

TOUGHBOOK

**INNOVATION
FORUM**

Re-think.

**Panasonic
CONNECT**

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Herzlich Willkommen!

Margot Lannoy

Territory Manager CEE, Panasonic Mobile Solutions EU



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House of
Logistics &
Mobility



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axians

cradlepoint
PART OF ERICSSON

GAMBER
JOHNSON

HAVIS

oxando
Software & Consulting

PWA
ELECTRONIC

Agenda – Vormittag

10:00 - 10:45 *Registrierung, Kaffee & Netzwerken*

10:45 - 10:55 **Begrüßung**
Margot Lannoy, Panasonic

10:55 - 11:15 **„Re-Thinking Business“**
Steven Vindevogel, Panasonic

11:15 - 11:25 **„From Ownership to Usership“**
Yann Toutan, Black Winch B.V.

11:25 - 11:45 **TOUGHBOOK Service Wheel**
Thorsten Lutz, Panasonic

11:45 - 12:15 **Live Demo „Die Anatomie der Robustheit & KI Beispiele“**
Dirk Weigelt & Thorsten Lutz, Panasonic

12:15 - 13:15 *Lunch & Netzwerken*

Agenda - Nachmittag

12:15 - 13:15 *Lunch & Netzwerken*

13:15 - 13:55 **Keynote „Disruption & Digitalisierung: Innovationen im Jahre 2035“**
Stefan Jenzowsky, 2b AHEAD

13:55 - 14:15 **Best-Practice: Vermessung 4.0**
Christoph Babilon, frox GmbH

14:15 - 14:35 **Best-Practice: Automatisierung & Technischer Service**
Marc Wansner, Hofmann Fördertechnik

14:35 - 15:00 *Kaffeepause & Netzwerken*

15:00 - 15:30 **KI Künstliche Intelligenz auf dem Weg in den PC**
Ilya Trishin, INTEL

15:30 **Zusammenfassung**
Margot Lannoy, Panasonic

Jhr **TOUGHBOOK** *Team*



Head of Business Unit
Steven Vindevogel



Territory Manager CEE
Margot Lannoy

D-A-CH Sales Team



Niels van Hall



Jürgen Ruck



Britta Wessels



David Müller



Andreas Wetzels



Factory Rep
Satoshi Zama

Go to Market Team & Engineering



Timo Unger



Thorsten Lutz



Dirk Weigelt



Marek Niekrawietz

Marketing Team



Vittoria Conidi



Marco Rach



Julia Kohl

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Re-Thinking Business

Steven Vindevogel

Head of Business Unit, Panasonic Mobile Solutions EU

“Mobility creates a **unique** set of challenges, especially when device reliability is critical”

1996

Welcome to.....

THE RUGGED FRONTIER

“

Our social mission as a manufacturer is only realized when products reach, are used by, and satisfy the customer . . . We need to take the customer's skin temperature daily. ”

Konosuke Matsushita
1943

The major milestones in customer-driven innovation:



1994

Digital
Mobility
Pioneer

The Birth of
Integrated CD-ROM
in notebooks PC's



1996

The start of Mobile
Rugged Computing



1999

Wireless
Frontier

The First fully
Integrated Antenna in
a Notebook PC



2003

The Convertible
Revolution



2008

Revolutionising
Healthcare



2012

Tablet
Transformation

Shift in form factor as
Touchscreen capability and
mobility benefit from a huge
leap forward with the FZ-G1



2019

Modular
Mobility



2023

Mobility Solutions
Provider

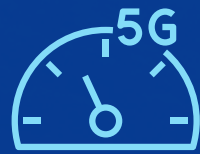
Lessons learnt from **27 years** in rugged technology



Mobile devices need to be optimised inside and out



Battery
Performance



Uninterrupted
Connectivity



Field Optimised
Screen technology



Multilayer Security



Ruggedness



Weight



Modular Design



Legacy Interfaces

Balance is Key

Desktop



Mobile



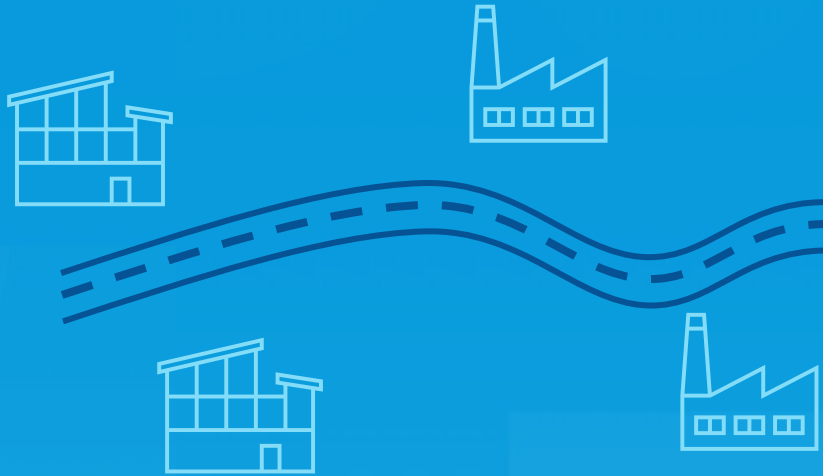
Pre-Pandemic



Desktop

Mobile

Hyper-Mobile



POST-Pandemic

Desktop

Mobile

Hyper-Mobile

Access to Wi-Fi	✓	✓	✗
Access to Power	✓	✓	✗
High-speed Connections	✓	✓	✗
Durability	✗	✗	✓
On-site Support	✓	✓	✗
Environmental conditions	✗	✗	✓

“ Reality is that all the user wants is a device that works, and a tool that supports them in delivering frontline service. ”

The Battle for Balance

Hyper Mobile Users



Connectivity



User experience



Battery performance



No access to power



Reliability of platform



Access to critical data



Device performance



“ Mobility has a unique set of challenges, especially when reliability is of upmost importance ”

IT Teams



Security



Diagnosing issues



Device swap outs



Management & transition to cloud



Keeping up with OS changes



Cost



Resource

Mobility is complex



Access to critical
data & platforms
at the edge



Full Shift
Performance



Increased
Productivity &
Visibility in the field

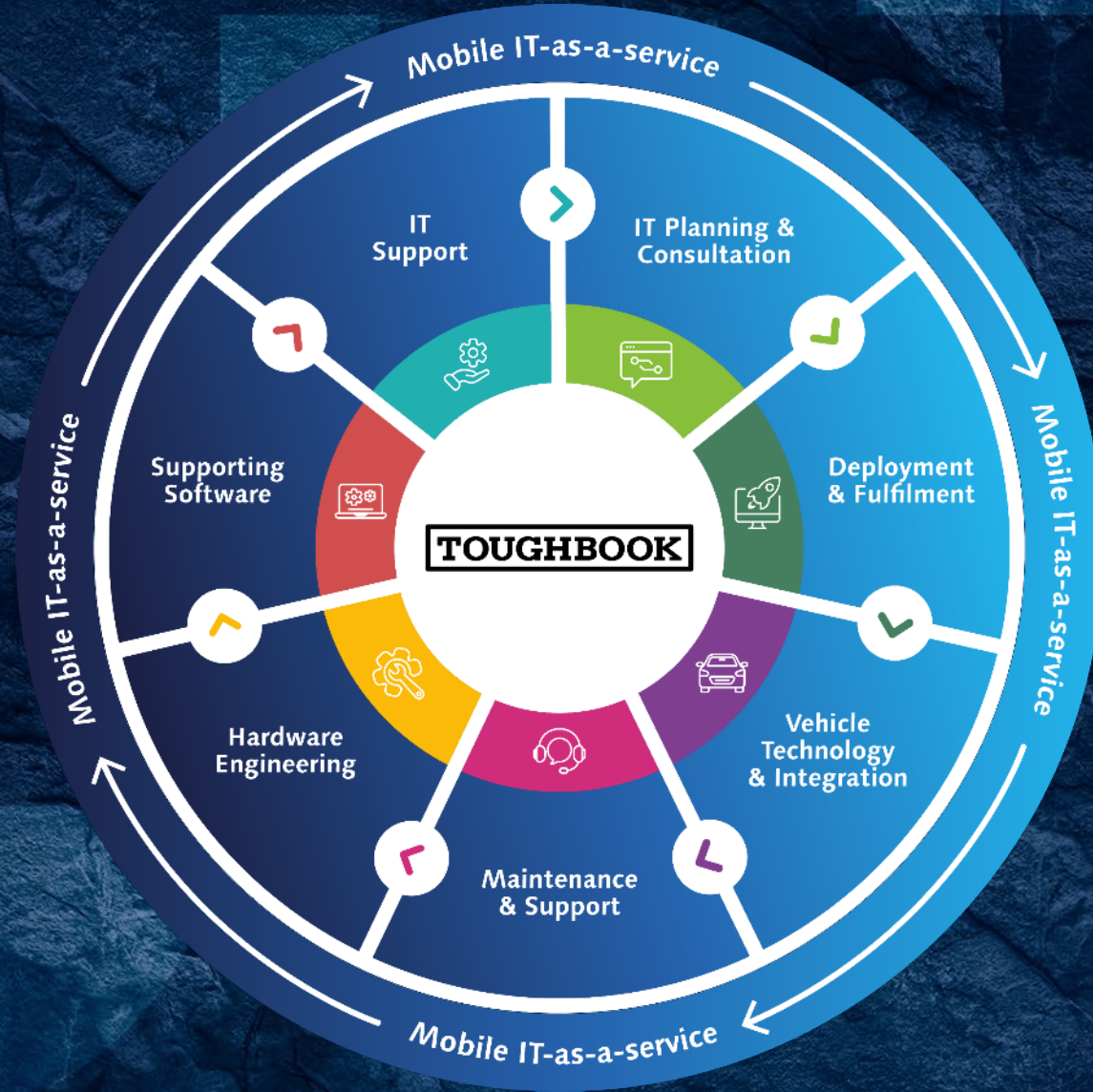


Lower system failure
rate & service cost



A partner with real
world experience in
Mobile IT

Panasonic **removes** the
complexity out of Mobility



Mobile IT-as-a-service

As-a-service subscription for any device with any service & software

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TOUGHBOOK Service Wheel

Thorsten Lutz

Go To Market Team, Panasonic



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What makes TOUGHBOOK unique & how AI adds additional value

Dirk Weigelt - Senior Product & Solutions Manager, Panasonic

Thorsten Lutz - Go To Market Team, Panasonic

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Vielen Dank!

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