

TOSHIBA LAUNCHES THE NEW X SERIES RANGE OF LAPTOPS IN THE MIDDLE EAST

Toshiba today announced the launch of the all new and exciting Portégé X20W, Portégé X30 and Tecra X40 range of laptops in the Middle East. These additions to Toshiba's laptop range mark its unwavering dedication to innovating for its business customers, and creating products that don't compromise on performance, connectivity, features, battery life or durability. Complete with ultra-sleek, flexible, light-weight designs, the laptops have been designed, produced and rigorously tested entirely by Toshiba. They are elegantly engineered which provide premium, powerful and secure experiences for professionals.

"We developed the Portégé X20W as part of our drive to create the best hybrid 2-in-1 laptop experience for professionals, from employees in small to mid-size organisations, to large corporate environments

- regardless of their location," said Maki Yamashita, Senior Vice President, PC & Solutions EMEA, Toshiba Europe GmbH. "The Portégé X30 and Tecra X40 are the result of us channeling our heritage and expertise in mobile devices into every step of the development process, from design and manufacturing, to durability testing, and we're confident this will shine through in the premium, professional experience they provide."

According to IDC research, this year is set to be the year that businesses in the Middle East will increase their adoption of transformational IT. Countries such in the Middle East will lead the way with an increase in IT spend, predicted to grow to \$6.2bn in 2017 as technologies such as cloud, big data, social and mobility become investment priorities.

"One area Toshiba truly dedicates its time on is R&D for innovative technology solutions. With a team of

highly skilled engineers and designers devoted to developing cutting edge technology, we are able to develop systems that are all about revolutionising and enriching all our business user's needs. We are committed to going beyond the limitations and constraints of today's PC and redefine how you control your systems," concludes Yamashita.

Below is a brief description of the X Series range:

The Portégé X20W, measuring in at 15.4mm thin and 1.1 kg, the laptop offers professionals flexibility of a tablet and notepad in one sleek device with a beautiful Onyx Blue cover and Light Gold hinges. Toshiba's Portégé X20W is elegantly engineered, offering style and substance: with an astonishing 16 hour battery life. It has comprehensive security features, including two-factor authentication with fingerprint reader and

IR camera for face recognition.

The Portégé X30 is 15.9mm thick and weighs in at just over one kilogram, making the machine 11-percent thinner and 13-percent lighter than the award winning Z30. The Tecra X40 is measures in at 16.9mm and weighs just over one kilogram. Both the Portégé X30 and Tecra X40 are the latest examples of Toshiba's ability to innovate the thin and light laptop form factor without sacrificing performance, features, battery life or durability. Not only are the machines similar in overall dimensions, they share many of the same components and features.

Availability

The Portégé X20W and the Portégé X30 are already available throughout the Middle East. The Tecra X40 will follow shortly in the region.

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Toshiba recommends Windows 10 Pro.



Functional, effective

Portégé X20W: Every device you could possibly need

It's productive in any position. Dual-action 360° hinges take you from laptop to tablet in an instant – while supporting all your accessories with USB-C connectivity. It's powered by a 7th generation Intel® Core™ processor. Plugging in for half an hour gives you four hours of battery life – or 16 hours on a full charge*. And the AES stylus uses 2,048 pressure points to capture notes with absolute precision.

Toshiba's Portégé X20W. Elegant engineering.

Find out more at www.toshiba.eu/X20W



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