

Enhanced Toughbook 54 Reinforces Panasonic Commitment to Equipping the Extraordinary

Semi-rugged business PC delivers increased performance and functionality in a flexible, durable package designed for today's workforce

NEWARK, N.J., September 21, 2017 -- Panasonic, an industry leading manufacturer of mobile computing solutions that are purpose-built for the way people work, announced the U.S. launch of the latest 2017 version of its acclaimed Toughbook 54 notebook. The flexible, functional and high-performing device is the world's lightest and thinnest 14" semi-rugged laptop. Designed with today's demanding mobile workers in mind, the new Toughbook 54 furthers Panasonic's commitment to equipping the extraordinary.

Powered by the latest Intel® Core™ i5 and i7 processors and armed with flexible port and configuration areas, the 14-inch Panasonic Toughbook 54 succeeded the popular Panasonic Toughbook 53 notebook and was first introduced February 2015. All four of the Toughbook 54 notebook models (Lite, Prime, Touch and Performance models) now come standard with a tactical red backlit keyboard, 8GB and TPM 2.0, with a 256GB SSD and 1080p webcam on most models in response to popular configurations to provide a better value, easier ordering and shorter leadtimes for customers.

"We're confident that this lightweight, slim, attractive notebook delivers exactly what the hardest-working mobile professionals need to do their jobs," said Brian Rowley, Vice President of Marketing and Product Management, Panasonic System Communications Company of North America. "With its high-end computing power and powerful graphics engine, the new Toughbook notebook is the ideal tool for the mobile workforce across industries, including public safety, federal, enterprise and broadcast. At Panasonic, we are committed to developing mobility solutions that make the lives of our hard-working users that much easier, and the Toughbook 54 continues that tradition."

Flexible and modular configuration

The flexible configuration area of the new Toughbook 54 offers (optional) features including a DVD drive, a second battery, an insertable SmartCard reader, PC card or stylus pen holder. Additional options include a contactless SmartCard reader, fingerprint reader, dedicated GPS, antenna pass through, serial port and more. Additionally, the new Toughbook 54 can be equipped with a 4G LTE Advanced module, a reflection of Panasonic's commitment to leading the market with the latest technology.

Crystal clear display options

The 14-inch display comes in HD (1366x768), Full HD (1920x1080) to offer the clarity and visual detail required by different users. All devices come with the Windows 10 Pro operating systems, but recognizing customer concerns about their Windows 10 migration, Panasonic is pleased to announce that the Toughbook 54 will continue to be available on Windows 7 Professional through a downgrade right from Windows 10 Pro on models with the Intel® Core™ i5-6300U and i7-6600U processors^{*1}. This ensures compatibility with existing deployments thereby helping customers plan for a smoother transition to Windows 10.

Enhanced batteries engineered for reliability

Toughbook 54 comes with a reengineered battery configuration designed to intelligently monitor and manage battery by implementing mechanisms that control the charging of the battery to further enhance battery safety.

For mobile workers moving from one location to another, the versatility to connect when on the move is also an important consideration. The latest Toughbook 54 notebook is available complete range of interfaces including -

- HDMI with an optional VGA port for connecting to wide variety of projectors and displays
- An optional serial port for connection to legacy systems
- Ethernet (LAN) port with an option for a second port
- Up to 4 USB ports
- Full-size SD card slot

The device also comes with a wide variety of accessories including vehicle docks, desktop docks and carrying cases.

The new Toughbook 54 can be purchased in one of four configurations, from the entry level Lite model to the premium Performance model, which comes standard with dedicated video graphics and 16GB RAM, delivering four times the graphics performance of the standard configuration.

Optional dual SSD drives allow for expanded storage or support of RAID-1 mirroring. And an optional i7 processor is available for customers who need extra computing power.

Lite model

- HD Display
- 8GB of RAM (Max. 32GB)
- 500GB HDD (256GB/512GB SSD optional)

Prime model

- HD Display
- 8GB of RAM (Max. 32GB)
- 256GB SSD (512GB/1TB SSD optional)
- 1080p webcam

Gloved Multi Touch model (1000 nit)

- FHD 1080p Display
- 8GB of RAM (Max. 32GB)
- 256GB SSD (512GB/1TB SSD optional)
- 1080p webcam

Performance model

- FHD 1080p Display
- 16GB of RAM (Max. 32GB)
- 256GB SSD (512GB/1TB SSD optional)
- AMD Radeon™ Pro WX 4150
- 1080p webcam

For a full list of specifications and more detailed information, visit us.panasonic.com/toughbook/54.

The best of semi-rugged durability

Keeping with Panasonic's commitment to rugged mobility, the semi-rugged Toughbook 54 has one of the highest reliability ratings in its category thanks to the magnesium plating used on all four-sides, full keyboard and IP51 protection, and a honeycomb-style bonnet to provide maximum protection from impacts. The device has been tested to survive 26 three-foot drops by an independent third party lab following MIL-STD-810G. For ease of use, the device comes with its own integral carry handle and as an option can be easily branded with a company logo. Thanks to its ruggedness, the Toughbook 54 can also be vehicle-mounted with the help of Panasonic approved 3rd party vehicle dock accessories.

With a standard battery life of 10 hours*¹ and 17 hours with an optional media bay 2nd battery, this workhorse can keep pace with the requirements of today's busy mobile workers.

Peace of mind

Every Toughbook comes with a 3-year warranty covering hardware failures for systems used as designed and a 7-year spare part guarantee, with an average turn around time of 48 hours once the device is received at the National Service Center. Additional upgraded services are available, including Extended Product Warranty (4th/5th year), Protection Plus (Accidental Damage Warranty), and HDD/SSD Warranty.

Pricing and availability

The latest Toughbook 54 will be available in October from authorized Panasonic resellers at an estimated street price starting around \$1599

Sales inquiries for Panasonic Toughbook mobile computers and tablets should be directed to sales.psc@us.panasonic.com or 877-803-8492.

Follow the Toughbook Brand

The Panasonic Toughbook family of laptop computers, 2-in-1s and tablets can be followed on various social media channels, including, [Facebook](#), [Twitter \(@Toughbook\)](#), [LinkedIn](#), [YouTube](#) and our blog, [Panasonic for Business](#).

Panasonic System Communications Company of North America, Division of Panasonic Corporation of North America, delivers reliable technology solutions for government and commercial enterprises, nonprofit organizations, creative professionals and SMBs. Learn more at us.panasonic.com/business-solutions/.

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About Panasonic Corporation of North America

Newark, NJ-based Panasonic Corporation of North America is a leading technology partner and integrator to businesses, government agencies and consumers across the region. The company is the principal North American subsidiary of Osaka, Japan-based Panasonic Corporation and leverages its strengths in Immersive

Entertainment, Sustainable Energy, Automated Supply Chains and Connected Solutions to provide integrated solutions for B2B customers. Panasonic was featured in Fortune Magazine's 2016 ranking of 50 companies that are changing the world and doing well by doing good. Specifically cited were its smart and sustainable technologies, including its contributions to smart cities and the electric vehicle revolution. Learn more about Panasonic's ideas and innovations at PanasonicMovesUs.com

*¹ For the Intel Skylake based model, the version of Windows running with the processor or chipsets used in this system has limited support, please see Microsoft's Support Lifecycle FAQ for more information please visit <https://support.microsoft.com/lifecycle>.

*² Prime model measured by MobileMark® 2014 at 150 nit.

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