M=40 Y=0 K=0 Pantone 2925C R=24 G=127 B=196 HEX #187fc4 | C=30 M=30 Y=10 K=100 Pantone BlackC R=0 G=0 B=0 HEX #000000 |
|---|---|--|

SECONDARY COLOURS

| | | |
|--|---|--|
| CMYK 100 35 3 21 RGB 0 98 155 Pantone 3015C Web #00629B | CMYK 100 31 8 42 RGB 0 95 134 Pantone 7469C Web #005F86 | CMYK 65 2 0 0 RGB 65 182 230 Pantone 298C Web #41B6E6 |
| CMYK 75 0 5 0 RGB 0 181 226 Pantone 306C Web #00B5E2 | CMYK 100 6 2 10 RGB 0 134 1914 Pantone 7460C Web #0086BF | CMYK 100 75 0 0 RGB 0 51 160 Pantone 286C Web #0033A0 |

TERTIARY COLOURS

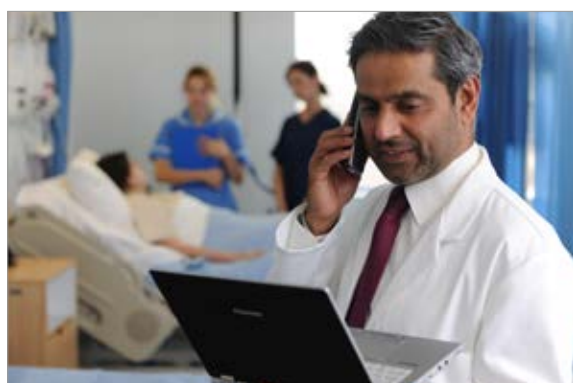
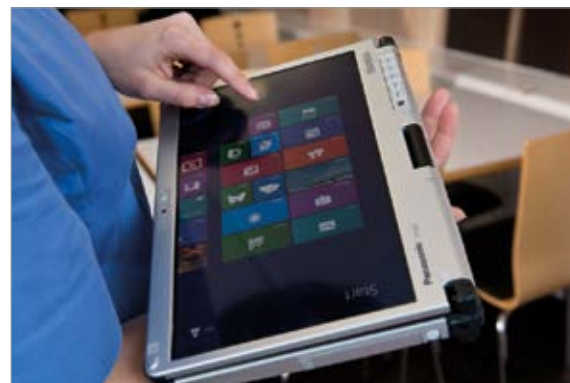
| | | | | |
|--|---|--|--|--|
| CMYK 0 92 18 0 RGB 227 28 121 Pantone 213C Web #E31C79 | CMYK 0 32 100 0 RGB 242 169 0 Pantone 130C Web #F2A900 | CMYK 28 0 100 0 RGB 196 214 0 Pantone 382C Web #C4D600 | CMYK 88 0 11 0 RGB 0 169 206 Pantone 312C Web #00A0C6 | CMYK 0 96 93 2 RGB 210 38 48 Pantone 1795C Web #D22630 |
| CMYK 0 70 100 0 RGB 255 103 31 Pantone 165C Web #FF671F | CMYK 100 0 30 26 RGB 0 125 138 Pantone 7713C Web #007D8A | CMYK 69 100 4 45 RGB 87 44 95 Pantone 525C Web #572C5F | CMYK 68 0 100 0 RGB 100 167 11 Pantone 369C Web #64A70B | CMYK 59 0 22 0 RGB 45 204 211 Pantone 319C Web #2DCCD3 |
| CMYK 0 84 46 0 RGB 224 80 80 Pantone 710C Web #E03E52 | CMYK 35 2 58 0 RGB 169 196 127 Pantone 577C Web #A9C47F | CMYK 0 19 79 0 RGB 255 200 69 Pantone 1225C Web #FFC845 | CMYK 29 25 0 0 RGB 180 181 223 Pantone 270C Web #B4B5DF | CMYK 7 14 20 22 RGB 182 169 154 Pantone 7529C Web #A39382 |

PHOTOGRAPHY

Many product usage shots can be obtained from Panasonic. However, in some instances, it may be necessary for products to be added to a suitable environment.

- All shots chosen should be sympathetic to the intended usage of the product.
- All shots should avoid looking staged, and grounded in real-life situations.

When showing any products in use please ensure that appropriate consent, licenses, rights agreement or copyright permission has been obtained.



ADVERT EXAMPLES

This page shows three typical layout options that demonstrate how the Panasonic logo, sub-brand logos and third-party logos should be positioned.

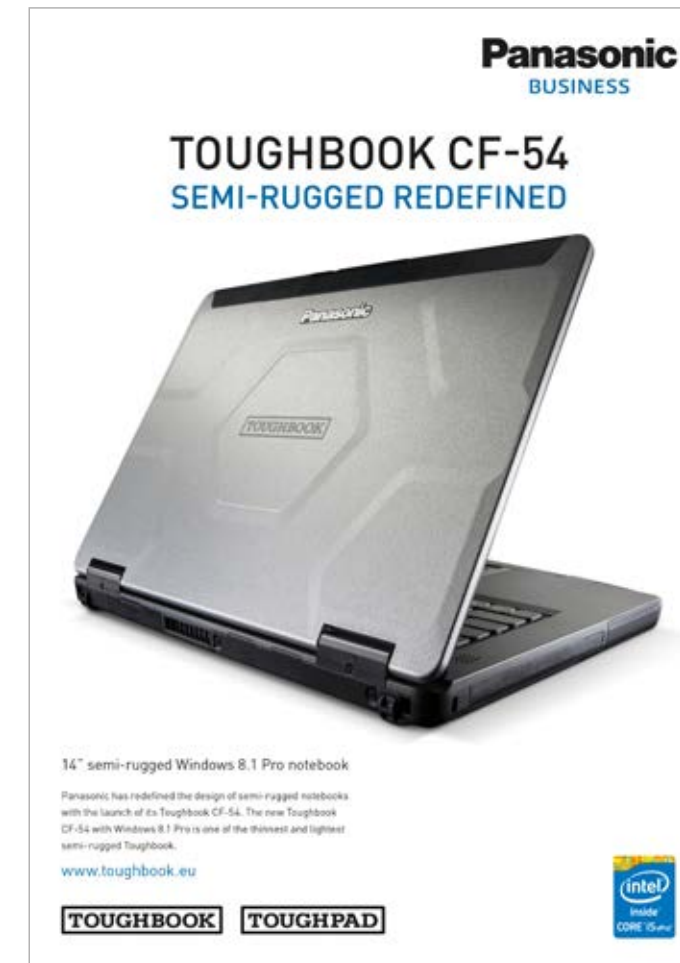
The first example shows how an ad can use full bleed imagery.

The third ad shows how a band can be added at the bottom to accommodate the ad copy and product image. This band can be used in black, blue or white.

Conceptual creative advert example



Product focused advert example



Usage/lifestyle/sector advert example



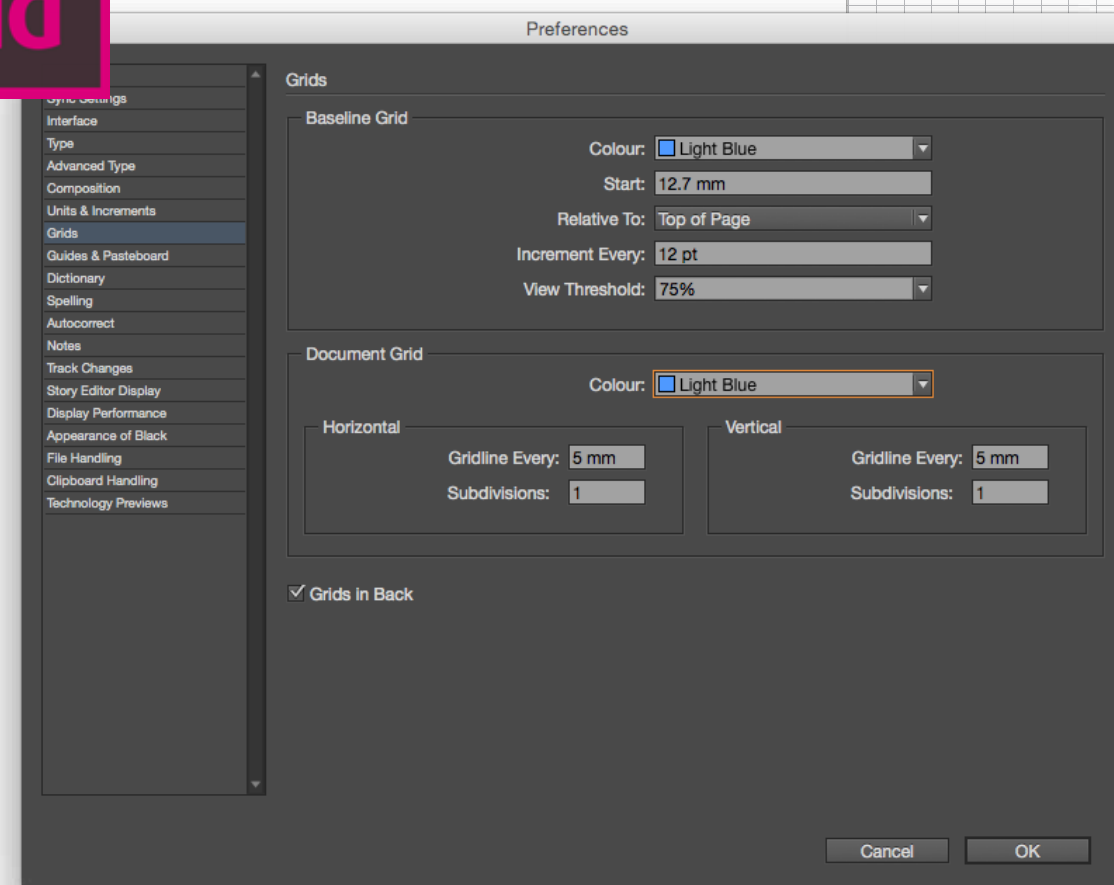
DOCUMENT GRID BASIC SETUP

Follow the grid system for the main elements in the layout. The unit size is specified per media.

Grid size for each format

A5: 4mm 2 x A4 landscape: 7mm
A4: 5mm A2 landscape poster: 9mm
A3: 6.6mm B1: 18.2mm
B0: 22mm

The example on this page shows an A4 Document grid setup using InDesign. Go to: Preferences_grids and set the document grid to 5mm



DOCUMENT GRID BASIC SETUP

Follow the grid system for the main elements in the layout. The unit size is specified per media.

Grid size for each format

| | |
|-----------|--------------------------|
| A5: 4mm | 2 x A4 landscape: 7mm |
| A4: 5mm | A2 landscape poster: 9mm |
| A3: 6.6mm | B1: 18.2mm |
| B0: 22mm | |

A margin of 2 units must be used. The Panasonic logo should be 12 units in width. If a Windows tagline is required, it should be shown in bold in the top left side of the page and no smaller than 10PT on an A4 page.

If the Windows tagline is required it should always sit in the top third of any layout.

<http://business.panasonic.eu>

SUB-BRAND LOGO

2 units

Panasonic
BUSINESS

Logo = 12 units

2 units

2 units

TOUGHBOOK CF-54
SEMI-RUGGED REDEFINED

14" semi-rugged Windows 8.1 Pro notebook

Parasonic has redefined the design of semi-rugged notebooks with the launch of its Toughbook CF-54. The new Toughbook CF-54 with Windows 8.1 Pro is one of the thinnest and lightest semi-rugged Toughbook.

www.toughbook.eu

2 units

2 units

TOUGHBOOK TOUGHPAD

2 units

intel
inside
CORE i5 Pro

THIRD PARTY LOGO

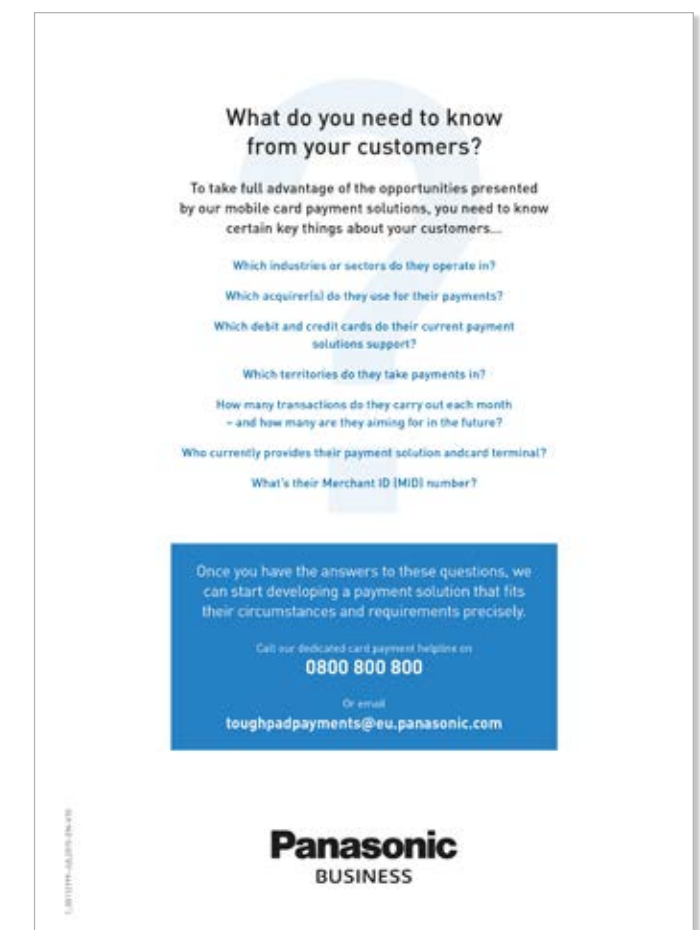
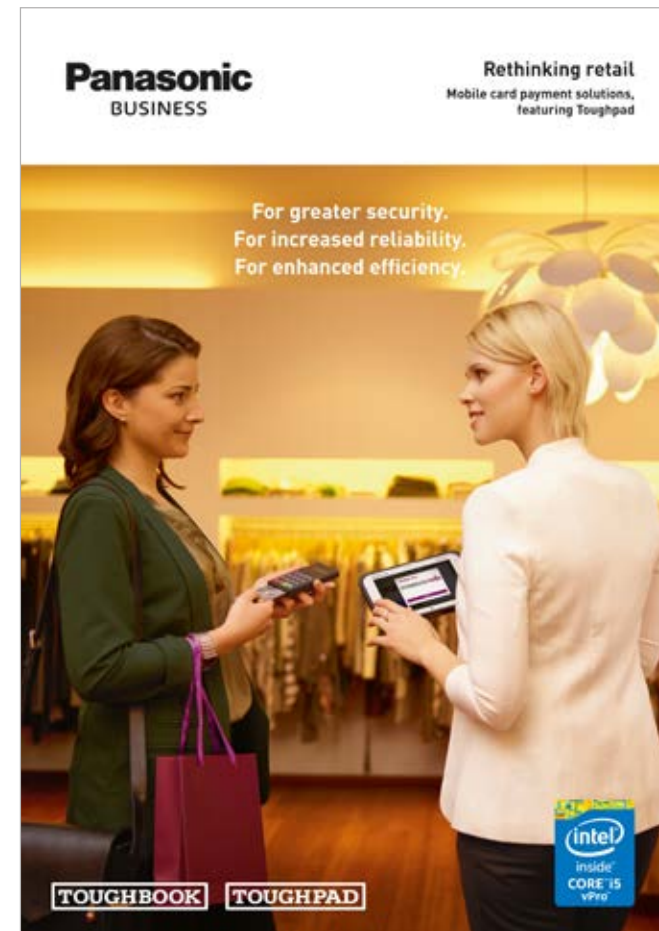
BROCHURES

The templates on this page show the layout that should be followed for brochures.

Covers should use full bleed imagery where possible.
The logo should sit at the top left as shown.

The main title should sit top right with any other subtitle placed anywhere within the image.

Rear covers should follow the centrally aligned style as shown.



BANNERSTANDS

This page features general guidance for roll-up bannerstands.

Panasonic
BUSINESS

BREAKTHROUGH MOBILITY

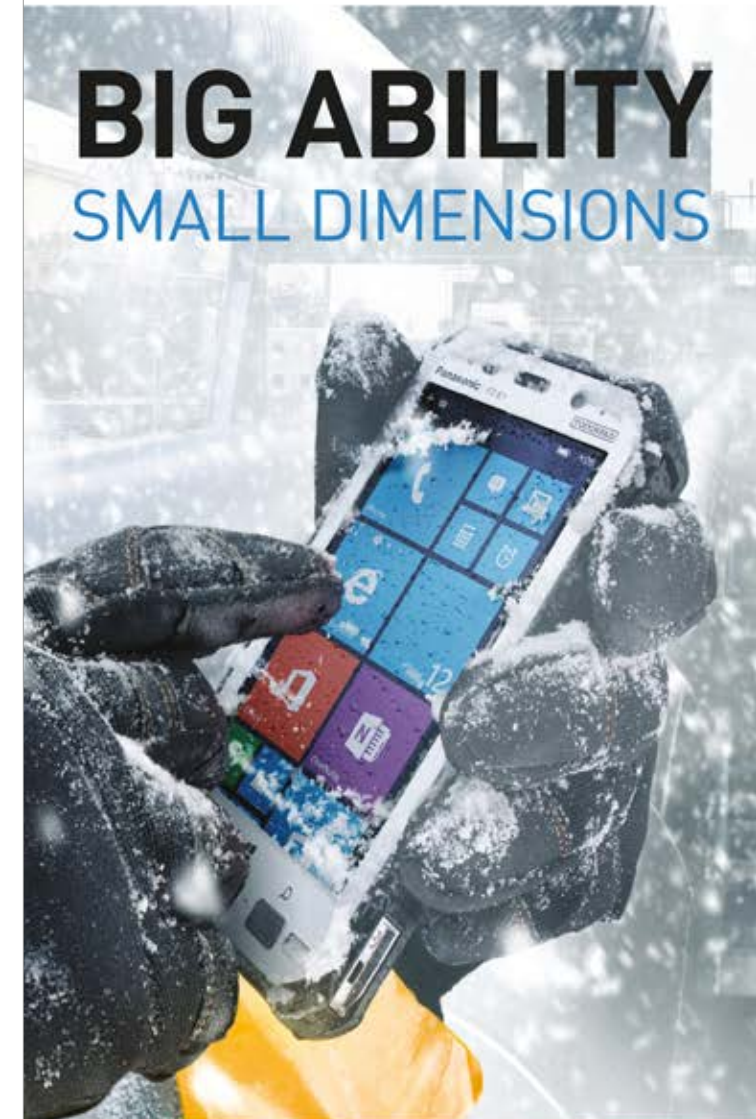


TOUGHPAD

business.panasonic.eu

Panasonic
BUSINESS

BIG ABILITY SMALL DIMENSIONS



TOUGHPAD

business.panasonic.eu

SPEC SHEETS

This page details the required layout for product specification sheets. Covers are typically designed using the A4 document grid shown on page 30 of this document.

Spec sheets can be created, edited and ordered from the Panasonic Marketing Dashboard – you will need to have access and to be logged in.

CLICK HERE
TO ACCESS

<http://business.panasonic.eu>

COMPUTER PRODUCTS

Panasonic
 BUSINESS

TOUGHPAD FZ-M1

POCKET SIZE, FANLESS, FULLY RUGGED WINDOWS 8.1 PRO TABLET WITH 7" OUTDOOR DISPLAY

The fully rugged Toughpad FZ-M1 sets the new benchmark for outdoor tablets making it ideal for field workforces in challenging environments. With its expansive 10-finger multi-touch outdoor display and flexible configurations, this Windows 8.1 Pro tablet has been designed to optimize the efficiency of field workers. It benefits from various connectivity options to ensure it's always available where needed and gives business users the legacy options they require in a compact, fully rugged and lightweight form factor.

- Intel® Core™ i5-4260Y x86 Processor
- Windows 8.1 Pro
- Fanless design
- Intel HD 4200 graphics
- 7" Intel® DisplayStor outdoor display (up to 500cd/m²)
- Capacitive 10-finger multi-touchscreen
- 150m shock resistant*
- Warm and dust resistant IP55†
- Up to 8 hours battery life
- Up to 14 hours battery life with high-capacity battery (optional)
- User-exchangeable battery
- Hot-swap battery optional (in combination with business expansion module)
- Flexible configuration per device (LAN, 3G, Bluetooth, NFC)
- Integrated business expansion module (HDMI, USB 3.0, SmartCard Reader)
- Lightweight – weighs approx. 50g

* Based on Panasonic factory

www.toughbook.eu

TOUGHPAD

DRIVING EFFICIENCY

FOR FIELD PROFESSIONALS WHO FACE THE TOUGHEST CHALLENGES

The Toughpad G2 MII shares its DNA with the Toughbook family of products from Panasonic, combining engineering and durable design that has made Toughbook the first choice for field professionals. Panasonic has created the fully rugged, highly mobile and pocket size Toughpad G2 MII to answer the needs of organizations that require Windows 8.1 Pro functionality in a durable tablet for outdoor field workers. Now before too much flexibility and performance have packed into such a compact, durable tablet with next great mobile viewing capability.

| | | |
|--|--|---|
| Mobile Computing Platform | Intel® Core™ i5-4200U vPro™ processor (1 active, 9MB Intel® Smart Cache) | |
| Operating System | Windows 8.1 Pro | |
| OS | Windows 7 Professional Downgrade | |
| RAM | 4GB (max: 8GB) | |
| Graphics Chip | Intel® HD 4200 Graphics, DMA (Shaders 8.1 max: 1,000API) | |
| Camera | Front: Rear: | Zeroes Imaging with autofocus and LED light (Shutter speed)† |
| Storage | 128 GB Solid State Drive (Serial ATA), 256GB optional | |
| LED | 1" sunlight readable 255 nits A/SMA (max) IPS LCD with oleophobic layer to Minolta's brightness | |
| Touchscreen | 10 finger capacitive multi-touchscreen | |
| Connectivity | Bluetooth 4.0 + TWS Class 1 | |
| Wi-Fi | 802.11n Dual Band Wireless AC 726E | |
| 4G Mobile Broadband | Sprint Next Network supports 7S | |
| 3G Mobile Broadband | HSPA+ | |
| LGPS | Optional | |
| FIDO | Support RT-RID (MIL-STD-1547C) | |
| Tactile | TrackPoint and MRS (patented, Intel® High Definition Audio technology support, internal Microphone for Webcam) | |
| Interface | USB 3.0: 4† HDMI: 4† Port Replicator Connector: 4† Mini DisplayPort Connector: 4† optional | |
| Configuration Port* | LAN, Serial, USB Barcode Reader | |
| Business expansion Module** | AC Adapter, SmartCard Reader | |
| Accessories sold | Micro-SIM Card, Heavy Cradle | |
| Power | AC Adapter: 4† Battery: Input: 10.8V / 2.47A x4; 10W/4Wh; Output: 5V DC, 3.75A Charging time: 2 hours, Playback** 200+ slides/h† Operating time: 6 hours, Playback** 200+ slides/h† Optional via business expansion module | |
| Security Features | TPM (Trusted Platform Module) (ISA XZ & Windows 8.1, V1.2 Windows 7 compatible) Integrated hardware security lock slot | |
| Physical Dimensions (D x H x W) | 258mm x 158mm x 12mm (7.91" x 5.03" x 0.31") | |
| Weight | Average, Single (Japan: 1.2kg) | |
| Testing Standards | Mil-Henkel test: Drop resistance test: IP-65** Shock resistance test: IP-65** Gravity drop resistance test: IP-65** | |
| Accessories | AC Adapter: CT-A0423ATL/TUT 2-Cel Battery: CT-IC20BNA 1-Cel Battery: CT-IC20BNA 4-Bay Battery Charger: CT-IC20BNA Docking Cradle: CT-IC20BNA Life Display Cradle: CT-IC20BNA Capacitive Stylus Pen: CT-IC20BNA Carrying Solution: Please visit www.toughbook.eu | |

*Not available outside specific configurations. **Optional accessories.

**Under Panasonic Supply

Note: The Intel logo, Intel vPro, Intel Atom, Intel Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and other countries. All other names and product names are trademarks of their respective owners. © 2014 Intel Corporation. All rights reserved. All other names and product names are trademarks of their respective owners. All other names and product names are trademarks of their respective owners. All other names and product names are trademarks of their respective owners.

Source: Product Information (PDI) No. Panasonic System Solutions Europe Limited (PSSEL), Panasonic System Solutions Europe Limited (PSSEL), Panasonic System Solutions Europe Limited (PSSEL), Panasonic System Solutions Europe Limited (PSSEL).

Panasonic
BUSINESS

www.toughbook.eu

COMPUTER PRODUCTS

Panasonic
 BUSINESS

TOUGHBOOK CF-54 FULL HD

14" SEMI-RUGGED WINDOWS 8.1 PRO NOTEBOOK WITH FULL HD DISPLAY

Toughbook CF-54 with Windows 8.1 Pro, Full HD with optional Touch screen, magnesium chassis, user replaceable battery and user replaceable storage is the thinnest and lightest 14" semi-rugged Toughbook ever built, but doesn't compromise on durability, with an unique "humpback" design for improved strength and spill resistant keyboard & touchpad area.

In terms of flexibility, the Toughbook CF-54 is equally outstanding. It offers a huge array of configuration options, making it easier for customers to have exactly the device they want.

- Intel® Core™ i5-3280M vPro™ Processor
- Windows 8.1 Pro
- 14" IPS Full HD (1920 x 1080) pixel Active Matrix TFT LCD
- Sunlight-viewable glove-enabled capacitive touchscreen* (up to 3,000x100)
- Lightweight and slim design (thickness: 2.1kg and 24.9mm)
- 4GB RAM (max. 16GB) and 256GB SSD (2TB SSD is optional)
- 2x USB 3.0, 1x HDMI, 1x LAN and SD card slot as standard
- Flexible configuration area** (2GB or 4GB battery or 4GB or 8GB reader or PC card)
- True serial port***, VGA*** and all I/O*
- Long battery life of up to 11 hours, with hot swap** and second battery*** (up to 18 hours)
- Flexible configuration port*** (DVI-D or D-Sub or 4x USB 2.0 or rugged USB)
- Operating temperature of -10 °C to +40 °C (0/50/100 heater as standard)
- Rugged humpback style magnesium casing with carry handle
- Withstands drops from a height of 1.5m****
- Shock and vibration protected for vehicle docking
- 2 year standard warranty

*Optional, **Optional and requires extended battery cover, ***Optional at Panasonic Laboratory

TOUGHBOOK

www.toughbook.eu

[illegible]

CASE STUDIES

This page details the required layout for case studies sheets. Covers are typically designed using the A4 document grid shown on page 30 of this document.

Case studies can be created, edited and ordered from the Panasonic Marketing Dashboard – you will need to have access and to be logged in.

CLICK HERE
TO ACCESS

COMPUTER PRODUCTS

Panasonic

BUSINESS

PANASONIC TOUGHBOOK AND MICROSOFT: HELPING NMBS WITH A DIGITAL REVOLUTION

Recently, heavy railroads have been converted to the past, thanks to the USA project Intelligent Driver Assistance from the NMBS - and Panasonic's robust tablet, the Toughbook CF-A2 Tablet, equipped with Windows 10 (operating system), is playing a key role.

The professional tablet has enabled the NMBS to replace paperwork with a more efficient, digital technology and join the 21st century.

TOUGHBOOK

www.toughbook.eu

COMPUTER PRODUCTS

Panasonic

BUSINESS

TOUGHBOOK IN ACTION - ROBUST COMPANION IN THE FOREST

In the Panasonic Toughbook CF-11, the Bayerische Staatsforsten have opted for a 2-in-1 hardware solution. Not only suitable as an office notebook, but also ideal for providing support in the forest.

Project manager, Thomas Exner, explains: "After forests, system administration, and before staff social services notebooks extensively, I was the Panasonic Toughbook CF-11 that was on our, with its good battery performance and suitability for field service. Not to mention the optional docking station connection, good technical support, secondary rugged design, and cost performance. Around all Toughbook computers have been in action here since the end of 2008."

TOUGHBOOK POWER ALL YEAR ROUND

When field workers go out to complete data on the timber, they don't always know what weather conditions will be like. Whether exposed to rain, snow, heat or frost, the notebooks used must operate perfectly at all times in all conditions - without staff having to worry about breakdowns. The Panasonic Toughbook CF-11 was designed for precisely these conditions. It is robustly constructed, ranging from -20°C to +40°C, and is waterproof to protect sensitive components. Because of this, it has been awarded the certification mark "IP67 Test AusdauerToughbook" by the Kommission für Waldschutz und Forstwirtschaft e.V. (KFWF).

COMPREHENSIVE VIEW

Working with the notebook must also be possible in direct sunlight. The CF-11's 15.6" Active Matrix display, with a screen resolution of 1,366 pixels, ensures perfect legibility from every angle. For added flexibility, staff can convert the Toughbook into a tablet PC in just a few moves, allowing timber data to be entered conveniently with finger or stylus.

RESISTANT AND RELIABLE

Coordinates of timber storage locations are recorded for each individual stack. In some cases, the individual locations are a long way apart. It's therefore important that the notebooks used have a long battery life. The CF-11 has a battery life of max. 11 hours, so presents no problems working in the field where the nearest power supply may be some distance away. Moreover, Panasonic Toughbook components, such as the display and hard disk, are protected against knocks, vibrations, and external influences such as dust and chipmunk wood. By a robust magnesium case, thereby ensuring optimal conditions for sampling data in the forest. The CF-11 even survives falls from a height of 10 m, so the data is therefore secure at all times.

MOBILE AND FLEXIBLE COMPANION IN THE FOREST AND IN THE OFFICE

Panasonic has supported the needs of Bayerische Staatsforsten, with GPS configuration, and the latest data transmission standards for wireless communication. Using docking stations alongside, means the CF-11s can be connected to external screens, as well as the internal network in the district office.

An integrated USB reader supports GSM connections, GPS, 4G and 3G, as well as WLAN, with a transmission rate of up to 1.2 Mbit/s per second. The CF-11 models have two USB ports, Firewire and Bluetooth 2.0. The 80 GB hard drive provides plenty of storage space. While energy efficient, rapid data processing and the parallel operation of several programs are made possible by an Intel Core 2 Duo processor.

Thomas Exner sums up: "The Panasonic Toughbook CF-11 meets all our requirements, there has been no equipment failure to date. The design is smart, the Toughbook fits comfortably in the hand. Thanks to the variety of functions and the robust processing of the notebook, we have a computer for all application areas. As a result of doing away with the hardware used to date, the amount of data-completion equipment has been halved. Saving on time and money because all the necessary data can be found on one computer."

TOUGHBOOK

Panasonic

BUSINESS

COMPUTER PRODUCTS

Panasonic

BUSINESS

WORKING WITH NATURE

THE BAYERISCHE STAATSFORSTEN USE PANASONIC TOUGHBOOK CF-11

In the Free State of Bavaria, around 1,800 employees of the Bayerische Staatsforsten, deal with the business-like management of state woodland spanning more than 800,000 hectares. Administering such a large area requires substantial logistics, so when working out in the field, both foresters and forestry commissioners are supported by the Toughbook CF-11.

TOUGHBOOK

www.toughbook.eu

COMPUTER PRODUCTS

Panasonic

BUSINESS

TOUGHBOOK IN ACTION - ROBUST COMPANION IN THE FOREST

In the Panasonic Toughbook CF-11, the Bayerische Staatsforsten have opted for a 2-in-1 hardware solution. Not only suitable as an office notebook, but also ideal for providing support in the forest.

Project manager, Thomas Exner, explains: "After forests, system administration, and before staff social services notebooks extensively, I was the Panasonic Toughbook CF-11 that was on our, with its good battery performance and suitability for field service. Not to mention the optional docking station connection, good technical support, secondary rugged design, and cost performance. Around all Toughbook computers have been in action here since the end of 2008."

TOUGHBOOK POWER ALL YEAR ROUND

When field workers go out to complete data on the timber, they don't always know what weather conditions will be like. Whether exposed to rain, snow, heat or frost, the notebooks used must operate perfectly at all times in all conditions - without staff having to worry about breakdowns. The Panasonic Toughbook CF-11 was designed for precisely these conditions. It is robustly constructed, ranging from -20°C to +40°C, and is waterproof to protect sensitive components. Because of this, it has been awarded the certification mark "IP67 Test AusdauerToughbook" by the Kommission für Waldschutz und Forstwirtschaft e.V. (KFWF).

COMPREHENSIVE VIEW

Working with the notebook must also be possible in direct sunlight. The CF-11's 15.6" Active Matrix display, with a screen resolution of 1,366 pixels, ensures perfect legibility from every angle. For added flexibility, staff can convert the Toughbook into a tablet PC in just a few moves, allowing timber data to be entered conveniently with finger or stylus.

RESISTANT AND RELIABLE

Coordinates of timber storage locations are recorded for each individual stack. In some cases, the individual locations are a long way apart. It's therefore important that the notebooks used have a long battery life. The CF-11 has a battery life of max. 11 hours, so presents no problems working in the field where the nearest power supply may be some distance away. Moreover, Panasonic Toughbook components, such as the display and hard disk, are protected against knocks, vibrations, and external influences such as dust and chipmunk wood. By a robust magnesium case, thereby ensuring optimal conditions for sampling data in the forest. The CF-11 even survives falls from a height of 10 m, so the data is therefore secure at all times.

MOBILE AND FLEXIBLE COMPANION IN THE FOREST AND IN THE OFFICE

Panasonic has supported the needs of Bayerische Staatsforsten, with GPS configuration, and the latest data transmission standards for wireless communication. Using docking stations alongside, means the CF-11s can be connected to external screens, as well as the internal network in the district office.

An integrated USB reader supports GSM connections, GPS, 4G and 3G, as well as WLAN, with a transmission rate of up to 1.2 Mbit/s per second. The CF-11 models have two USB ports, Firewire and Bluetooth 2.0. The 80 GB hard drive provides plenty of storage space. While energy efficient, rapid data processing and the parallel operation of several programs are made possible by an Intel Core 2 Duo processor.

Thomas Exner sums up: "The Panasonic Toughbook CF-11 meets all our requirements, there has been no equipment failure to date. The design is smart, the Toughbook fits comfortably in the hand. Thanks to the variety of functions and the robust processing of the notebook, we have a computer for all application areas. As a result of doing away with the hardware used to date, the amount of data-completion equipment has been halved. Saving on time and money because all the necessary data can be found on one computer."

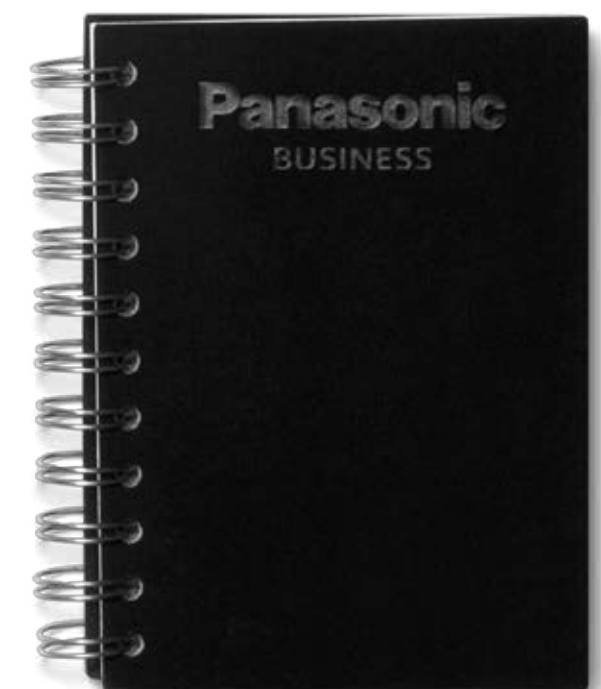
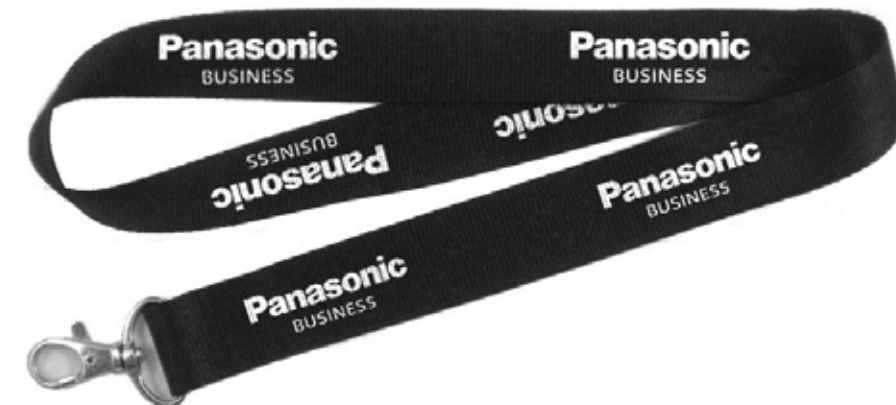
TOUGHBOOK

Panasonic

BUSINESS

MERCHANDISING

This page features general guidance for logo usage on various merchandise. The clearance rules as featured on page 7 should be followed at all times. The merchandising supplier will be able to provide artwork files to use.



POWERPOINT 4:3

Ideally, an image should feature on the cover slide of the presentation, reflecting its theme (see example top-middle slide). However, the blue-branded cover slide can be used where this is not possible or appropriate.

Text slides can feature either blue or white backgrounds, depending on the content of the slide itself.

- All images used in PowerPoint presentations should be saved as .png (allowing transparent backgrounds) or jpegs.
- For the best compromise between file size and image quality, all images should be RGB and at 150 dpi.
- Although CMYK images may show up on new versions of PowerPoint, older versions may not display CMYK images properly.

Cover Slide

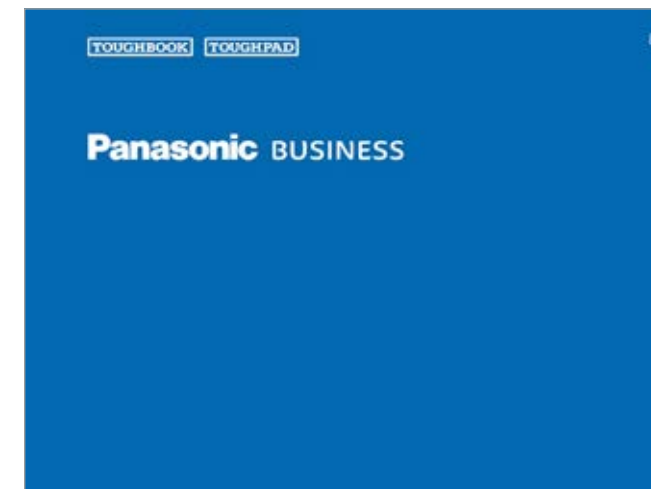
Title font: Arial Bold 26pt all caps
Subtitle: Arial 20pt sentence case

Chapter slide

Title: Arial Bold 20pt
Subtitle: Arial 16pt

Text slide

Title font: Arial Bold 20pt
Body copy: 16pt



POWERPOINT 16:9

Ideally, an image should feature on the cover slide of the presentation, reflecting its theme (see example top-middle slide). However, the blue-branded cover slide can be used where this is not possible or appropriate.

Text slides can feature either blue or white backgrounds, depending on the content of the slide itself.

- All images used in PowerPoint presentations should be saved as .png (allowing transparent backgrounds) or jpegs.
- For the best compromise between file size and image quality, all images should be RGB and at 150 dpi.
- Although CMYK images may show up on new versions of PowerPoint, older versions may not display CMYK images properly.

Cover Slide

Title font: Arial Bold 26pt all caps

Subtitle: Arial 20pt sentence case

Chapter slide

Title: Arial Bold 20pt

Subtitle: Arial 16pt

Text slide

Title font: Arial Bold 20pt

Body copy: 16pt



Press releases are produced as Microsoft Word files so that they can be edited and copied from where required. There are individual templates for PSCEU, Business Software Europe and Panasonic Europe Solutions Centre, each featuring a different header and 'boiler-plate' statement.

Panasonic
BUSINESS

1

Panasonic
BUSINESS

«FMS»

2

Panasonic
BUSINESS

Panasonic Europe is the European sales and marketing operation of Panasonic Corporation, a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, Panasonic Corporation has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.72 trillion yen (56.5 billion Euros) for the year ending March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers.

EMAIL SIGNATURES

Email signatures should feature the new business brand and be no wider than 650PX and ideally 600PX wide.

Signatures can be saved as animated gifs or static jpg. Do not use png files for email signatures.



INTRO/OUTRO STING

When creating a video or animation for Panasonic Business, please use the available intro and outro sting. Not only does this help to promote the over-arching company brand, it also ensures consistency in our communications.



Whether using Eloqua, the Panasonic marketing dashboard, or any other template-based email system, the correct colours and fonts must be used.

Whether using Eloqua, the Panasonic marketing dashboard, or any other template-based email system, the correct colours and fonts must be used.

<http://business.panasonic.eu>

Panasonic
BUSINESS

TOUGHBOOK

TOUGHPAD

TOUGH TALK

Dear Toughtalk reader

We always knew the semi-rugged Toughbook CF-54 was special. But so special that it's already been chosen for three major automotive projects – without even launching? That sort of performance is unheard of in the semi-rugged market. And that's not the only mobile computing news we have to share with you. Here's everything your latest edition of Toughtalk covers:

- The exceptional CF-54 launches
- Style and substance from the new Toughbook CF-MX4
- Industry-changing findings from the latest study on tablet use
- Panasonic lightens the load for easyJet planes
- Toughpad FZ-M1 raises the game for inspire
- 15 years of performing for Yorkshire Water
- FZ-A1 Toughpad helps FAO in the fight against locusts
- The latest developments in utilities technology from inform
- How Proservices can help you maximise the power of your Toughbook
- J-AXX – a new ambassador for our technology

We hope you enjoy it!

Take your office to the road with Panasonic Proservices

With Panasonic Proservices, our range of innovative custom vehicle docking solutions mean field staff can work as efficiently on the road as they would in the office. Giving easy access to devices and applications straight from the dock, and maximising the power of your Toughbook or Toughpad, Proservices offers a safe and secure way to stay productive at all times.

[See our full range of vehicle docking solutions >>](#)

Welcome to J-AXX – a true ambassador for tough technology

There's a new face in town when it comes to promoting the Toughbook and Toughpad families – and it isn't human. Say hello to J-AXX, the new robotic ambassador for our technology. You'll soon be seeing him appear online and in our marketing materials, as he shares his obsession for the toughest of testing and how rugged computing can help businesses everywhere.

[For the full story on J-AXX, and how you can connect with him, take a look \[here\]\(#\) >>](#)

Thanks for reading – if you want to find out more about any of the tablets in our Toughpad range, [visit our dedicated Toughpad page](#). Or, if you have any questions, information or suggestions to share with us, please [don't hesitate to get in touch](#).

Yours sincerely,

Your Panasonic Computer Product Solution team

toughbook.eu

[f](#) [v](#) [in](#)

If you want to update your subscriptions to Panasonic System Communications Company Europe, please [click here](#) to go to the subscription centre. Can't read this email? [View in your browser](#)

Panasonic System Communications Company Europe a division of Panasonic Marketing Europe GmbH
Panasonic Marketing Europe GmbH is a company registered in Germany at Hagenauer Strasse 43, 65203 Wiesbaden, Germany.
Registered in AG Wiesbaden HRB 13178

PSCEU WEBSITE

This page demonstrates how the PSCEU website has been designed to be sympathetic to the global website style and PSCEU divisions.

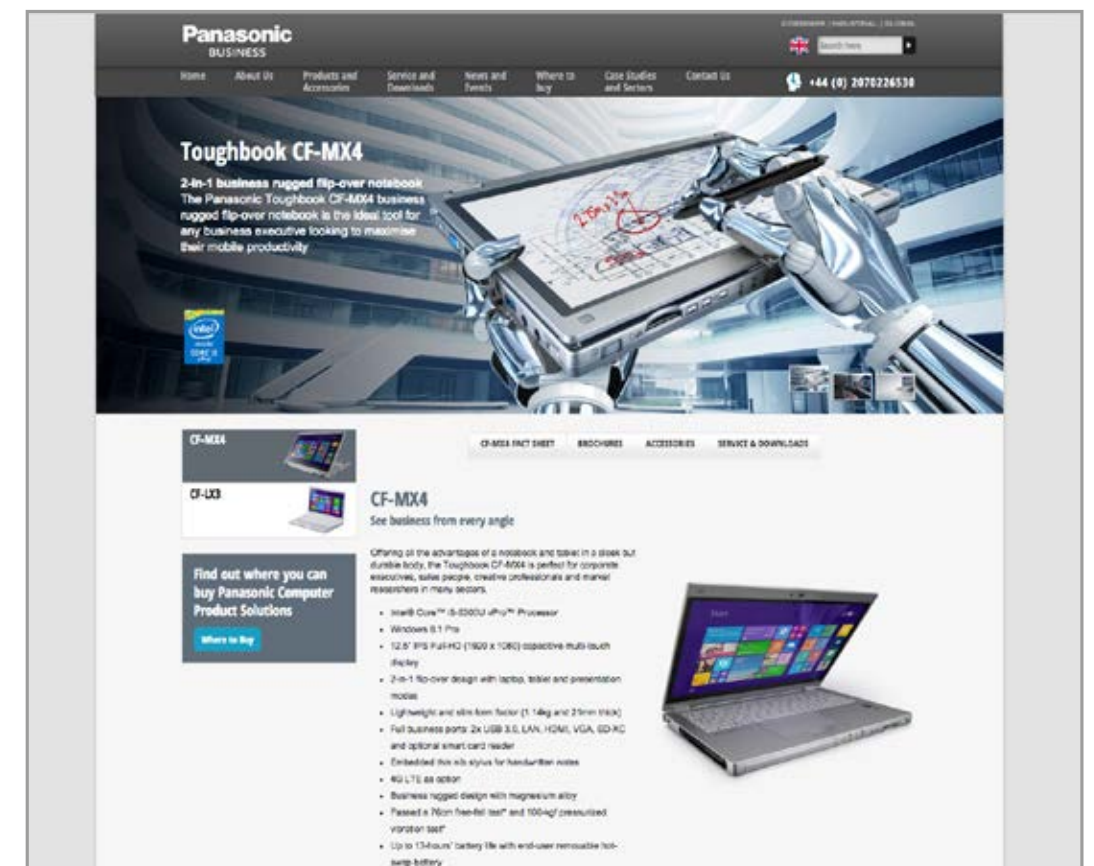
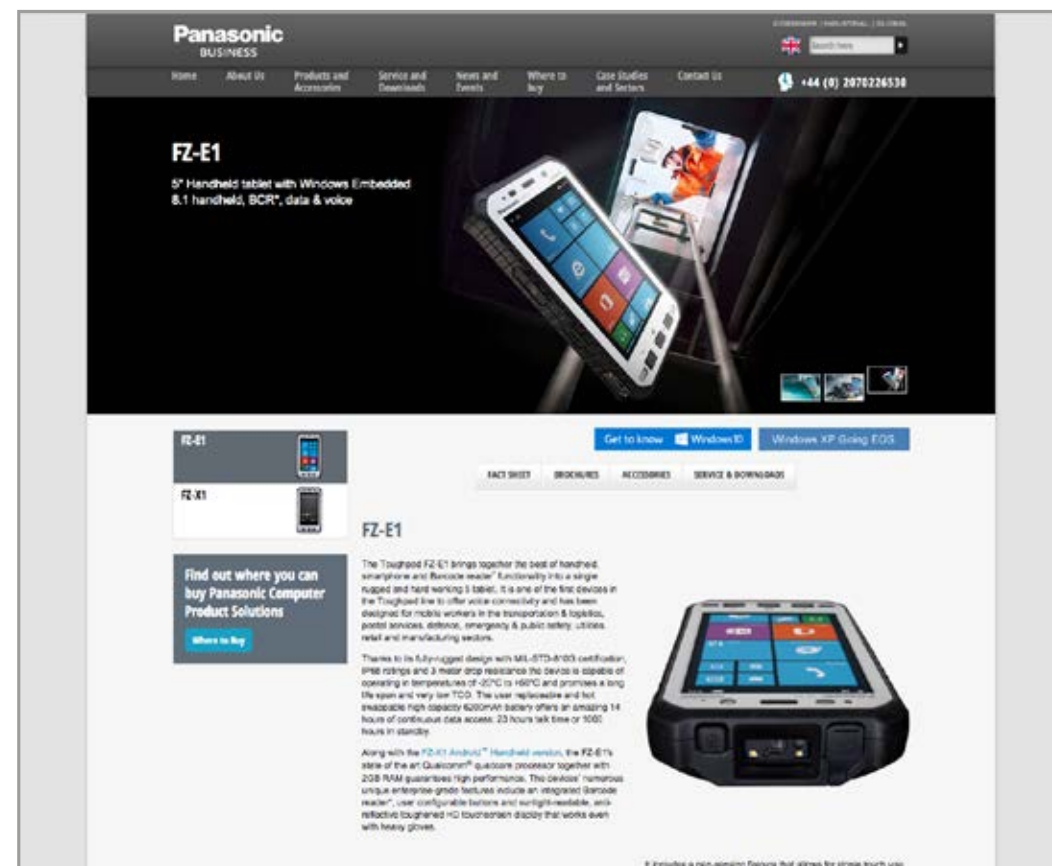
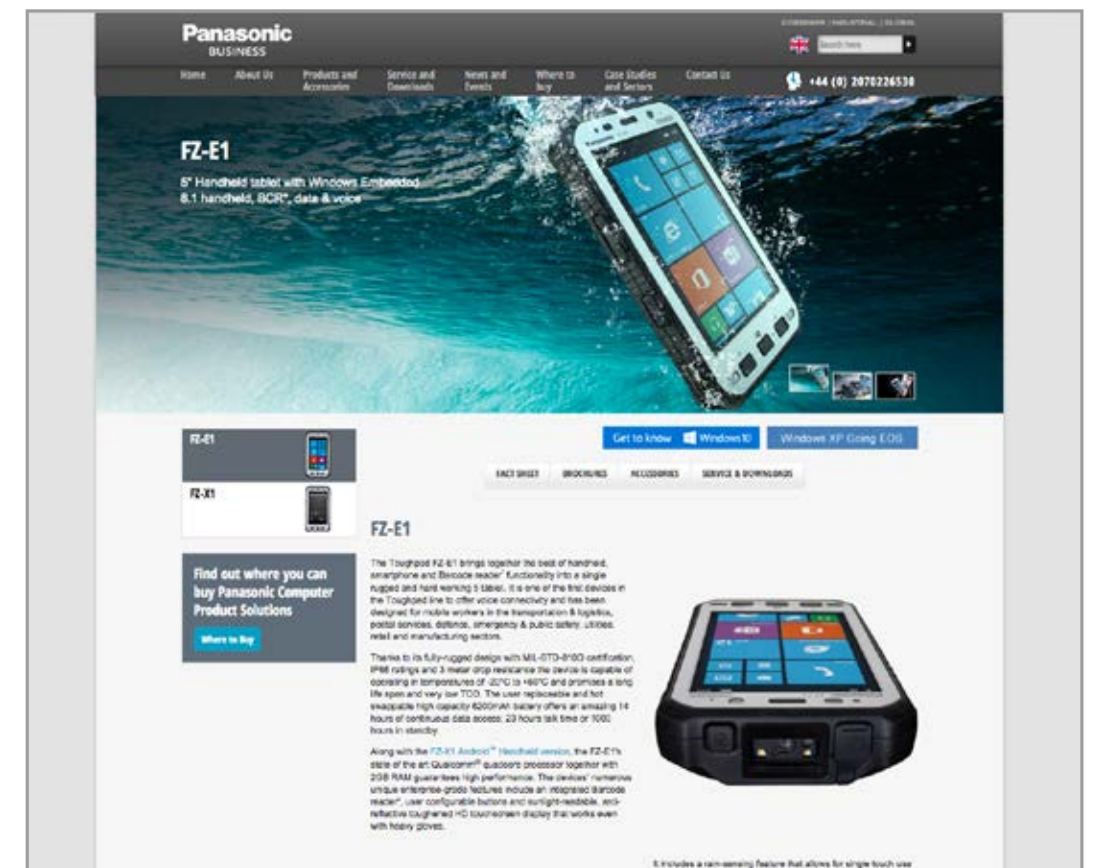
As new divisional brands are added to the site, they will adopt the Business brand 'blue' colour. At the initial stage of redesigning the website, homepages will be updated, followed by product pages and then the rest of the site.

If you are creating new pages, or amending existing content, please work with Andoni Larrucea and your divisional content managers to ensure the correct process is followed, with support from the Panasonic Webmaster.



PRODUCT PAGE WEB HEADERS

Web headers typically represent the most valuable real estate on our webpages. So wherever possible, create headers or use existing imagery that is optimised for engagement and impact. In this way, we can ensure that pages have their own distinct identity, while remaining in line with the Business brand – delivering a consistent but compelling experience for the visitor.



PRODUCT PAGE STANDARD WEB HEADERS


In many instances, it's most appropriate and effective to show the product as a standalone image in the web header. Products should always be placed onto a light silver/ grey background – unless the product colour is too light to be visible on the background. The product should also be positioned on a surface, rather than 'floating' in space.

Panasonic
BUSINESS


TOUGHBOOK

TOUGHPAD

CONSUMER | INDUSTRIAL | GLOBAL





[Home](#) [About Us](#) [Products and Accessories](#) [Service and Downloads](#) [News and Events](#) [Where to Buy](#) [Case Studies and Sectors](#) [Contact Us](#)


 **+44(0)1273 765 114**


Toughbook CF-54


Semi rugged redefined



CF-54

CF-53

CF-52

CF-C2

Find out where you can buy Panasonic Computer Product Solutions

[Where to Buy](#)

[FACT SHEET](#) [ACCESSORIES](#) [SERVICE & DOWNLOADS](#)


CF-54
Semi-rugged redefined

Panasonic has redefined the design of semi-rugged notebooks with the launch of its Toughbook CF-54. Created for workers in the automotive diagnostic industry and field service workers specialising in mainly indoor repairs and maintenance, the new Toughbook CF-54 with Windows 8.1 Pro is one of the thinnest and lightest semi-rugged Toughbook. But it doesn't compromise on durability, with a unique 'honeycomb' design for improved strength, MIL-STD 810G and spill resistant keyboard and touchpad area.

In terms of flexibility, the Toughbook CF-54 is equally outstanding. It offers a huge array of configuration options, making it easier for customers to have exactly the device they want.

The Toughbook CF-54 is available in two models, HD and FullHD.

Windows XP Going EOS



HD model (without touchscreen)

- Intel® Core™ i5-5300U vPro™ processor

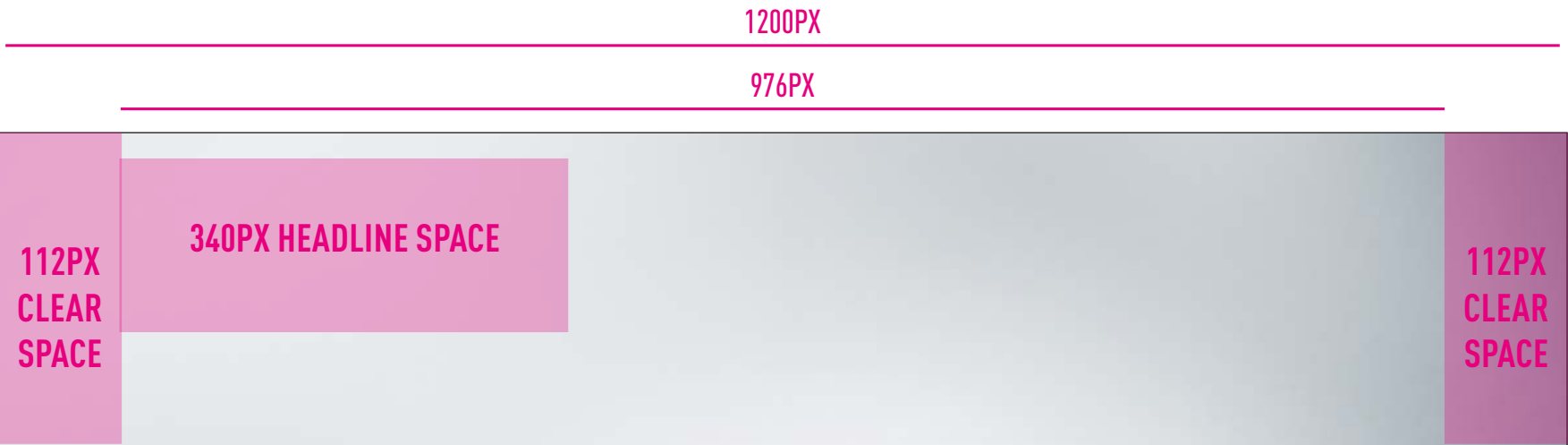
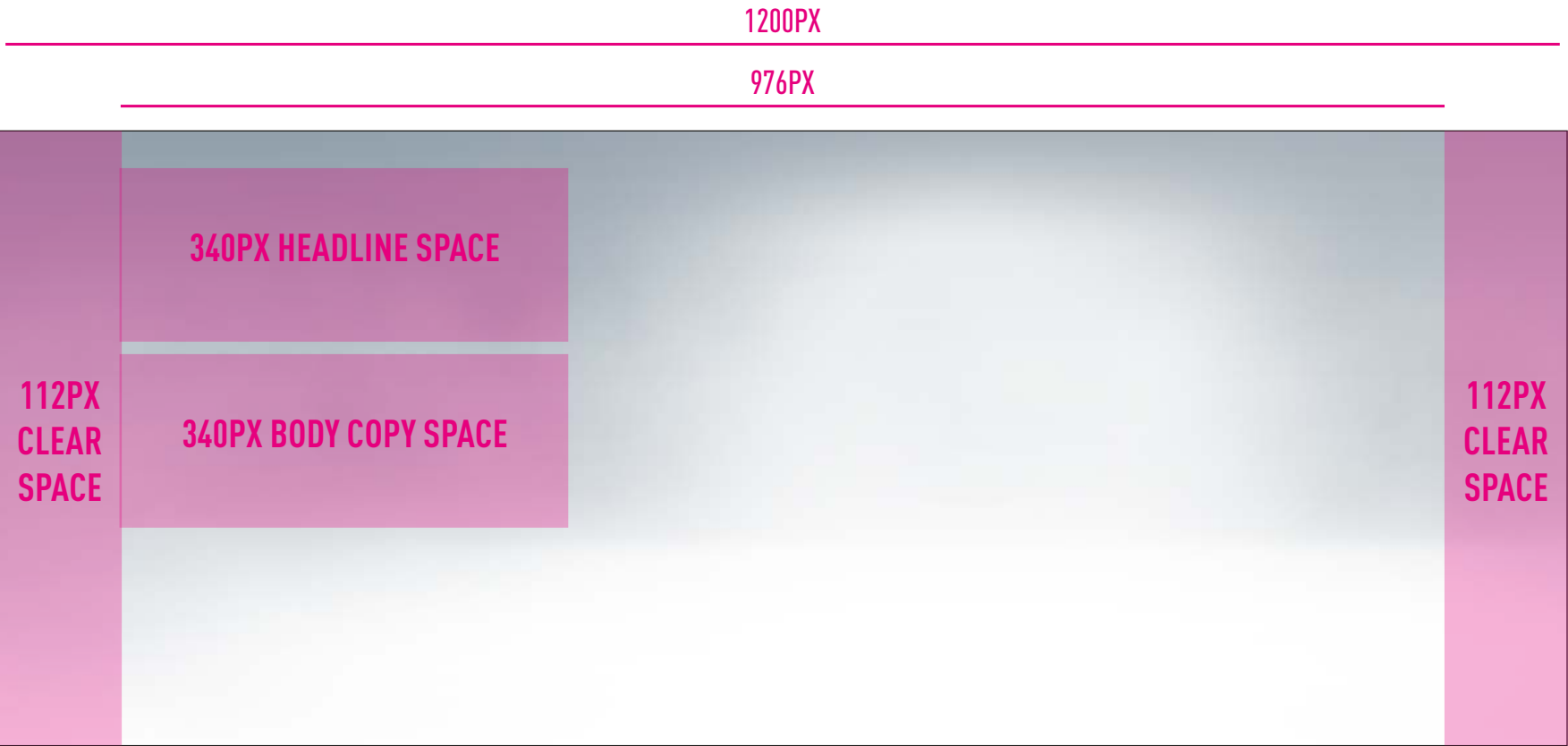
WEB HEADERS

There are two basic sizes of header image for the site. 1200x470PX and 1200x240PX.

The larger, 1200x470PX versions should be used on the homepages, product pages and circumstances where the image is hero.

The shallower 1200x240PX image should be used on pages such as product category pages, service and downloads, news and events and all pages where imagery is of less importance.

Each image should have an area of clear space on the left and right hand sides to allow for smaller screens. There should also be clear space within the image to allow for live text which must be added separately to allow for language translation.



TYPICAL WEB HEADER BACKGROUNDS

This page shows some typical backgrounds for the product page web headers. The dimensions for these are 1200x470px. These examples show slightly different lighting with variation in horizon line/vanishing point so that different product pictures can be accommodated.



The Panasonic PSCEU website is split into the main product divisions.

- Communication Solutions
- Visual System Solutions
- Security Solutions
- Professional Camera Solutions
- Computer Product Solutions
- Integrated Solutions

BUSINESS.PANSONIC.CO.UK LANDING PAGE

Panasonic
BUSINESS

Consumer

Business

Support

INDUSTRIAL | GLOBAL | ABOUT US

Search here

Professional Camera
Solutions

Communication
Solutions

Computer Product
Solutions

Visual System
Solutions

Security Solutions

Integrated Solutions

PANASONIC BUSINESS

Broadcast & ProAV and
Industrial Medical Vision (IMV)

Communication Solutions

Computer Product Solutions

Visual System Solutions

Security Solutions

Introducing solutions for a better working world

Panasonic System Communications Company Europe (PSCCEU) provides a wide range of cutting edge business products and solutions, from world-class broadcasting equipment, interactive displays and projectors, to state of the art unified communication systems, rugged notebooks and tablets.

No matter how big your business or organisation, Panasonic System Communications Company Europe provides specialist equipment that allows you to capture, compute and communicate every piece of visual, voice and text-based data within your business. Panasonic is committed to developing unique and accessible ranges of business products and systems, all with multi functional design and with advanced features at the heart of every product.

Panasonic: experts in providing specialist technical solutions for business

With over 50 years of experience across a range of technical business sectors, our solutions divisions cover all your business needs; Computer Product Solutions provides Toughbook - a range of rugged laptops and tablets; Communication Solutions offers a comprehensive range of scanners, printers and fax and PBX / SIP telephone systems; Professional Camera Solutions offer a full range of tools for broadcast, healthcare, surveillance and security industries including fire protection systems, industrial and medical cameras (IMV), as well as professional Broadcast solutions for every shooting environment; Visual System Solutions combines quality and market leading technology in its projectors, professional displays and HD video conferencing equipment.

Explore our products and business solutions, and get in touch

Take a look around our divisional web sites and you will find details of:

- Our market-leading product ranges
- Our end-to-end business solutions
- How we can help your business reduce its impact on the planet
- Downloadable brochures
- Technical support
- Contact details
- Current news and events
- Product case studies
- Where to buy

There's also the opportunity to review our products, to learn how customers across Europe are putting our solutions to work and to discover why we're confident we have the ideal technology for your industry.

Contact Panasonic today for more information and to find out how our business products and solutions can help your organisation.

[Back to top](#)

About this site

- [Sitemap](#)
- [Terms and conditions](#)
- [Cookies](#)
- [Privacy policy](#)

Copyright © 2014 Panasonic UK & Ireland

SOLUTIONS SITE

<http://business.panasonic.eu>

In web banners, the font used should be DINPro and the overall look and feel should confirm to the guidance given for other forms of advertising and web design.

Colour is a critical element of web banner design. While the colour palette gives you significant scope when designing online advertising and banners, and standout is vital in digital environments, try to avoid producing anything that looks brash or less-than-premium.

A strong call to action should always feature in the final frame.

Panasonic
BUSINESS

SEMI RUGGED IS NOW SLIM

TOUGHBOOK

Panasonic
BUSINESS

SEMI RUGGED IS NOW LIGHT

TOUGHBOOK

Panasonic
BUSINESS

SEMI RUGGED IS NOW CONFIGURABLE

TOUGHBOOK

Panasonic
BUSINESS

SEMI RUGGED IS NOW IN FULL HD

TOUGHBOOK

Panasonic
BUSINESS

THE NEW TOUGHBOOK CF-54 SEMI RUGGED REDEFINED

TOUGHBOOK

[FIND OUT MORE](#)

Panasonic BUSINESS

SEMI RUGGED IS NOW SLIM

TOUGHBOOK

Panasonic BUSINESS

SEMI RUGGED IS NOW LIGHT

TOUGHBOOK

Panasonic BUSINESS

SEMI RUGGED IS NOW CONFIGURABLE

TOUGHBOOK

Panasonic BUSINESS

SEMI RUGGED IS NOW IN FULL HD

TOUGHBOOK

Panasonic BUSINESS

THE NEW TOUGHBOOK CF-54 SEMI RUGGED REDEFINED

TOUGHBOOK

[FIND OUT MORE](#)