

To: Panasonic Computers & Tablet Resellers
From: Dan Diliberti, Sr. Product Marketing Manager, Tablets
Subject: New Panasonic Toughpad FZ-M1 7" Tablet
Bulletin Number: Toughpad-2014-PB-17
Date: January 15, 2014

Though the Toughpad FZ-M1 will not be ready to order until March 2014, this Product Marketing Bulletin is intended to give some advance product details and to review marketing tools available to support pre-sales efforts.

The Panasonic Toughpad FZ-M1 is the world's thinnest and lightest rugged 7-inch Windows tablet, built to enable mission-critical mobile worker productivity without compromise. Powered by Windows 8.1 Pro and a 4th generation Intel Core i5 vPro processor, the Toughpad FZ-M1 offers the broadest range of configuration options available in its class for maximum flexibility. Its fully-rugged, sealed design is certified to meet MIL-STD-810G and IP65 specifications for resistance to drops up to 5 feet, water, dust, and other elements. With a long-life, user-replaceable battery and sunlight-readable, high-sensitivity multi-touch screen for use with heavy gloves, the Toughpad FZ-M1 is the ideal tool for today's mobile workforce.



Competitive Advantages

Panasonic is unrivaled in tablet technology, with years of experience designing, building and testing fully-rugged tablet solutions. The Toughpad FZ-M1 is the newest member of the Toughpad lineup:

- World's thinnest and lightest tablet with a 4th generation Intel® Core™ i5 vPro™ processor and first 7" Intel® Core™ i5 vPro™ tablet with a fanless design.
- The Toughpad FZ-M1 has broadest range of configuration options available in its class, including a UHF RFID with up to 10' read range
- Twice the available battery capacity of any competitor in its class; and hot swap capability
- Twice the storage capacity of any rugged competitor, offering up to 256GB SSD and 8GB RAM
- Supports the latest wireless technologies like 802.11a/b/g/n/ac, Bluetooth® v4.0, 4G LTE multi carrier and NFC

For questions, contact your Partner Sales Manager or Inside Partner Sales Support:
resellersupport@us.panasonic.com, 877.826.6538.

- More certifications including MIL-STD-810G and ISO ANSI/ISA 12.12.01 Class I Division 2
(The Toughpad FZ-M1 has been submitted for certification at the time of this posting)
- New IPS display technology supports gloved multi-touch

Available configurations

As shown in the graphic, there are three configurable areas of the tablet. Some features offered on the FZ-M1 are mutually exclusive.

Area #1 of the FZ-M1 can be configured with one of the following options - SmartCard Reader, MSR, NFC or UHF RFID.

The options offered in Area #2 and Area #3 are not available in Area #1, and vice versa.

Area #2 can be configured with only one of the following options – Barcode Reader, LAN, or True Serial.

All tablets with at least one area configured include an embedded bridge battery that allows the main battery to be hot swapped without powering down the tablet.

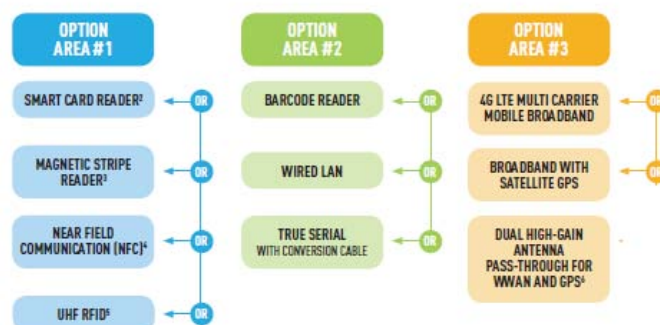
Area #3 gives the option to configure the FZ-M1 with either a 4G LTE Multi Carrier Broadband Modem with satellite GPS capabilities, or a standalone dedicated GPS module.

Not shown in this graphic, is a choice of battery capacity. The Toughpad FZ-M1 comes with a standard battery which delivers up to 8 hours of operation time, and an optional high capacity battery that delivers up to 16 hours of power.

For more configuration details, please see the Toughpad FZ-M1 Configuration.pdf available on the Toughpad microsite, www.panasonic.com/toughpad

Planned Accessories

Standard Battery Pack	FZ-VZSU94JS
Long Life Battery Pack	FZ-VZSU95JS
Multi-battery Charger	FZ-VCBM11U
Standard Hand Strap	FZ-VSTM11U
Rotating Hand Strap	FZ-VSTM12U
Capacitive Stylus Pen	FZ-VNPM11U
Desktop Cradle	FZ-VEBM12U
Communication Cradle	FZ-VEBM11U
Replacement Protection Film	FZ-VPFM11U
More 3 rd party accessories available from www.panasonic.com/toughpad	



For questions, contact your Partner Sales Manager or Inside Partner Sales Support:
resellersupport@us.panasonic.com, 877.826.6538.

Warranty

The Toughpad FZ-M1 carries a standard 3 year warranty, with priority exchange for user replaceable parts and lifetime technical support.

Availability

In the United States, the Toughpad FZ-M1 and its accessories will be available in March 2014. The base unit will have a starting street price of \$2099.00. SKUs and pricing will be available to Distribution by mid-January 2014.

Product Positioning

The Toughpad FZ-M1 should be presented as a high performance alternative to rugged handhelds and other Atom based 7" tablets in the market. The Toughpad FZ-M1 is designed for all highly mobile workers who need a lightweight and rugged Windows tablet in the field, and a fully functional PC as a desktop replacement in the office or vehicle. Field workers who come back to the office (or the vehicle) to complete inspection reports or spreadsheets can pair the FZ-M1 with a desktop cradle and a larger remote display / keyboard.

The ability to use the FZ-M1 as a handheld tablet and a fully functional desktop PC in the same device bridges the gap between content consumption and content creation. We believe this high-performance innovation will change mobility forever; and further increase users' productivity, eliminate IT expenses, and can dramatically decrease capital expenditures for new hardware -- both in the field and the office.

Applications

Legacy desktop applications can run on the FZ-M1 by using a desktop cradle and a larger remote display and keyboard in the office or vehicle. Field workers outside of the office can use applications designed in the Windows modern style to maximize productivity and usability. There are 1000's of business applications already available from the Microsoft store for a wide range of vertical solutions.

Examples from the store include:

- Orengo POS
- VeriPark DSA
- Simple Inventory Control
- Retail Dash Board
- Dynamics CRM.

Moreover, Panasonic and Microsoft are under development with a number of ISVs and solution partners that have already begun app development in the new Windows modern style. These and many more applications for Public Safety, Utilities, Field Services, Field Sales will be downloadable from our own application store, launching later this year.

Competition

While there are other 7" rugged tablets in the market, none have the fanless Intel® Core™ i5 performance and the flexibility of the Toughpad FZ-M1. Please see the competitive comparison chart available from a Panasonic representative.

For questions, contact your Partner Sales Manager or Inside Partner Sales Support:
resellersupport@us.panasonic.com, 877.826.6538.

FZ-M1 Marketing Materials: www.panasonic.com/toughpad

- YouTube Videos
 - o Intel Endorsement Video: <http://www.youtube.com/watch?v=JxrxaUwZvow>
 - o FZ-M1 Promotion Video: <http://www.youtube.com/watch?v=KgEBWbkwE-s>
 - o FZ-M1 PR Video : <http://www.youtube.com/watch?v=DeKIM7a4jfg>

Partner Portal: www.panasonicpartnerportal.com

- Customer Facing Power Point
- Press Release
- Spec Sheet
- Product Brochure
- Configuration Chart
- FAQs

For more information on the Toughpad FZ-M1, please visit www.panasonic.com/toughpad.

For questions, contact your Partner Sales Manager or Inside Partner Sales Support:
resellersupport@us.panasonic.com, 877.826.6538.