

Case Study

STYLISTIC Q550



"Fujitsu takes pride in the 30 years of experience we have in innovation in the PC market. With our illustrious heritage in building tablet and slate PCs, we continue that commitment and persistence in delivering best in class innovations to our valued customers."

Mr. Lim Teck Sin
Vice President, Product Marketing and Engineering
Fujitsu PC Asia Pacific



John Fernandes
Director
Marketing and Operations
Microsoft Singapore

Microsoft Singapore

With the consumerization of IT and the evolution of consumer usage habits, businesses are seeing the increasing need for portability and flexibility in computing devices. In addition, the heightened mobility of professionals have since increased the need for tighter IT security from the corporate standpoint.

From the business perspective, three key features in a mobile computing device are - productivity, connectivity and security. The combination of the STYLISTIC Q550's highly mobile form factor and inbuilt security features with Windows 7 Professional gives the user a device that meets all these needs.

With Windows 7 Professional, the user is equipped with all the tools needed to work effectively while on the move. Content creation as well as collaboration is further facilitated by the STYLISTIC Q550 which has an active stylus pen that allows users multiple options - to close deals via e-contracts and to communicate precisely. The multi-touch screen also allows for better navigation and increases the user's productivity.

Adopting the Windows 7 Professional operating system on a Slate PC allows for the seamless integration of documents across various computing devices, from the desktop to the notebook and finally to the Fujitsu STYLISTIC Q550. It is perfect for the user on the move and allows the user to work as he would on a normal Tablet PC.

"The Windows 7 Professional is a perfect fit for the Fujitsu STYLISTIC Q550. Interoperability is not an issue as employees are familiar with the platform. The STYLISTIC Q550's extensive security features weaves together seamlessly with the Windows 7 Professional built-in security controls, allowing the user to have the flexibility and security required."

John Fernandes
Director, Marketing and Operations
Microsoft Singapore



STYLISTIC Q550

Weighing a mere 730 grams and integrated with 3.5G and wireless connectivity, the STYLISTIC Q550 is the epitome of true mobility and portability. With the flexibility to touch, type or write, the STYLISTIC Q550 creates ease when it comes to business needs like endorsing contracts, editing documents, and on-the-go presentations.

The STYLISTIC Q550 is also versatile in more ways than one. It supersedes key expectations for security and reliability in businesses. Important data is protected by security features such as the Trusted Platform Module (TPM) solution, Biometric Fingerprint ID and the SmartCard Reader.

In testing, the STYLISTIC Q550 also meets nine US military standards, making it ultimate in reliability. Lastly, the option of a swappable battery allows for a longer battery life, that ensures professionals will always stay connected.

Designed for maximum interoperability across business environments, the STYLISTIC Q550 is engineered to provide seamless and effortless integration across the Microsoft Windows® 7 operating system.

Seamless connectivity is a necessity for mobile professionals, and the STYLISTIC Q550 distinguishes itself with its incredible usability features. With the inclusion of WLAN, Bluetooth and optional 3G/UMTS, users are able to always stay connected wherever they are.

Making the STYLISTIC Q550 even more outstanding is its full work day battery life runtime and its brilliant 10.1-inch anti-glare screen that gives comfortable usage both indoors and outdoors.

The STYLISTIC Q550 allows for a flexible and much more precise data entry with its pressure-sensitive pen input. The device is smart enough to recognise whenever the stylus is not in use and automatically readjusts to a touch interface.

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The User - Professor Themin Suwardy

Associate Professor (Practice) Themin Suwardy, at the Singapore Management University (SMU) has been a Fujitsu and tablet user for almost ten years. As one of the early pioneer faculty at the Singapore Management University, Prof Themin was involved in the many of the SMU Information Technology projects and initiatives.

Prof Themin was instrumental in pushing for the use of Tablet PCs in higher education since 2002 and was part of the design team for the SMU City Campus seminar rooms and "Virtual Canvas" (MIS Asia's 2006 Best IT Enabler in Education). His passion for teaching was acknowledged by his various teaching awards, including SMU Most Innovative Teacher award in 2006, SMU Distinguished Teacher award in 2010 and the inaugural 2010 CEEMAN Champions Award for Teaching. He was awarded the Singapore's Public Administration Medal (Bronze) in 2011.

As an early advocate of Tablet PCs, Prof Themin relied heavily (and exclusively) on various Fujitsu Tablet PCs since 2003 because of their renowned reliability, quality and usability. Prof Themin currently uses the Fujitsu T900 Tablet PC to meet all his administrative, research, writing and teaching needs. With the Virtual Canvas wireless projection system in all SMU seminar rooms, he was able to increase the level of student engagement, interaction and class discussions by using his Tablet PC.

Always on the move, Prof Themin was searching for a secondary computing companion for conducting seminars and for use when travelling. He needed a pen and touch-enabled device that works on the Windows platform without compromising his ability to create, edit and deliver his teaching, research and administrative materials. One with a great battery life to last his usual 3-4 hours seminars. He has found the new Fujitsu Stylistic Q550 as such an ideal mobile computing companion.

The flexibility of the STYLISTIC Q550 that allows touch, type and write facilitated a seamless transition from a regular tablet PC to a slate PC for Prof Themin. With the device's 3.5G and wireless connectivity, it was easy for the Q550 to be connected at all times, from lecture theatres, seminar rooms to various meeting locations in town and when he is travelling.

"The Fujitsu STYLISTIC Q550 has made interaction with my students so much easier during lectures. The touch and write features help me deliver high quality and interactive lessons. The size of the STYLISTIC Q550 is also perfect in classroom setting and for ease of use when I travel. It provides me the ability to be productive, and assurances that my documents are always secured."

Prof Themin Suwardy
School of Accountancy
Singapore Management University

The Manufacturer - Fujitsu PC Asia Pacific

With over 30 years of experience in PC manufacturing, Fujitsu continues to lead the industry with its well designed notebooks and Tablet PCs under its LIFEBOOK and STYLISTIC range.

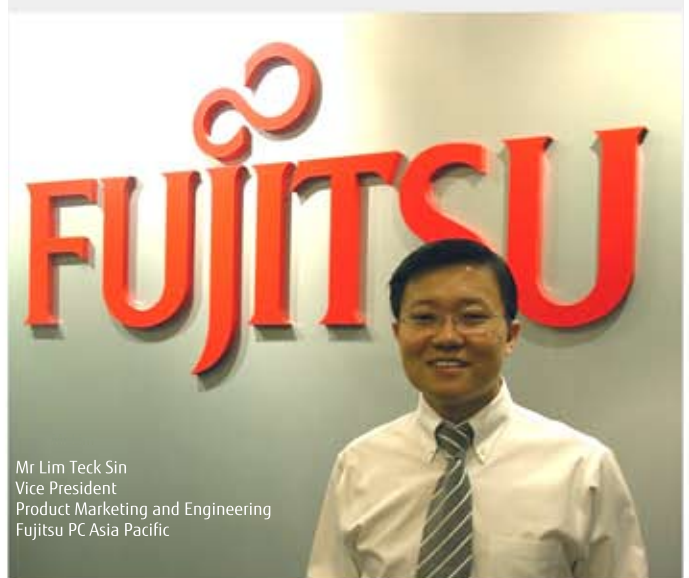
Fujitsu strongly believes in providing customers with a wide range of products to allow the customer to select the best product that suits their own needs.

All Fujitsu products are required to undergo strict and rigorous testing according to the company's Qfinity quality control management philosophy to ensure the highest quality standards in every design and product. The strict persistence in quality and innovation has enabled Fujitsu to deliver the best in technology to consumers over the years.

Through Fujitsu's proven record of delivering quality and reliable products and innovations to consumers, Fujitsu has since become a leading provider of ICT-based business solutions for the global marketplace. The Fujitsu brand name is a mark and pledge of "Built-in Confidence" that the brand uses to reassure the customers.

The introduction of the latest STYLISTIC Q550 is an accumulation of over 20 years of experience in Tablet PC making. Understanding the challenges of today's mobile businesses and professionals, Fujitsu engineered the STYLISTIC Q550 to meet these demands.

With the growing need for working professionals to be more mobile and constantly connected, the STYLISTIC Q550 provides them with the flexibility and reliability to work from anywhere.



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