

**TOUGHBOOK®****Panasonic Redefines Rugged With Announcement of Toughbook 33 2-in-1 Detachable Laptop**

*Engineered to equip the extraordinary, the 12" fully-rugged 2-in-1 laptop offers unparalleled flexibility in even the most demanding and extreme environments*

**NEWARK, NJ, May 18, 2017** – Panasonic, an industry leading manufacturer of mobile computing solutions that are purpose-built for the way people work, today announced the U.S. availability of the Panasonic Toughbook® 33, the first fully-rugged 2-in-1 detachable laptop that features a 3:2 display. Inspired by the hard-working mobile professionals who have relied on the Toughbook brand for two decades, the Toughbook 33 2-in-1 detachable laptop delivers rugged mobility in a highly customizable package along with a generation of backward compatibility for mobile professionals.

Designed in consultation with Toughbook device users from a number of demanding industries including police, fire, government and enterprise professionals, the 12" fully-rugged 2-in-1 detachable laptop is designed to meet MIL-STD-810G and IP65 standards to perform in even the most grueling and extreme conditions. The Toughbook 33 2-in-1 laptop comes with a groundbreaking 3:2 display making it easier to handle, and ideal for workers viewing business applications like law enforcement officers using Computer Aided Dispatch (CAD). Other benefits of a 3:2 over a widescreen include less vertical scrolling, an aspect ratio that better approximates the feel of 8.5 x 11 paper and less interference around airbag zones for better vehicle-occupant safety.

“From the beginning, we’ve designed the Toughbook product line with the demands of the mobile workforce in mind and the 2-in-1 Toughbook 33 device is the truest expression of that commitment to date,” said Brian Rowley, Vice President of Marketing and Product Management, Panasonic System Communications Company of North America. “From its remarkable 3:2 display to its durable-but-flexible detachable design, the Toughbook 33 laptop is purpose-built to reset expectations for rugged mobility.”

An evolution of the best-selling Panasonic Toughbook 31 and Toughbook 20 product lines, the Toughbook 33 2-in-1 laptop is powered by 7<sup>th</sup> Gen Intel® Core™ i5 and i7 processors and Windows 10 Pro, delivering incredible performance. Working to address customer concerns about their Windows 10 migration, Panasonic is pleased to announce that the Toughbook 33 device will also be available with a Windows 7 Professional downgrade powered by 6<sup>th</sup> Gen Intel Core i5 and Core i7 processors. This ensures compatibility with existing deployments thereby helping customers plan for a smoother transition to Windows 10.

The 1200 nit QHD screen incorporates a 15% larger display than any other device in its class and is the highest resolution as well as brightest 2-in-1 display in the industry. The combination of an infrared webcam and the Windows Hello application allows customers to use facial recognition, iris scanning or fingerprint scanning for user authentication<sup>1,2</sup>. The Toughbook 33 2-in-1 laptop is built for maximum mobility with two twin hot-swappable batteries that provide 10 hours of life based upon MobileMark® 2014. In addition, the optional Long Life Battery configuration doubles battery life to 20 hours for the most demanding mobile professionals. The Toughbook 33 laptop provides six flexible usage modes and offers two keyboards to choose from to accommodate the unique needs of different mobile professionals.

As for vehicle installations, the Toughbook 33 device is available with two different vehicle docks for new deployments. The first is a tablet vehicle dock. The second is a 2-in-1 vehicle dock which utilizes the Premium Keyboard and can be mounted either in laptop (clamshell) or convertible mode. For Panasonic's large customer installation base of Toughbook 31 vehicle docks, Panasonic is offering a drop-in-replacement 31 Vehicle Dock Adapter (VDA) with removable Lite Keyboard that offers investment protection for customers who wish to reuse their installed vehicle docks to save precious time and resources. The wide assortment of vehicle docking solutions underscores Panasonic's commitment to its customers' diverse needs, recognizing that one size does not fit all and developing the right solution for each.

#### Panasonic Toughbook 33 Key Features:

- **Fully Rugged Design:** Magnesium alloy chassis. MIL-STD-810G and IP65 all-weather design in addition to an IP55 digitizer pen for workers that need the highest levels of writing, drawing or signature accuracy in the toughest of weather conditions.
- **Processor & Operating System:**
  - Intel® Core™ i5-7300U vPro™ 2.6GHz Processor (opt. i7-7600U)  
Windows 10 Pro 64-bit
  - Intel® Core™ i5-6300U vPro™ 2.4GHz Processor (opt. i7-6600U)  
Windows 10 Pro 64-bit with Windows 7 Professional 64-bit downgrade
- **Anti-Reflective Display:** 12.0" 3:2 QHD 2160x1440, capacitive gloved multi touch with IP55 digitizer stylus pen. Wide view angle display with direct bonding, 1200 nit sunlight-viewable screen
- **Connectivity:** Wi-Fi (802.11a/b/g/n/ac), Bluetooth®, dual pass-through antenna. Optional Dedicated GPS and/or 4G LTE-Advanced
- **Storage:** 256GB SSD with heater (optional 512GB), 8GB onboard RAM (optional 16GB)
- **Long Battery Life:** 10 hours battery life (optional 20 hours), twin-battery design for hot-swap battery replacement
- **Cameras:** 1080p webcam, 8MP rear camera<sup>1</sup>
- **Windows Hello:** Facial recognition, iris scanning or fingerprint scanning<sup>1,2</sup>
- **Integrated Options:** Choice of Barcode or Serial (true) or 2nd USB, Choice of Insertable SmartCard or Contactless Smartcard or Fingerprint readers
- **Backwards Compatibility:** With previous generation of Toughbook 31 vehicle docks
- **Accessories:** Panasonic's class leading assortment of accessories match the ruggedness of the Toughbook 33 and all of the ways its diverse customers use it, whether in a vehicle, office or on the go.

For complete product details, please visit [www.us.panasonic.com/toughbook/33](http://www.us.panasonic.com/toughbook/33).

#### Pricing and Availability

The Panasonic Toughbook 33 laptop comes with the detachable Premium Keyboard for those looking for the flexibility of a 2-in-1 solution, but it can also be purchased as a tablet only. The Panasonic Toughbook 33 fully rugged 2-in-1 laptop will be available from authorized Panasonic resellers later this month at an estimated U.S. street price starting around \$3,649.

All Panasonic Toughbook laptops and tablets come standard with the industry's most comprehensive 3-year warranty and 24/7 IT support.

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

Besides offering the market leading Toughbook brand, Panasonic helps customers reduce the complexity of deploying and managing mobility projects through its Toughbook ProServices suite of engineering consultations, premier disc imaging and device deployment services, training, mobility applications and break/fix depot support.

**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/](http://us.panasonic.com/business-solutions/).

**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 the hub of Panasonic's U.S. branding, marketing, sales, service and R&D operations. 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 at [us.panasonic.com/news](http://us.panasonic.com/news).

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<sup>1</sup> Available with 7<sup>th</sup> Gen Intel Core i5 and i7 processors

<sup>2</sup> Fingerprint reader is available as an integrated option on the Toughbook 33