

TOUGHBOOK

NEWS RELEASE

PANASONIC'S NEW TOUGHBOOK MODELS ARE A MUST-HAVE FOR MOBILE BUSINESS USERS

Singapore, 16 November 2007 – Panasonic Systems Asia Pacific is launching two new models from its Toughbook Business Mobile series – the Toughbook CF-W7 and CF-Y7. Targeted at business professionals and mobile end-users, these new Toughbook models are designed to withstand the rigours of travel. They come **lightweight**, possess **a long battery life** and are even more **ruggedised** than its predecessor, the widely-acclaimed Toughbook 5 series, without compromising on computing power.

Leveraging upon the same technology and engineering expertise as the fully-ruggedised Panasonic Toughbook field mobile models, the Toughbook Business Mobile 7 series are built to handle all the bumps of daily business life. Like all Toughbooks, the new models are designed, manufactured and tested within Panasonic's facilities to ensure exact control and true 'Made in Japan' quality.

Panasonic Systems Asia Pacific (53030143A)

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Website: <http://www.panasonic.com.sg>



“For the discerning executive of today, a notebook is far more than just a list of specifications. It needs to be a reliable companion, an essential business tool that provides great performance on-the-go while increasing productivity and expanding business opportunities. The Toughbook Business Mobile series is built to meet the demands of these users and more,” said Mr Eugene Chan, Managing Director of Panasonic Systems Asia Pacific.

“While portable notebooks and the concept of mobile computing are not new, what set the Toughbook apart from the competition is the perfect balance achieved between lightweight comfort, battery longevity and rugged qualities for great reliability. Toughbook has held the number 1 position in the ultraportable notebook segment in Japan for two consecutive years, based on data from the IDC 2006 report. This is a strong testimony to the quality of our product. With the launch of the new Toughbook CF-W7 and CF-Y7 business mobile notebooks, Panasonic hopes to continue bringing consumers closer to true mobility, so that they can work anywhere and risk nothing,” added Mr Chan.

Lightweight

Housed in a lightweight yet strong magnesium alloy casing, every component of the new Toughbook is designed to be compact, from the thin LCD panel to the keyboard structure and shell drive.

The Toughbook CF-W7 weighs a mere 1,280g and the CF-Y7 weighs in at 1,550g. This makes the Toughbook CF-Y7 one of the world’s lightest notebook with a 14.1 inch LCD and integrated optical drive.

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The top-class lightness of the new Toughbook Business Mobile series allows demanding business users to carry and whip out these sleek ultraportable notebooks with utmost ease.

Long battery life and high performance

The latest Toughbook models can provide up to nine and a half hours of continuous use. This makes it ideal for seasoned business travellers and professionals who can use the Toughbook anytime, anywhere and with no worries.

The 7 Series models also feature the latest Santa Rosa-generation Intel® Centrino™ processors for better power savings. The ultra-low voltage version of the high power Intel® Core™ 2 Duo ULV U7500 processor clocked at 1.06 GHz gives the CF-W7 top computing power and improved graphics capabilities and the 1.60 GHz Intel® Core™ 2 Duo LV L7500 low-voltage processor ensures especially high performance for the CF-Y7.

Ruggedised

The Toughbook 7 series has undergone substantial improvement in its rugged qualities. From the 10cm drop threshold of the 5 Series, the 7 Series can now survive a 76cm fall, about the height of an average desk, while in operation mode. Four high-tech shock-absorbing pads protect the hard drive from external shock and vibration.

Both Toughbook 7 Series models come with a spill-resistant keyboard. The special drainage system under the keyboard protects the sensitive electronic components inside the notebook from water damage. A 200ml tumbler of water emptied over the Toughbook will be speedily funnelled away, leaving the entire electronic system dry and undamaged.

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Like previous models, the new Toughbook have undergone rigorous verification tests. Optimised pressure distribution gives these notebooks the strength to withstand pressures of up to 100 kg force. The annular pipe structure ensures durability with its 'rib-like' design that surrounds the LCD and protects it from warping.

Business travellers and jetsetters will appreciate that this notebook can be stored and used in the most awkward of places without suffering any damage or data loss.

Getting connected on the new Toughbook is simple and hassle-free with Bluetooth and integrated Intel® Centrino mobile technology that supports all three major WLAN standards and IEEE 802.11 a/b/g, allowing wireless data transfers of up to 54 Mbit/s.

The CF-W7 and CF-Y7 models are also equipped with an integrated Clam Shell Type DVD multi-drive, USB ports, a PC card slot and an additional SD card slot for external devices or transferring data from memory cards while on the move.

The quality, durability and damage protection demonstrated by the Panasonic Toughbook notebooks ensures that notebook failures are kept to a minimum. According to a June 2006 Gartner Research report, the annualised first year average failure rate for all Toughbook models is 2.01 per cent, one of the lowest in the industry. This translates into lesser down time, greater efficiency and productivity for businesses.

The Panasonic Toughbook CF-W7 and CF-Y7 will be available from mid-December onwards at all authorised dealers (please see attached list). The recommended retail price for the CF-W7 and CF-Y7 is S\$3699 and S\$4299 respectively.

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From now till 15 December 2007, Panasonic is having an early bird promotion and will be taking special pre-orders for the Toughbook 7 series at all authorised dealers and online at www.panasonic.com.sg/toughbook. Consumers who place their orders during this period will be able to enjoy a free upgrade to a 1 GB RAM and a free Microsoft Office package.

They can also choose to customise their Toughbook with limited-edition colour panels. Five colour choices (Orange Comport, Platinum Light, Black Stone, White Air and Blue Apple) are available for the Toughbook CF-W7, while three different colours (Deep Sea, Metallic Light Blue and Galaxy Black) are up for selection for the CF-Y7. Colour palettes can be viewed online.

Please refer to the product specifications sheet for more details on the Panasonic Toughbook Business Mobile 7 series.

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About Panasonic

Best known for its Panasonic brand name, Matsushita Electric Industrial Co., Ltd. is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the Company recorded consolidated net sales of US\$77.19 billion for the year ended March 31, 2007. The Company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:MC) stock exchanges. For more information on the Company and the Panasonic brand, visit the Company's website at <http://panasonic.net/>.

About Panasonic Systems Asia Pacific

Panasonic Systems Asia Pacific (PSY) is a business division of Panasonic Asia Pacific Pte Ltd; Regional HQ for the Asia Pacific region for Matsushita Electric Industrial Co., Ltd. Matsushita Electric is one of the only manufacturers today that directly controls the process of design, manufacture and quality assurance of its notebook PCs. Many key components, including LCD panels, Lithium Ion batteries, DVD and CD-ROM drives, and board-level electronics are the products of its divisions. The products, people and business of Panasonic Systems Asia Pacific are entirely dedicated to the needs of the professional user, including Fortune 1000 business and government professionals. Panasonic also supplies ruggedised computing solutions for military and heavy industry usage in Asia Pacific.

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LIST OF TOUGHBOOK AUTHORISED DEALERS

TOUGHBOOK Authorised Distributor

ECS Computers (Asia) Pte Ltd

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TOUGHBOOK Authorised Retailer / Dealer

Courts (Singapore) Limited

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