

Toughbook Passes Tundra Test



by Fiona Haldane



variety of problems. I used to wait in the relative warmth of my tent nearly five hours before booting up to avoid short circuits due

to condensation; last month the Panasonic CF-18 Toughbook fired up in less than two hours. I safely stored data, a diary and downloaded digital images from my camera.



Weight is always a consideration. For any single month my sled payload is 1,000lbs; 620lbs of that is dog food! The rest is my food and all the gear that enables me and the dogs to operate effectively.

Panasonic ideas for life

We've been using the slogan 'Ideas for Life' in all our communications for over a year, but we haven't yet fully applied the philosophy behind it. To help us do that, Bob Greenberg and Tom Murano form MECA (Panasonic HQ in the USA) recently visited our offices.

Bob and Tom initially developed and implemented the slogan in the USA; it was then adopted globally. After a short presentation at our new fiscal year 'kick-off' meeting, Bob and Tom met with board directors and then with marketing staff from both PBSUK and PCUK for a more in-depth discussion. It became apparent that the philosophy was best explained by demonstration: we had to show how our products actually enhance people's lives. For instance, if a digital still camera has an optical image stabiliser the 'idea for life' is that it prevents your picture becoming blurred through camera shake during exposure.

Bob and Tom also explained how marketing staff from different departments in the USA have been working together to promote their products, thus maximising their budgets and increasing the impact those products can have on customers.

There was very positive feedback from PUK staff after Bob and Tom's visit; it's now up to us to take advantage of these opportunities to benefit fully from Panasonic Ideas for Life.

Polar journeys are brutal; they always test my gear to its absolute limits. The CF-18 proved to be very tough indeed."

Temperatures of -51°C , violent storms, hungry polar bears – they're all in a day's work for Gary Rolfe. In May 2002, Gary successfully completed his third consecutive Arctic Ocean expedition with huskies; he was totally unsupported and had no re-supply from the outside world. Now, one of the few men in history to survive alone in polar-regions with huskies, tough guy Rolfe, 38, has just returned from a month's training on the

frozen Mackenzie River in Canada's Western Arctic. It was there that he tested Panasonic's CF-18 Toughbook.

Commenting on the performance of the CF-18, Rolfe said:

"Laptops have been an integral part of my gear for years as they are vital for communicating and sharing my experiences with the outside world. Using IT equipment in extreme cold can cause a

Whiteout conditions



The World through their eyes

By developing the 'Kid Witness News' (KWN) initiative around 15 years ago, Panasonic USA has enabled young people in schools to make films about issues in their local communities. By providing schools with video equipment and training, Panasonic USA helped introduce students to the concept of 'corporate citizenship', and gave them a chance to highlight key issues affecting their lives. KWN thereby encouraged students to develop valuable cognitive, communication and organizational skills.



Word of Wisdom

Following in the tradition of our 'Word of Wisdom' series, here is another quote to remember:

"If you fall, get up quickly and move on. Even if you should stumble, pull yourself up and keep going. Victory smiles on those who have the courage to move onward".

Last year a pilot project was started in Europe: schools in the UK, Spain and Germany were invited to join KWN. In the UK, four schools from Warrington, Stockport, Culcheth and Deeside participated. They were all tasked with making a four minute film; the theme? - The Olympic Games. The various aspects of this theme - 'striving to succeed' and 'how the Olympic ethos relates to society' - have much in common with the notion of corporate citizenship. At the end of February the four British films were judged, and the 'winning' film (from Hawarden High School in Deeside) was sent to the USA for inclusion in the annual awards competition. Hawarden's film compares life at school to the Olympics; many analogies are drawn: people arrive, participate in a

competitive way and then go home; similarly, students and athletes both strive to achieve at the highest level.

Over 200 schools in the US participate in KWN; internationally, schools from Canada, Japan and Europe are involved. Indeed, an entry from a Japanese school was judged at Columbia University in New York City as the best overseas entry. This year the plan is to expand the KWN project by increasing the number of European schools and the number of countries taking part. KWN is beneficial in many ways: not only does it enable Panasonic to actively involve young people in 'citizenship' - it enhances their ability to learn, and gives them the chance to use and enjoy the latest Panasonic film making products!