

**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

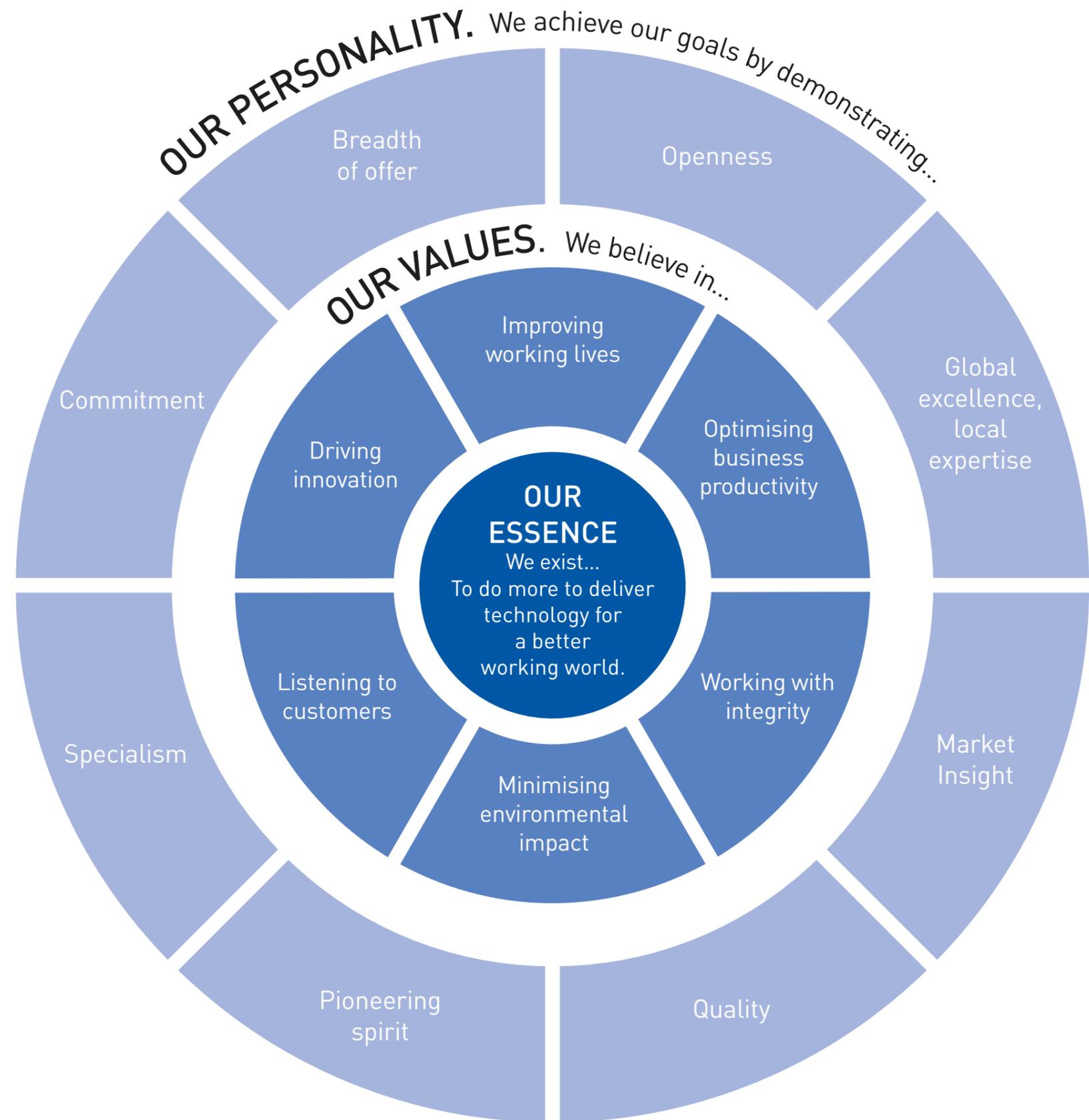
- Anticipating needs and trends
- Bring exciting dreams to life
- Innovative thinking and technology.

## 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	<h1>Panasonic</h1>		
Brand slogan	<h2>A Better Life, A Better World</h2>		
Business brand	<p style="text-align: center;">Panasonic business brand</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>(Consumer electronics)</p> <p><b>Panasonic</b></p> <p>(Housing and living spaces)</p> <p><b>Panasonic</b> Homes &amp; Living</p> </div> <div style="text-align: center;"> <p>(Devices)</p> <p><b>Panasonic</b></p> <p>(Automotive)</p> <p><b>Panasonic</b> AUTOMOTIVE</p> </div> <div style="text-align: center;"> <p>(BtoB solutions)</p> <p><b>Panasonic</b></p> <p><b>Panasonic</b> BUSINESS</p> </div> </div>	<p style="text-align: center;">Panasonic-endorsed business brand</p> <p style="text-align: center;"><b>PanaHome</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>ANCHOR</b> by Panasonic</p> </div> <div style="text-align: center;"> <p><b>V:KO</b> by Panasonic</p> </div> <div style="text-align: center;"> <p><b>firepro</b> by Panasonic</p> </div> <div style="text-align: center;"> <p><b>cameramanager</b> by Panasonic</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p><b>VS LIGHTING SOLUTIONS</b> <small>Vosloh Scheibe is a member of the Panasonic Group.</small></p> </div> <div style="text-align: center;"> <p><b>Universal</b> Lighting Technologies <small>Universal Lighting Technologies is a member of the Panasonic Group.</small></p> </div> </div>	<p style="text-align: center;">Individual business brand</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>TOUGHBOOK</b></p> <p><b>TOUGHPAD</b></p> <p><b>KDK</b> <small>SINCE 1909 JAPAN</small></p> </div> <div style="text-align: center;"> <p><b>Technics</b></p> <p><b>SANYO</b></p> </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

**Panasonic**  
BUSINESS

### 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

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

Monochrome

**Panasonic**  
BUSINESS

**Panasonic** BUSINESS

Colour

**Panasonic**  
BUSINESS

**Panasonic** BUSINESS

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

Monochrome

**Panasonic**  
BUSINESS

**Panasonic** BUSINESS

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).

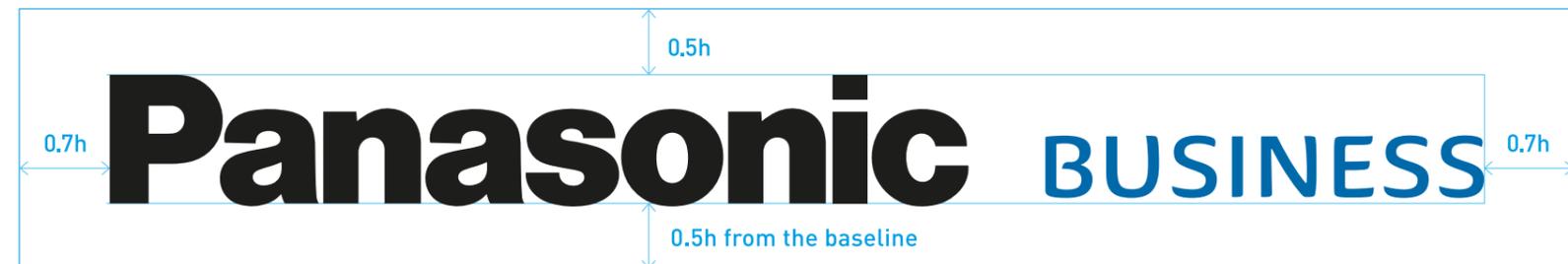
DOWNLOAD PANASONIC LOGOS HERE



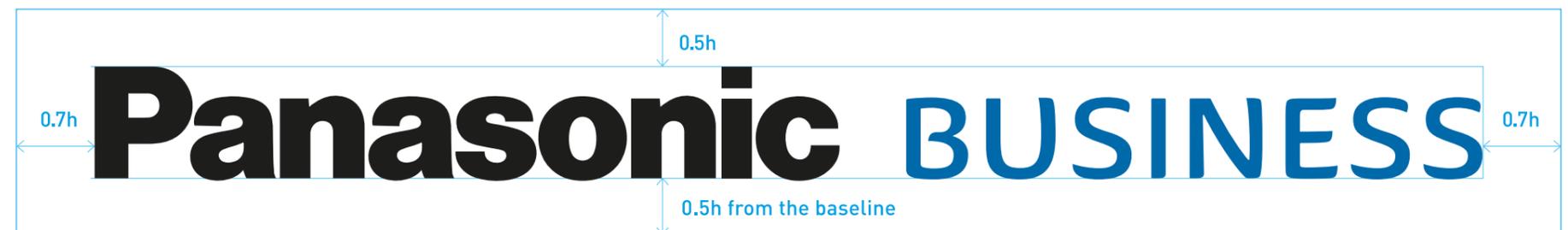
Vertical arrangement



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.

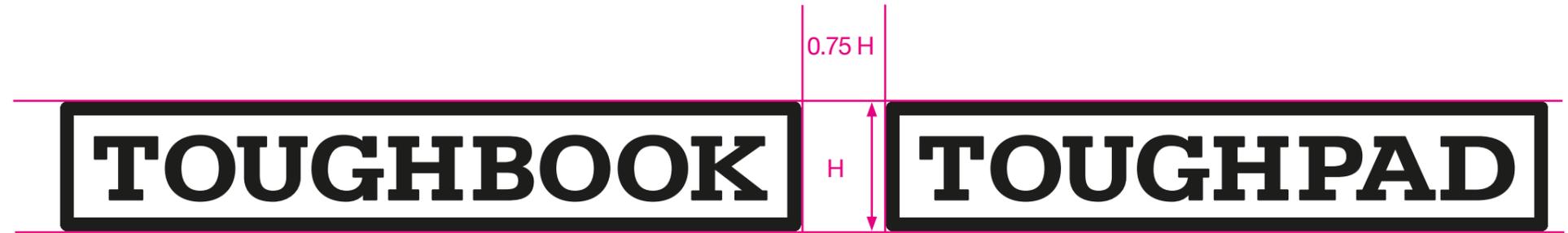
There are two orientations of the dual logo. Horizontal and stacked. These are the only versions that can be used. When the horizontal version is used the Toughbook logo should appear left. In the stacked version, Toughbook is always on top.

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

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890β´+#!“”æ\$%&/()=?`\*‘

DINPro - Regular

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890β´+#!“”æ\$%&/()=?`\*‘

DINPro - Medium

---

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890β´+#!“”\$%&/()=?`\*‘

DINPro - Bold

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890β´+#!“”\$%&/()=?`\*‘**

DINPro - Black

---

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890β´+#!“”\$%&/()=?`\*‘**

Arial

---

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

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890β´+#!“”\$%&/()=?`\*‘

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890β´+#!“”\$%&/()=?`\*‘**

Open Sans - Bold Condensed

---

For use with web headlines

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890β´+#!“”\$%&/()=?`\*‘**

## 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
------------------------------------------------------------------	-------------------------------------------------------------------	-----------------------------------------------------------------	------------------------------------------------------------------	-----------------------------------------------------------------



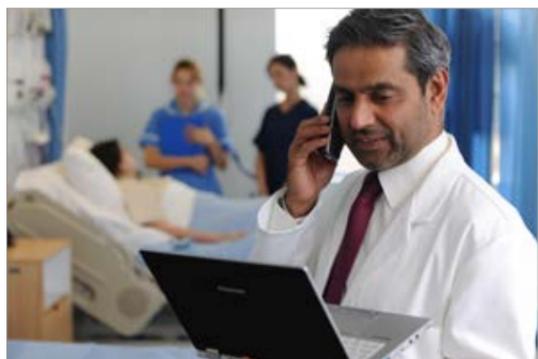
CMYK 0 84 46 0 RGB 224 80 80 Pantone 710C Web #E03E52	CMYK 35 2 58 0 RGB 169 196 127 Pantone 577C Web #A9C47F	CMYK 0 19 79 0 RGB 255 200 69 Pantone 1225C Web #FFC845	CMYK 29 25 0 0 RGB 180 181 223 Pantone 270C Web #B4B5DF	CMYK 7 14 20 22 RGB 182 169 154 Pantone 7529C Web #A39382
----------------------------------------------------------------	------------------------------------------------------------------	------------------------------------------------------------------	------------------------------------------------------------------	--------------------------------------------------------------------

# 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

**Panasonic**  
BUSINESS

**TOUGHBOOK CF-54**  
SEMI-RUGGED REDEFINED

14" semi-rugged Windows 8.1 Pro notebook

Panasonic 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 Toughbooks.

[www.toughbook.eu](http://www.toughbook.eu)

**TOUGHBOOK TOUGHPAD**

intel  
Inside  
CORE i5 vPro

Product focused advert example

**Panasonic**  
BUSINESS

**TOUGHBOOK CF-54**  
SEMI-RUGGED REDEFINED

14" semi-rugged Windows 8.1 Pro notebook

Panasonic 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 Toughbooks.

[www.toughbook.eu](http://www.toughbook.eu)

**TOUGHBOOK TOUGHPAD**

intel  
Inside  
CORE i5 vPro

Usage/lifestyle/sector advert example

**Panasonic**  
BUSINESS

**TOUGHBOOK CF-54**  
SEMI-RUGGED REDEFINED

14" semi-rugged Windows 8.1 Pro notebook

Panasonic 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 Toughbooks.

[www.toughbook.eu](http://www.toughbook.eu)

**TOUGHBOOK TOUGHPAD**

intel  
Inside  
CORE i5 vPro

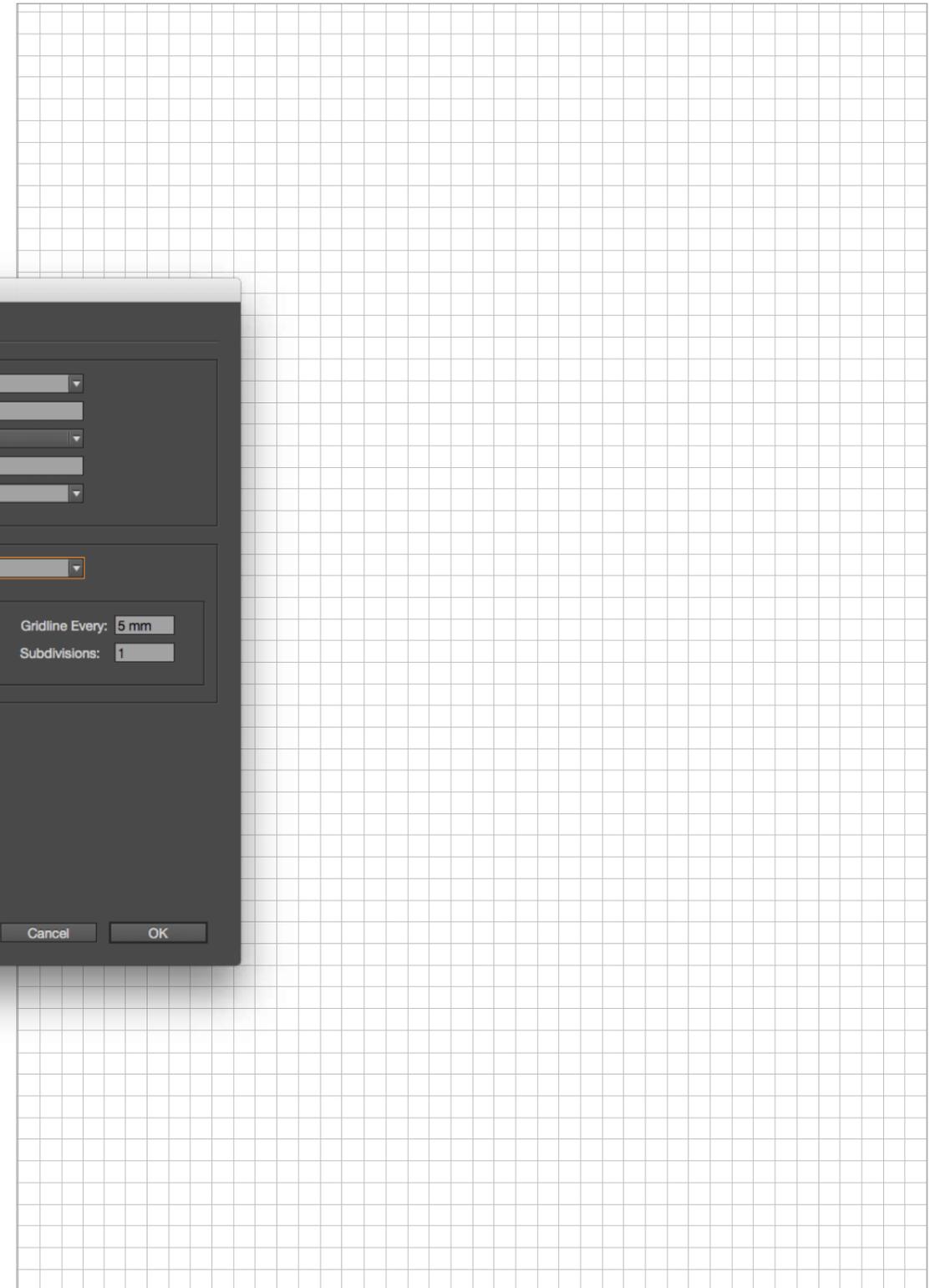
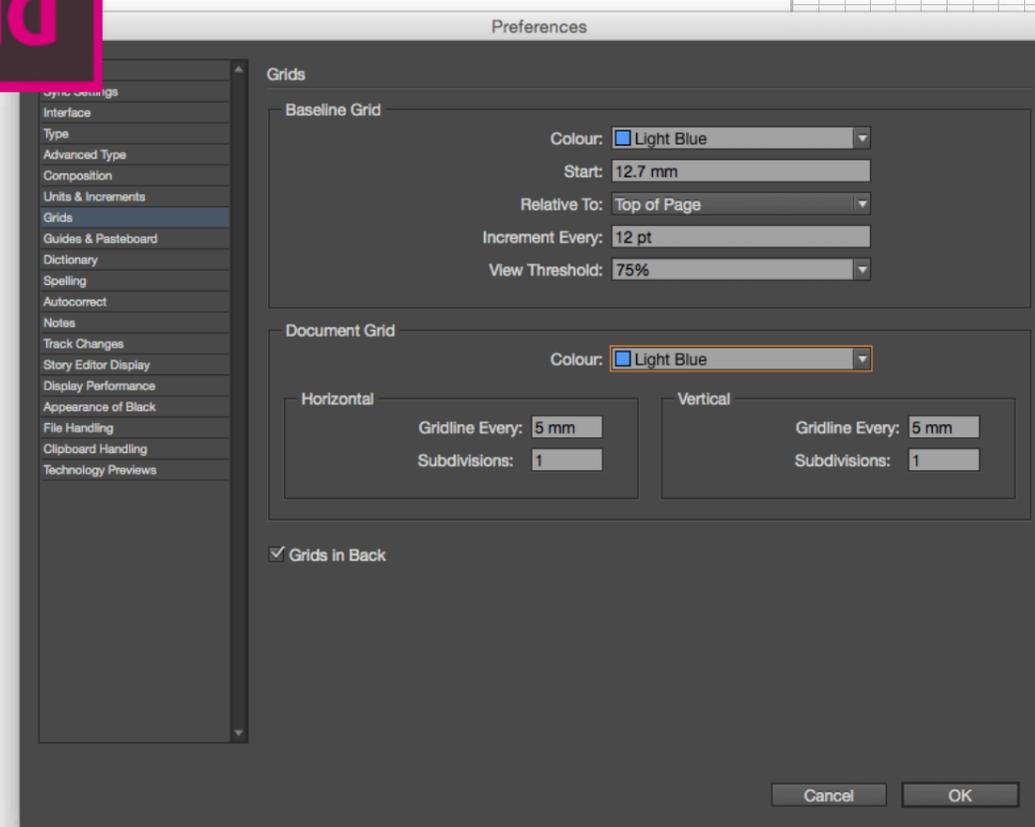
## DOCUMENT GRID BASIC SETUP

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





# 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.

**Panasonic BUSINESS**

**Rethinking retail**  
Mobile card payment solutions, featuring Toughpad

For greater security.  
For increased reliability.  
For enhanced efficiency.

**TOUGHBOOK TOUGHPAD**

intel inside CORE i5 vPro

## Real-world value from an industry expert

In a marketplace where mobile card payments need to be faster, more efficient, more reliable and more secure than ever before, Panasonic's mobile card payment solutions deliver real-world commercial value, and improved customer service.

Incorporating the renowned ruggedness and business-ready performance of the Toughpad tablet range, our solutions provide an intelligent link between a customer's card and the vendor's receipt of payment once the transaction is complete.

### WHAT CAN PANASONIC OFFER YOU?

- Card Payments as a Service, with a fixed monthly cost and no transaction fee.
- Hardware and software with Windows and Android™ Toughpad tablets.
- Secure integrated payment API available for retail and business applications.
- All international credit and debit cards accepted.
- Choice of wireless card payment terminals from leading vendors.
- EMV and PCI compliant card readers, with magnetic contact and contactless payments supported.
- Future-proofed payment solutions EMV2 compliant, P2PE capable.
- Single point of contact for all card payment queries, support and assistance.

As one of the world's leading providers of business technology with a long heritage in payment solutions, Panasonic has the global reach and proven expertise to deliver precisely what your customers need. Whether it's international freight, in the middle of a retail store or even at the scene of a breakdown, our solutions are ready to get to work, wherever they're needed.

### How the mobile PoS solution works

A cash register function or app runs on the chosen Toughpad - via Windows or Android.

The payment is then authorized and settled by the relevant acquirer bank.

Secure EMV card and PIN handling is provided by a Bluetooth-enabled card reader and/or PIN pad - the Toughpad connects via RedCard payment store.

Panasonic's solution gives providers huge gain EU options, with the ability to connect to over 100 acquirers and their payment providers.

The Toughpad connects to the PoS server and payment gateway, by GPRS, 3G or WiFi.

**Toughpad FZ-G1**  
Windows 8.1 tablet, with lightweight body and 10" high-brightness screen. Can be integrated with built-for-purpose POS cradle to improve customer service and save space.

**Toughpad FZ-M1**  
Windows 8.1, 7" tablet with sunlight readable display - its compact dimensions and outdoor capabilities mean it's perfectly suited to many payment applications, both in-store and further afield.

**Toughpad FZ-B2**  
7" Android™ tablet with five-finger multi-touch display, long battery life and wide range of connectivity options.

**Toughpad FZ-E1/FZ-X1**  
5" Windows Embedded 8.1 (P2-E1) and Android™ Handheld (FZ-X1) tablets that bring together the best of handheld, smartphone and tablet functionality into a single, fully rugged device.

## What do you need to know from your customers?

To take full advantage of the opportunities presented by our mobile card payment solutions, you need to know certain key things about your customers...

- Which industries or sectors do they operate in?
- Which acquirer(s) do they use for their payments?
- Which debit and credit cards do their current payment solutions support?
- Which territories do they take payments in?
- How many transactions do they carry out each month - and how many are they aiming for in the future?
- Who currently provides their payment solution and card terminal?
- What's their Merchant ID (MID) number?

Once you have the answers to these questions, we can start developing a payment solution that fits their circumstances and requirements precisely.

Call our dedicated card payment helpline on **0800 800 800**

Or email [toughpadpayments@eu.panasonic.com](mailto:toughpadpayments@eu.panasonic.com)

**Panasonic BUSINESS**

## BANNERSTANDS

This page features general guidance for roll-up bannerstands.

**Panasonic**  
BUSINESS

# BREAKTHROUGH MOBILITY

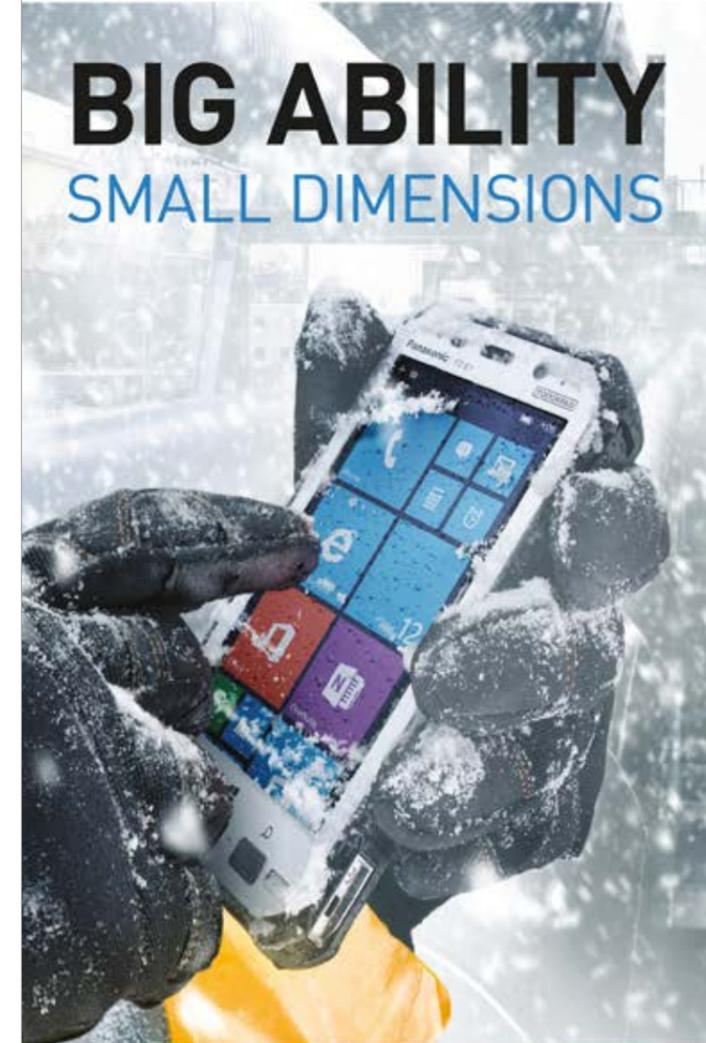


**TOUGHPAD**

[business.panasonic.eu](http://business.panasonic.eu)

**Panasonic**  
BUSINESS

# BIG ABILITY SMALL DIMENSIONS



**TOUGHPAD**

[business.panasonic.eu](http://business.panasonic.eu)

# SPEC SHEETS

This page details the required layout for product spec 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

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 capacitive 10 finger multi-touch outdoor display and flexible configurations, the Windows 8.1 Pro tablet has been designed to optimize the efficiency of field workers. It benefits from various connectivity options to ensure data is always available when needed and gives business users the legacy options they require in a compact, fully rugged and lightweight form factor.

- Intel® Core™ i5-4200U vPro® Processor
- Windows 8.1 Pro
- Fanless design
- Intel HD 4200 graphics
- 7" WGA (1200x800) outdoor display (up to 1000h/ft)
- Capacitive 10 finger multi-touchscreen
- MIL-STD-883C
- Warm and cool resistant IP65\*
- Up to 8 hours battery life
- Up to 14 hours battery life with high capacity battery (optional)
- Slave exchangeable battery
- All day battery optional (in combination with business expansion module)
- Flexible configuration per (optional) LAN, 3G, Barcode Reader, NFC
- Integrated business expansion module (EM) (WiFi, NFC, Smartcard, Reader)
- Lightweight – weighs approx. 500g
- \*Based on Panasonic Policy



TOUGHPAD

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 in the front and optional 5.1" semi-rugged Toughbook over shell, but doesn't compromise on flexibility, with an unique 'homopod' 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™ i5-4200U vPro® Processor
- Windows 8.1 Pro
- 14" IPS Full HD (1920 x 1080 pixel) Active Matrix (AM-LED) LCD
- Sunlight-readable glass-embedded capacitive touchscreen\* (up to 1.000h/ft)
- Lightweight and slim design (approx. 2.1kg and 21.9mm)
- USB 3.0, 3x HDMI, 3x LAN and SD card slot as standard
- Flexible configuration over EM or 2nd battery or Smartcard reader or PC card
- Two serial ports\*\* (RS-232 and 422/485)
- Long battery life of up to 11 hours, with hot swap\*\* and second battery\* (up to 18 hours)
- Flexible configuration per\*\* (optional) LAN or a GPS or 4G LTE or 3G or optional EM
- Operating temperature of -10 °C to +55 °C (30/130 °F) based on standard
- Robust homopod-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 represents additional cost. \*\*\*Based on Panasonic standards



TOUGHBOOK

DRIVING EFFICIENCY

### FOR FIELD PROFESSIONALS WHO FACE THE TOUGHEST CHALLENGES

The Toughpad FZ-M1 shares its DNA with the Toughbook family of products from Panasonic, combining ergonomics and durable design that has made Toughbook the first choice for field workforces. Panasonic has created the fully rugged, highly mobile and pocket size Toughpad FZ-M1 to cover the needs of organizations that require Windows 8.1 Pro functionality in a durable tablet for outdoor field workers. Never before has so much flexibility and performance been packed into such a compact, durable tablet with such great outdoor viewing capability.



Mobile Computing Platform	Intel® Core™ i5-4200U vPro® processor
Operating System	Windows 8.1 Pro
OS	Windows 7 Professional (Optional)
RAM	4GB (max. 8GB)
Storage	Intel® HD 4200 Graphics, 500GB (Optional) (1.5TB optional)
Camera	Front: 3mp Rear: 5mp (with autofocus and LED light (Optional) optional)
Display	7" sunlight-readable IPS Active Matrix TFT (IPS) LCD with oleophobic (up to 1000h/ft) (Optional) (Optional)
Touchscreen	10 finger capacitive multi-touchscreen
Connectivity	Revision 4.0 - USB Class 1
Wi-Fi	802.11n Dual Band Wireless AC 7265
4G Mobile Broadband	Optional 4G LTE, supports 3G
2G Mobile Broadband	Optional
GPS	Optional
NFC	Optional (RF ID (MIF, UIC) (ISO 14443)
Sound	Speaker and MIC (Optional, Intel® High Definition Audio subsystem support, internal microphone for Windows)
Interfaces	USB 3.0: 4 HDMI: 1 Port Replicator Connector: 1 Dual Audio Connector: 1 (optional)
Configuration Port*	LAN, Serial, 28 Pinable Header
Business expansion module**	SD card, Smartcard Reader
Expansion slots	Micro SD/SDHC Memory Card: 1
Power	AC Adapter: Approx. 100W (120V AC, 100V/110V, Output: 10A DC, 5.75A) Battery: Lithium-Ion 7.2Ah (3300mAh) Operating Time: 8 hours (Panasonic®) (EM, optional) Hot Swap Battery: Optional (via business expansion module)
Security Features	TPM (Trusted Platform Module) (1.2, 1.5, 2.0) Windows 8.1, V1.2 (Windows 7 compliant) Integrated hardware security lock (EM)
Physical Dimensions (W x H x D)	(228mm x 136mm x 22mm) (8.9" x 5.3" x 0.87")
Weight	Approx. 500g (approx. 1.1lb)
Testing Standards	Water resistance test: IP-65** Drop resistance test: 1000g** Shock (3g) resistance test: 1000g** AC Adapter: CF-AN0334A502 2 Cell Battery: CF-4230040 4 Cell Battery: CF-4230050 4 Bay Battery Charger: CF-42304110 Display Module: CF-42304110 Line Display Module: CF-42304110 Capacitive Stylus Pen: CF-42304110 Carrying Solution: Please visit www.toughbook.eu
Accessories	

\*Optional and represents additional cost. \*\*Based on Panasonic standards

Intel, Intel Core, Intel Core i5, Intel HD, Intel HD Graphics and vPro are trademarks or registered trademarks of Intel Corporation or its subsidiaries. Microsoft, Windows 8.1 Pro and Windows 7 are trademarks or registered trademarks of Microsoft Corporation. Sunlight-readable IPS Active Matrix TFT (IPS) LCD with oleophobic (up to 1000h/ft) (Optional) (Optional) is a trademark of Panasonic. All other names are trademarks of their respective owners. All rights reserved. All specifications, prices and performance are subject to change without notice. © 2014 Panasonic. All rights reserved.

**Panasonic**  
BUSINESS  
www.toughbook.eu

COMPUTER PRODUCTS

**Panasonic**  
BUSINESS

### MOBILE BUSINESS EXCELLENCE

#### SEMI-RUGGED REDEFINED

Breaking the mould for semi-rugged notebooks, the Toughbook CF-54 is only around 20mm thick and weighs just under 2kg. Equipped with Windows 8.1 Pro and the new 5th generation Intel® Core™ i5 vPro® Processor which delivers better computing power, better graphic performance and lower power consumption than its 4th generation counterpart, the Toughbook CF-54 sets a new benchmark. For those requiring even higher performance, an Intel® Core™ i7 vPro® processor and a discrete AMD Radeon™ HD 8550 graphics are available as options.



Mobile Computing Platform	Intel® Core™ i5-4200U vPro® processor (3.5GHz, 3MB Intel® Smart Cache)
Operating System	Windows 8.1 Pro
OS	Windows 7 Professional (Optional)
RAM	4GB (max. 16GB) (max. 16GB)
Storage	Intel® HD 4200 graphics
Storage	500GB (Optional) (1.5TB optional)
Camera	Front: 3MP (max. 3MP) Rear: 5MP (max. 5MP) (with autofocus and LED light (Optional) optional)
Display	14" IPS Active Matrix TFT (IPS) LCD with oleophobic (up to 1000h/ft) (Optional) (Optional)
Touchscreen	10 finger capacitive multi-touchscreen (Optional)
Connectivity	Revision 4.0 - USB Class 1
Wi-Fi	802.11n Dual Band Wireless AC 7265, 802.11n (Optional)
4G Mobile Broadband	Optional 4G LTE, supports 3G
2G Mobile Broadband	Optional
GPS	Optional (RF ID (MIF, UIC) (ISO 14443)
Sound	Speaker and MIC (Optional, Intel® High Definition Audio subsystem support, internal microphone for Windows)
Interfaces	USB 3.0: 4 HDMI: 1 Port Replicator Connector: 1 Dual Audio Connector: 1 (optional)
Configuration Port*	LAN, Serial, 28 Pinable Header
Business expansion module**	SD card, Smartcard Reader
Expansion slots	Micro SD/SDHC Memory Card: 1
Power	AC Adapter: Approx. 100W (120V AC, 100V/110V, Output: 10A DC, 5.75A) Battery: Lithium-Ion 7.2Ah (3300mAh) Operating Time: 8 hours (Panasonic®) (EM, optional) Hot Swap Battery: Optional (via business expansion module)
Security Features	TPM (Trusted Platform Module) (1.2, 1.5, 2.0) Windows 8.1, V1.2 (Windows 7 compliant) Integrated hardware security lock (EM)
Physical Dimensions (W x H x D)	(356mm x 238mm x 20mm) (14" x 9.4" x 0.8")
Weight	Approx. 2.0kg (approx. 4.4lb)
Testing Standards	Water resistance test: IP-65** Drop resistance test: 1000g** Shock (3g) resistance test: 1000g** AC Adapter: CF-AN0334A502 2 Cell Battery: CF-4230040 4 Cell Battery: CF-4230050 4 Bay Battery Charger: CF-42304110 Display Module: CF-42304110 Line Display Module: CF-42304110 Capacitive Stylus Pen: CF-42304110 Carrying Solution: Please visit www.toughbook.eu
Accessories	

\*Optional and represents additional cost. \*\*Based on Panasonic standards

Intel, Intel Core, Intel Core i5, Intel HD, Intel HD Graphics and vPro are trademarks or registered trademarks of Intel Corporation or its subsidiaries. Microsoft, Windows 8.1 Pro and Windows 7 are trademarks or registered trademarks of Microsoft Corporation. Sunlight-readable IPS Active Matrix TFT (IPS) LCD with oleophobic (up to 1000h/ft) (Optional) (Optional) is a trademark of Panasonic. All other names are trademarks of their respective owners. All rights reserved. All specifications, prices and performance are subject to change without notice. © 2014 Panasonic. All rights reserved.

**Panasonic**  
BUSINESS  
www.toughbook.eu

# 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-AC F660, 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](http://www.toughbook.eu)

COMPUTER PRODUCTS **Panasonic BUSINESS**



## TOUGHBOOK IN ACTION - ROBUST COMPANION IN THE FOREST

**ROBUST RELIABILITY WITH WINDOWS 10**  
The Panasonic Toughbook CF-AC F660 scored highest in the award criteria. "We were impressed by the quality, the excellent reliability and the battery autonomy, plus the robustness and security, were essential factors," explains Wils.

**THE CF-AC HAS A UNIQUE anti-glare screen that guarantees readability in all conditions, and its energy-efficient battery can be used for six hours a month. Its robust yet compact design means that the tablet PC can also handle the bumps and shocks that come with being moved around and daily use. "The level of security was another main criterion. Compared with tablet viewing other operating systems, we are certain that the CF-AC will always keep our data in a secure environment."**

**THIN BORDER PLANS**  
Although the project has only just started, the NMBS is already thinking of extra opportunities for the future. Wils says: "In the moment, the information flow is primarily in one direction, from the back office to the train drivers, but we would like to reverse the level of interaction. We are being looking at how the train drivers can also use their tablet PC to send information to the back office. Examples we have in mind are reporting faults via an electronic logbook or digital jobposting sheets. Even requests for leave or requesting when performance has been exceeded could be possible in time."

**TESTING RID OF THE PAPER INHERITANCE**  
The pilot project with the CF-AC began in July 2012 and train drivers in Brussels were the first to start using the tablet computers. The fact that these devices bring huge benefits is also confirmed by Jean Schepers, who has been a train driver for the NMBS for five years now: "There is an enormous difference in weight of at least 13 kg. Now, I can simply read bulky documents such as regulations, manuals and breakdown books on my tablet. I particularly like the search function, which lets me find information quickly."

**SETTING UP OF THE PROPER INFORMATION**  
The information is also personalized for each train driver. "Before, we had to collect an order book with points of interest for the day and sign for receipt, and we had to find the relevant sections for ourselves. Now, my tablet simply receives the information that is relevant for my role. A digital read would also give the back office some immediate feedback that I have received the information properly."

**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 1,000 employees of the Bayerische Staatsforst, 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](http://www.toughbook.eu)

COMPUTER PRODUCTS **Panasonic BUSINESS**



## 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 withstands temperatures 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 (inkl. Aufwärm-/Kühlzeit)" by the Bundesanstalt für Materialforschung und -prüfung (BAMF).

**COMPREHENSIVE VIEW**  
Working with the notebook must also be possible in direct sunlight. The CF-11's USA Active Matrix display, with a screen resolution of 1,366 pixels, ensures perfect legibility from every angle. To add flexibility, staff can connect the Toughbook Mini tablet PC as just a few moves, allowing better 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. 8 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 chipped wood. By a robust impression case, thereby ensuring optimal conditions for capturing 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.

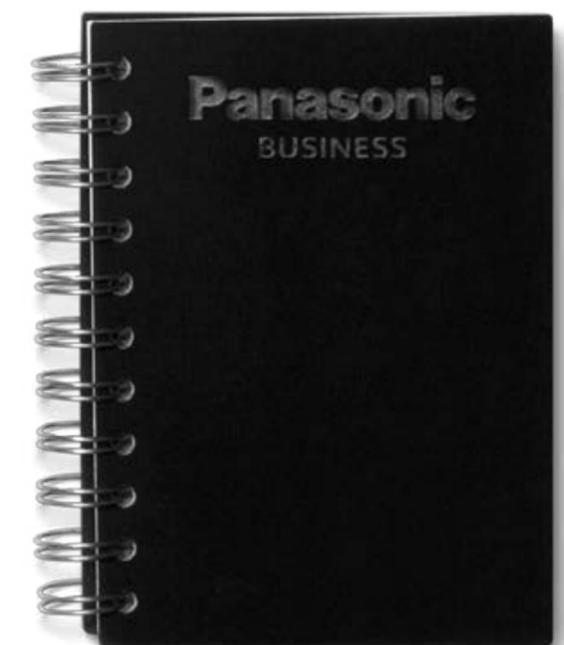
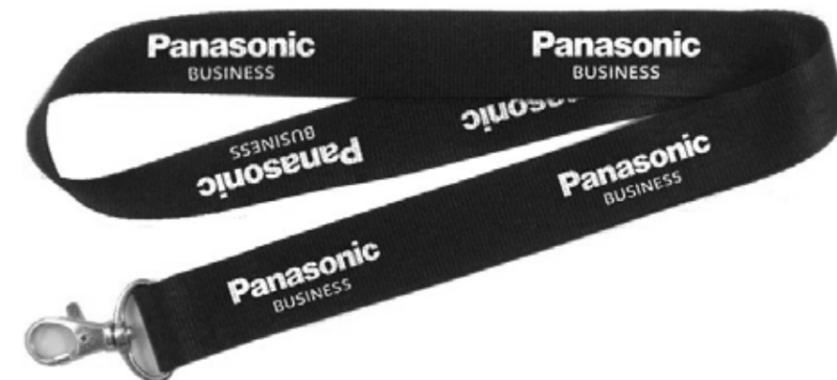
**MOBILE AND FLEXIBLE COMPANION IN THE FOREST AND IN THE OFFICE**  
Panasonic has supported the needs of Bayerische Staatsforst, with GPS configuration, and the latest data transmission standards for wireless communication. Strong docking stations alongside, means the CF-11s can be connected to external screens, as well as the internal network in the district office.

An integrated USB reader supports SD/M connections, MP3, Edge and 3G, as well as WLAN, with a transmission rate of up to 7.2 Mbit/s per second. The CF-11 models have two USB ports, Firewire and Bluetooth 2.0. The 50 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™ Duo processor.

**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

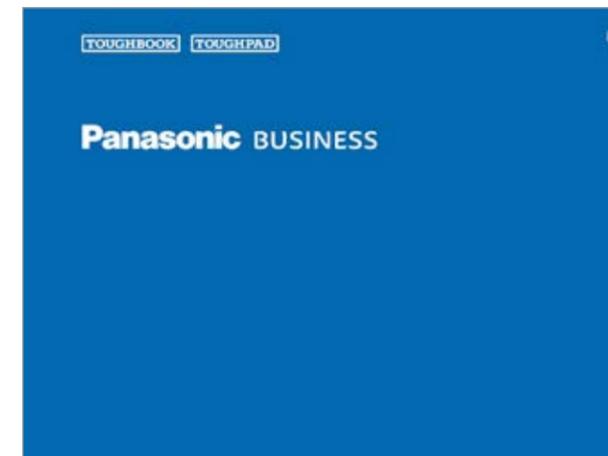
Title font: Arial Bold 26pt all caps  
Subtitle: Arial 20pt sentence case

### 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 RELEASE TEMPLATES

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.

PRESS RELEASE  
PANASONIC EUROPE SOLUTIONS CENTRE

**Panasonic**  
BUSINESS

5TH JUL 2015

## LOREM IPSUM DOLOR SIT AMET

Nullam feugiat ligula ut nunc egestas volutpat. In venenatis eros et ante egestas pulvinar. Vestibulum vitae risus ut velit commodo ultricies. Nulla bibendum feugiat dolor, eget tempor tortor tincidunt a.

Nullam feugiat ligula ut nunc egestas volutpat. In venenatis eros et ante egestas pulvinar. Vestibulum vitae risus ut velit commodo ultricies. Nulla bibendum feugiat dolor, eget tempor tortor tincidunt a. Cum sociis natoque penatibus et magna dis parturient montes, nascetur ridiculus mus. Praesent in fermentum leo. Nullam facilis venenatis tincidunt. Maecenas a posuere ligula. Nulla pellentesque tincidunt malesuada. Etiam portitor dictum odio, ut vestibulum risus faucibus viverra. In hac habitasse platea dictumst. Nulla ullamcorper mattis imperdiet. Phasellus non mauris a mauris consectetur vestibulum et sed enim. Mauris aculis elementum aculis. Nulla ipsum nunc, auctor sodales faucibus sit amet, pellentesque sed est. Donec tellus lectus, porta sit amet condimentum tincidunt, lobortis eu erat.

>Lorem ipsum dolor sit amet  
Fusce pulvinar, sem sed euismod tincidunt, erat eros accumsan lorem, at posuere lacus purus eu lacus. Proin ullamcorper, felis fringilla pulvinar blandit, metus dui cursus eros, eget rutrum augue massa quis neque. Donec volutpat, nisl vitae sodales commodo, mi tortor condimentum augue, ut vehicula mauris magna sit amet leo. Fusce id leo turpis. Quisque risus nisl, dictum id facilisis vulputate, lacinia a diam. Integer in tincidunt nisi. Curabitur blandit portitor purus non consequat.

Nam porta, lorem a euismod sagittis, lorem eros ultricies tellus, id fringilla eros augue at sem. Pellentesque fringilla interdum tortor, in pellentesque dolor suscipit at. Maecenas pulvinar lacinia mauris sollicitudin ultricies. Etiam augue orci, dapibus et vulputate sit amet, aliquet non nulla. Nam pharetra molestie condimentum. Aliquam ante leo, rutrum at lobortis eget, blandit ac tortor. Nunc ut est id massa sollicitudin feugiat. Pellentesque volutpat ullamcorper sem eget mollis.

1

PRESS RELEASE  
PANASONIC EUROPE SOLUTIONS CENTRE

**Panasonic**  
BUSINESS

>Lorem ipsum dolor sit amet  
Suspendisse pellentesque faucibus velit, et ultricies sem lacinia sed. Phasellus enim leo, rutrum eget sollicitudin sed, scelerisque eget velit. Fusce non sem a felis hendrerit feugiat. Ut id quam nibh, at interdum leo. Aenean placerat tempus ipsum at fermentum. Proin eieffend facilisis dictum. Maecenas vitae uma eu metus dictum adipiscing. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nunc vitae eros leo, nec varius eros. Phasellus hendrerit, metus et rhoncus accumsan, dolor mi convallis massa, quis ultrices libero risus ut tortor. Vestibulum laoreet varius nibh id dapibus. Suspendisse ut libero at tortor placerat malesuada in ut felis.

>Lorem ipsum dolor sit amet  
Suspendisse pellentesque faucibus velit, et ultricies sem lacinia sed. Phasellus enim leo, rutrum eget sollicitudin sed, scelerisque eget velit. Fusce non sem a felis hendrerit feugiat. Ut id quam nibh, at interdum leo. Aenean placerat tempus ipsum at fermentum. Proin eieffend facilisis dictum. Maecenas vitae uma eu metus dictum adipiscing. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nunc vitae eros leo, nec varius eros. Phasellus hendrerit, metus et rhoncus accumsan, dolor mi convallis massa, quis ultrices libero risus ut tortor. Vestibulum laoreet varius nibh id dapibus. Suspendisse ut libero at tortor placerat malesuada in ut felis.

-ENDS-

2

PRESS RELEASE  
PANASONIC EUROPE SOLUTIONS CENTRE

**Panasonic**  
BUSINESS

For further information, images etc please contact the Panasonic PSCEU UK PR Department:

<b>Michael Pallas</b> European PR Manager MICHAEL.PALLAS@PANASONIC.COM 01344 853 909 / 07554 226643	<b>Elia Blane</b> European PR Assistant ELIA.BLANE@PANASONIC.COM 01344 853 854
--------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------

Panasonic Europe Solutions Centre  
Panasonic Europe Solutions Centre, a subsidiary of Panasonic Europe, was founded in April 2015 and develops world class solutions for larger customers offering a single point of contact and accountability. These solutions usually involve Panasonic hardware, software, M2M capability and third party products, delivered with world class engineering and project management. Industries served include retail, transportation and logistics.

Panasonic Europe Solutions Centre has a number of subsidiaries, including Cameramanager and Panasonic Business Software Europe, which provide specialist software or systems integration capabilities.

Panasonic Europe  
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 1978, Panasonic Corporation has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.72 trillion yen (55.5 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.

3

## 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.



# EMAIL TEMPLATES

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 Inzpire
- 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:AOX – 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:AOX – 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:AOX, 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:AOX, 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   

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](#)

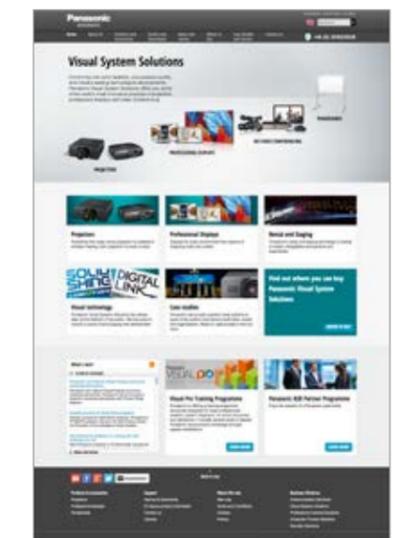
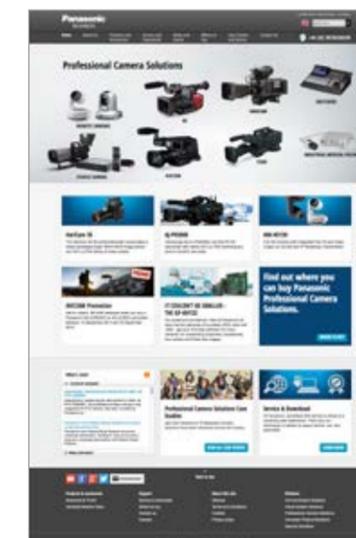
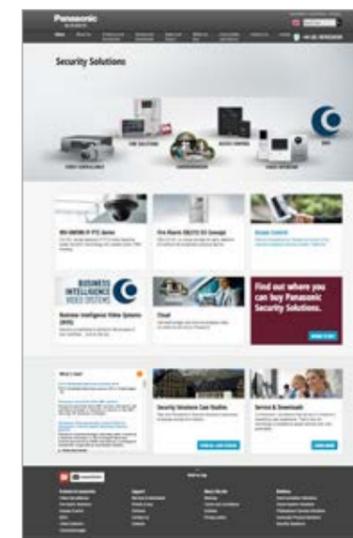
Panasonic System Communications Company Europe a division of Panasonic Marketing Europe GmbH  
Panasonic Marketing Europe GmbH is a company registered in Germany at Hagensauer Strasse 43, 65203 Wiesbaden, Germany.  
Registered in AG Wiesbaden HRB 13178

# 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.

**Panasonic BUSINESS** TOUGHBOOK CF-54

Home About Us Products and Accessories Service and Downloads News and Events Where to Buy Case Studies and Solutions Contact Us +44 (0) 207226538

## TOUGHBOOK CF-54

HD

Touch

Rugged

Windows XP Going EOL

CF-54

CF-53

CF-52

CF-51

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 costly on-site repairs and maintenance, the new Toughbook CF-54 with Windows 8.1 Pro is one of the thinnest and lightest semi-rugged Toughbooks. But it doesn't compromise on durability, with a unique 'business' design for increased 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 more exactly fit the device they want. The Toughbook CF-54 is available in two modes, HD and Full HD.

HD model (without touchscreen)

Intel Core™ i5-5300U ultra™ processor

**Panasonic BUSINESS** FZ-E1

Home About Us Products and Accessories Service and Downloads News and Events Where to Buy Case Studies and Solutions Contact Us +44 (0) 207226538

## FZ-E1

5" Handheld tablet with Windows Embedded 8.1 handheld, BCR\*, data & voice

Get to know Windows 10 Windows XP Going EOL

FACT SHEET BROCHURES ACCESSORIES SERVICE & DOWNLOADS

### FZ-E1

Find out where you can buy Panasonic Computer Product Solutions

Where to Buy

The Toughbook FZ-E1 brings together the best of handheld, smartphone and Barcode reader\* functionality into a single rugged and hard working 5" tablet. It is one of the first devices in the Toughbook line to offer voice connectivity and has been designed for mobile workers in the transportation & logistics, postal services, defense, emergency & public safety, utilities, retail and manufacturing sectors.

Thanks to its fully-rugged design with MIL-STD-810G certification, IP68 ratings and a metal grip resistance the device is capable of operating in temperatures of -20°C to 60°C and promises a long life span and very low TCO. The user replaceable and hot swappable high capacity 4000mAh battery offers an amazing 14 hours of continuous data access, 23 hours talk time or 1000 hours in standby.

Along with the FZ-E1 Android™ Handheld version, the FZ-E1's state of the art Qualcomm™ quad-core processor together with 2GB RAM guarantees high performance. The device' numerous unique enterprise-grade features include an integrated Barcode reader\*, user configurable buttons and multi-angle, anti-reflective toughened HD touchscreen display that works even with heavy gloves.

\* Includes a non-sensing feature that allows for single touch use

**Panasonic BUSINESS** FZ-E1

Home About Us Products and Accessories Service and Downloads News and Events Where to Buy Case Studies and Solutions Contact Us +44 (0) 207226538

## FZ-E1

5" Handheld tablet with Windows Embedded 8.1 handheld, BCR\*, data & voice

Get to know Windows 10 Windows XP Going EOL

FACT SHEET BROCHURES ACCESSORIES SERVICE & DOWNLOADS

### FZ-E1

Find out where you can buy Panasonic Computer Product Solutions

Where to Buy

The Toughbook FZ-E1 brings together the best of handheld, smartphone and Barcode reader\* functionality into a single rugged and hard working 5" tablet. It is one of the first devices in the Toughbook line to offer voice connectivity and has been designed for mobile workers in the transportation & logistics, postal services, defense, emergency & public safety, utilities, retail and manufacturing sectors.

Thanks to its fully-rugged design with MIL-STD-810G certification, IP68 ratings and a metal grip resistance the device is capable of operating in temperatures of -20°C to 60°C and promises a long life span and very low TCO. The user replaceable and hot swappable high capacity 4000mAh battery offers an amazing 14 hours of continuous data access, 23 hours talk time or 1000 hours in standby.

Along with the FZ-E1 Android™ Handheld version, the FZ-E1's state of the art Qualcomm™ quad-core processor together with 2GB RAM guarantees high performance. The device' numerous unique enterprise-grade features include an integrated Barcode reader\*, user configurable buttons and multi-angle, anti-reflective toughened HD touchscreen display that works even with heavy gloves.

\* Includes a non-sensing feature that allows for single touch use

**Panasonic BUSINESS** Toughbook CF-MX4

Home About Us Products and Accessories Service and Downloads News and Events Where to Buy Case Studies and Solutions Contact Us +44 (0) 207226538

## Toughbook CF-MX4

2-in-1 Business rugged flip-over notebook

The Panasonic Toughbook CF-MX4 business rugged flip-over notebook is the ideal tool for any business executive looking to maximise their mobile productivity.

CF-MX4

CF-L33

Find out where you can buy Panasonic Computer Product Solutions

Where to Buy

Offering the advantages of a notebook and tablet in a sleek but durable body, the Toughbook CF-MX4 is perfect for corporate executives, sales people, creative professionals and market researchers in many sectors.

- Intel Core™ i5-3210U ultra™ Processor
- Windows 8.1 Pro
- 12.5" Full HD (1920 x 1080) capacitive multi touch display
- 2-in-1 flip-over design with tablet, tablet and presentation modes
- Lightweight and slim form factor (1.4kg and 23mm thick)
- Full business ports: 2x USB 3.0, LAN, HDMI, VGA, SD-HC and optional smart card reader
- Embedded this is stylus for handwriting notes
- 4G LTE as option
- Business rugged design with magnesium alloy
- Passed a 70cm free-fall test\* and 100kg\* pressurized vibration test\*
- Up to 15.5 hours\* battery life with end-user removable hot-swap battery

# 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

Windows XP Going EOS

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.

HD model (without touchscreen)

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

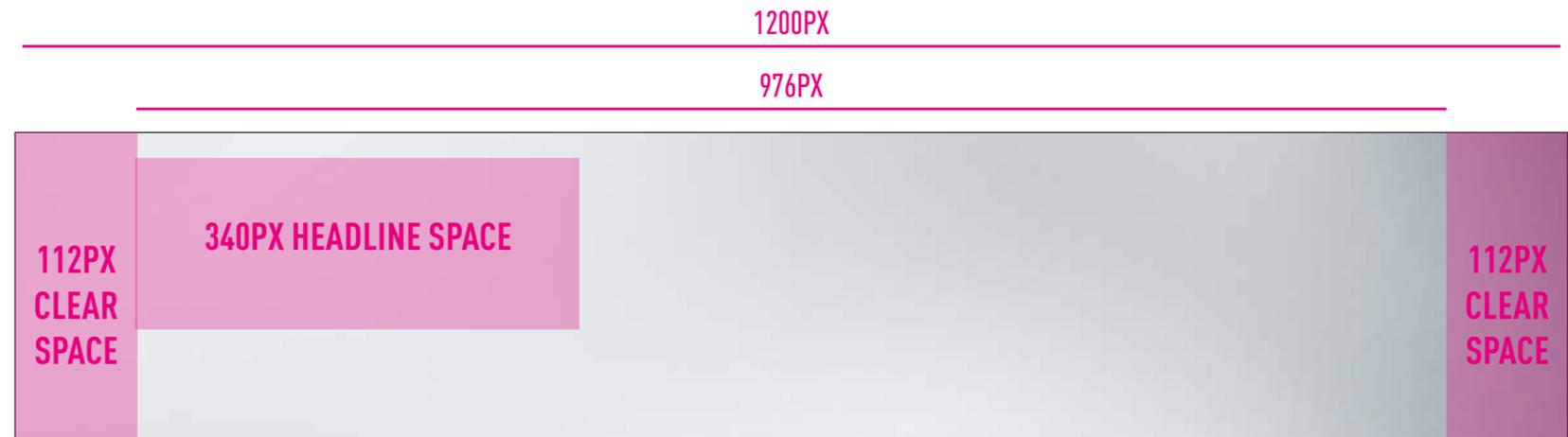
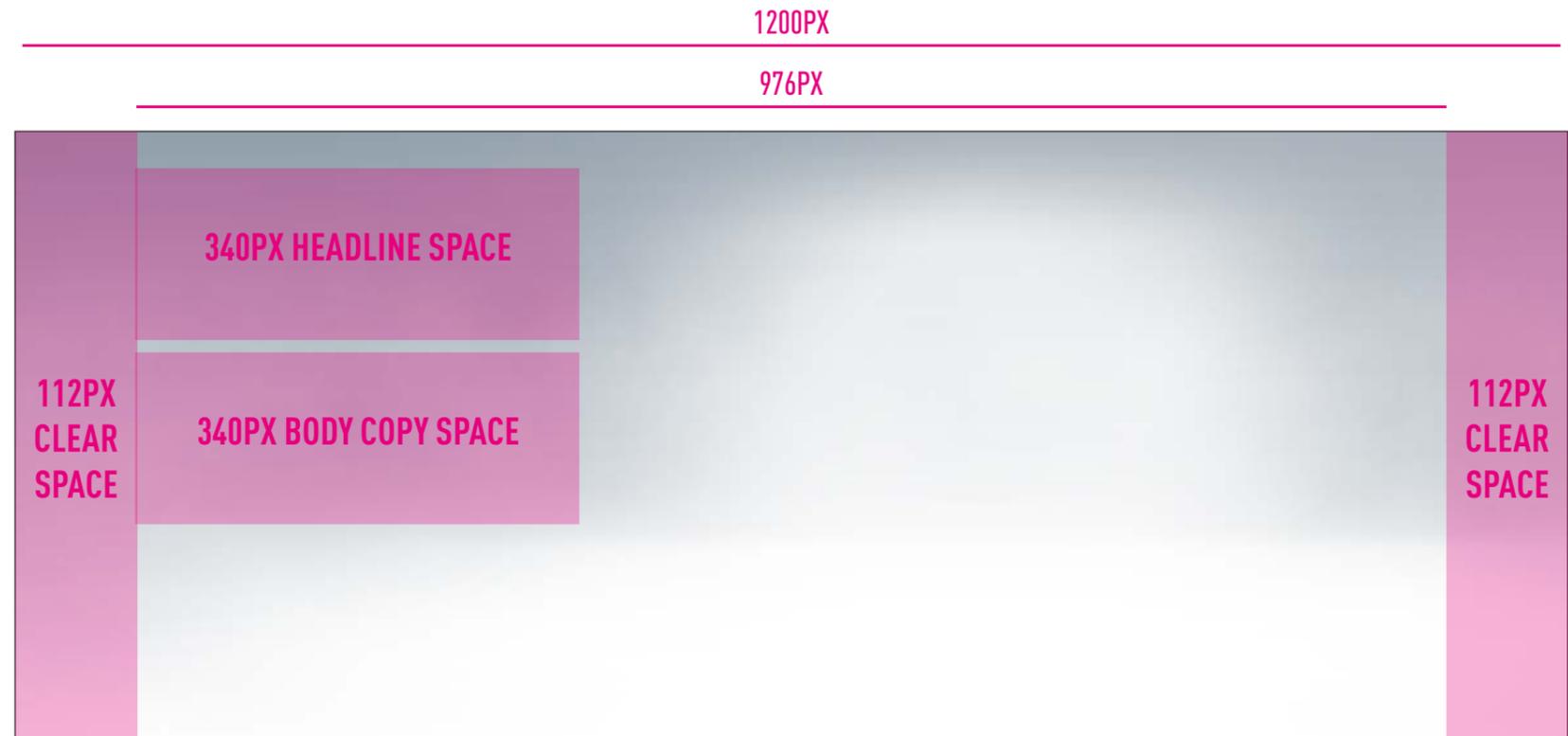
## WEB HEADERS

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.

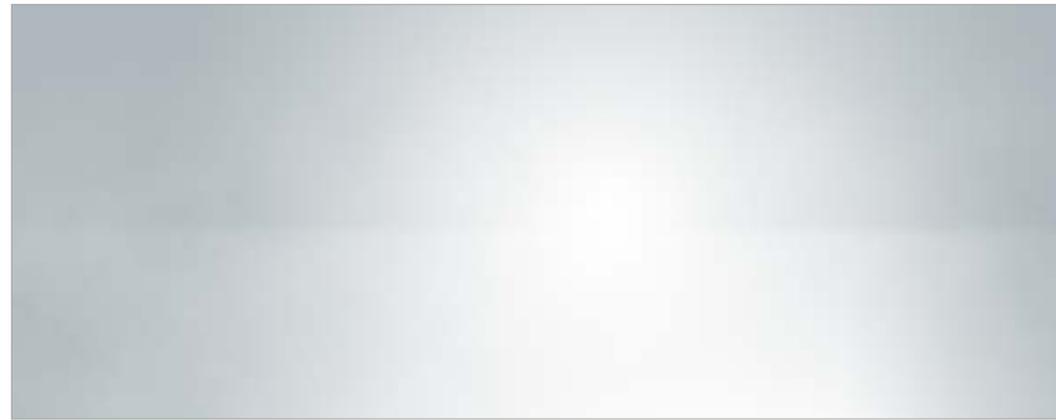
The shallower 1200x240PX image should be used on pages such as product category pages, service and downloads, news and events and all pages where imagery is of less importance.

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.



# WEBPAGES

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.PANASONIC.CO.UK LANDING PAGE

## SOLUTIONS SITE

http://business.panasonic.eu

## WEB BANNERS

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

FIND OUT MORE

**TOUGHBOOK**

**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

FIND OUT MORE

**TOUGHBOOK**



SEMI RUGGED IS NOW SLIM

**Panasonic**  
BUSINESS

**TOUGHBOOK**



SEMI RUGGED IS NOW LIGHT

**Panasonic**  
BUSINESS

**TOUGHBOOK**

SEMI RUGGED IS NOW CONFIGURABLE





**Panasonic**  
BUSINESS

**TOUGHBOOK**

SEMI RUGGED IS NOW IN FULL HD



**Panasonic**  
BUSINESS

**TOUGHBOOK**



THE NEW TOUGHBOOK CF-54 SEMI RUGGED REDEFINED

FIND OUT MORE

**Panasonic**  
BUSINESS

**TOUGHBOOK**