

Panasonic
ideas for life



TEAM ARMY

Sport has always played an integral role in Army life, helping personnel to maintain fitness levels, relax when off-duty and rehabilitate following injury. Panasonic supports sport in the British Army both financially, via sponsorship of Team Army, and directly with Toughbook rugged notebooks to assist Army rugby teams with training. Panasonic currently sponsors Adjutant General's Corps Rugby with kit and the Army Rugby Union and Army Masters with technology.



TOUGHBOOK

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The Army Masters team, for serving soldiers over the age of 35, use Toughbooks to assist with their training sessions and Head Coach Staff Sergeant Tiny Baker credits much of their recent improvement to using the technology on the training ground.

As Inter-Service champions for the past two years running and current World Masters Champions, the squad is committed to defending their current world championship in Turin next year and are already training hard.

"We started using the Toughbooks to keep one step ahead of the competition," explained Staff Sergeant Baker. "We hook-up a camera to the Toughbooks using the USB connection and then record games and training onto the Toughbook to review."

Using video editing software, the coaches can cut the footage together to immediately review with the teams at pitchside, for example analysing support or defensive plays, scrums or line-outs.

Another software programme called iGameplanner allows the coaches to show players tactics while on the training ground.

"It is often wet and muddy on the training ground but by using the Toughbooks we can take the technology onto the pitch and give the players instant feedback," explained Staff Sergeant Baker. "In many ways, it allows us to teach old dogs new tricks. By being able to see positive play and mistakes quickly on video playback, coaches and players are able to take immediate action and learn much faster."

The Toughbooks are ideal for the training ground because they are built to withstand the most rugged of environments. The Masters team uses the Toughbook CF-19 and the CF-31 on the Army's elite rugby training facility at Aldershot.

The Toughbook CF-19 is a fully rugged convertible notebook featuring a revolutionary LCD screen that transforms from a high-performance notebook to a fully portable tablet PC. The CF-19 convertible tablet PC is reliable, durable and balanced lightweight at just 2.3kg. The optimised transreflective plus display technology with low reflection allows for perfect visibility even in direct sunlight.

The LCD itself is protected by a durable scratch-resistant magnesium alloy case, mounted to the base cabinet with a reinforced 180 degree rotatable hinge. Data is secured on the hard disk drive - enclosed in a shock-absorbing damper that sits inside an aluminium case. A double waterproof structure ensures a tight, durable seal that complies with IP65 water and dust-proofing standards and a special HDD-heater counters any adverse temperatures, ensuring the CF-19 can be relied upon in the most extreme conditions.

Designed to access applications and data in the most extreme mobile computing environments, the CF-31 has become the fully rugged device of choice for utilities, emergency services and public safety. Whether working in adverse weather, wet conditions or a cramped work environment, the Toughbook CF-31 ensures that workers perform to their optimum at all times. Both Toughbooks are ideal for use at pitchside or in training.

On a wider footing, Panasonic also sponsors Team Army which raises funds for sport in the Army with the aim of promoting excellence, increasing opportunity and enabling recuperation and rehabilitation from operations.

The Team Army brand represents the collective appeal of Army sport and was launched to attract sponsorship and fundraise with the aim of promoting and sustaining Army sport and ensuring its future success.

"We frequently ask these brave men and women to risk their lives in extreme circumstances, and when called upon they do so with great courage and professionalism," explained Major General Lamont Kirkland, spokesperson for Team Army. "Some have made the ultimate sacrifice; many come home with significant and debilitating injuries. For the injured, sport can play a key role in helping to rebuild their lives by providing positive goals, improving physical mobility and confidence. Sport also makes a vital contribution to the Army's operational capability, helping soldiers to work in teams, develop as individuals and aids recruiting and retention."

Whether it's funding to ensure sport can continue to provide positive benefits to British servicemen or women or by providing technology to help sport participants to improve, Panasonic is making a difference to British Army sport.



TeamArmy
FUNDING ARMY SPORTS

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