The Rise and Rise of Mobile

Mobility is changing the way we live and work

- Internet connected mobile devices set to outnumber humans in 2013
- Mobile workers now, on average, carry 3 devices
- 79% of tablets used by mobile workers are personally owned
- Half of the devices on corporate networks will be mobile devices by 2015
- 53% of people check their mobile phone in the morning before even getting out of bed
- 72% of employees store sensitive company data on mobile devices

Sources: iPass, Cisco, Ernst & Young, Gigaom
Forrester forecasts that the total installed base of tablets WW will reach 905 mn by 2017, rising from nearly 200 mn tablets in 2012.

Projected growth in tablet adoption by size of the company from 2011-16

- Micro (<10): 98.0%
- Small (10-99): 78.5%
- Midsize (100-999): 50.8%
- Enterprise (1000+): 62.7%

Fastest adoption of tablets until 2016 seen happening with SMBS, specifically in “micro” firms (<10 employees)

Source: Small business set to power future tablet growth, IDC, 2013

Source: Forrester Research World Tablet Adoption Forecast, 2012 To 2017 (Global). Note: 2010 and 2011 use finalized data; 2012 to 2017 use estimated data. E = estimated; F = forecast

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Business Tablet and 2 in 1 Segmentation

**Companion**
BYOD/ CYOD
Email, Calendar, Browsing 60%

**Ultramobility**
(Notebook Displacement)
Full functionality 25%

**Paper**
Replacement (LOB)
Vertical specific usage 15%

### Why?

**User:**
Functionality, Data Access
IT:
Easier to manage and secure

**Increased Productivity**
Security & Manageability

**App bundles, Cost,**
Accessories (Jackets),
Security & Manageability

### Where?
Selected Consumer Channels
Business Channels
Business Channels
Why Intel Tablets in Business?
Business Ready, Leading Experience, Security

**Increased Performance**
Up to 3x performance improvement over previous generation

**Power Optimization**
Up to 5x lower power and all-day battery life

**Compatibility**
Connect to peripherals with complete functionality; WiDi+Miracast

**Graphics & Media**
Intel® HD Graphics (Gen 7) supporting up to 2560x1600 resolution

**Security**
Increased security with Intel® Identity Protection Technology (IPT)

**Advanced Capabilities**
Optimized for 32-bit and 64-bit Android and Windows 8.x

1 Performance compares Bay Trail entry samples vs. Clover Trail
2 All day battery life defined as 8+ hours of mixed use
The Evolving Business User

User Expectations and IT Requirements

**EXPERIENCE**
- Access data from any device
- Responsiveness
- Easy collaboration
- Productive any device, anywhere, anytime
- Business & personal on same device

**DEVICE**
- Thin & light
- Long battery life
- Instant on
- Touch
- Always connected

**IT REQUIREMENTS**
- Low TCO
- Compliance
- Ease of integration
- Compatibility
- Device security and manageability
## Role-Based Mobility – Profile the User

### Device Styles

<table>
<thead>
<tr>
<th>M O B I L I T Y</th>
<th>M O B I L E W O R K - S T Y L E S</th>
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<tbody>
<tr>
<td></td>
<td>Devices that provide reliability, good value, and appropriate performance for the corporate computing fleet</td>
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<tr>
<td></td>
<td>Devices that provide best performance and expandability supporting hassle free working with specific applications</td>
</tr>
<tr>
<td></td>
<td>Modern devices supporting ergonomics and flexibility</td>
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<tr>
<td></td>
<td>Stylish, high-end devices supporting latest technology</td>
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</tbody>
</table>

### Task Worker
- Few apps
- Ergonomic, flexible desktop
- Call center
- Blue collar worker
- Training center
- Shop employee

### Power User
- High performance
- Up to quad monitoring ISV applications
- Software developer
- Research engineer
- CAD designer
- Investment broker
- Multimedia assistant

### Knowledge Worker
- Ergonomic, remote access, security requirements, BYOD, diverse apps
- Office worker
- Finance and Controlling
- Public officer
- Sales and Consultants
- Field workers

### Executive User
- Performance cockpits, remote access, security requirements, diverse apps
- Company leaders
- Management
Users Look for Choices to Meet their Needs

- Optimized for battery life
- Stand up computing

Optimized for performance
- Content creation

2 in 1 Devices & ULTRABOOKS™
- Highly Adaptable

Clamshell ULTRABOOK™
- Outstanding Experience

TABLET
- Lightest Weight

Offering all range of devices...
2 in-1 devices - A Laptop when I need it, a Tablet when I want it
Fujitsu’s 2 in 1 Devices
As Individual as You are

Tablet Capabilities
STYLISTIC Q704
STYLISTIC Q584
STYLISTIC Q555

Notebook Capabilities
LIFEBOOK T904
LIFEBOOK T734

:: FLEXIBILITY:: Convenience of two devices in one
:: SECURITY:: Hardware-embedded security
:: MANAGEABILITY:: Manage one device per user, not two
:: SOFTWARE:: Single instances of a software per user

Discover the upcoming mobile portfolio in the NDA room
Variety of Innovative Features

**6 DEVICES, 1 PORT REPLICATOR**
Same port replicator across the entire LIFEBOOK E Series (13.3-inch to 15.4-inch) and mobile workstation to reduce complexity and costs.

Supported by LIFEBOOK E7xx, E7xx, E5xx and CELSIUS H730

**IGZO PANEL TECHNOLOGY**
Extremely high WQHD+* resolution (3200 x 1800 pixel) and super bright screen 400 cd/m² (non-touch) and 360 cd/m² (touch) enable working even in sunlight.

Supported by LIFEBOOK S904 and T904

**PULL-OUT LAN CONNECTOR**
Convert Ultrabook in two seconds, no separate LAN adapter needed to get high-speed LAN access.

Supported by LIFEBOOK U904 and T904

**PALM VEIN SENSOR**
Industry’s first notebooks with embedded PalmSecure technology, designed for business professionals.
Worlds slimmest 14-inch Ultrabook, 15.5mm.

Supported by LIFEBOOK U904 and CELSIUS H730

**TRANSFORM IT**
Keyboard docking options for comfortable data entry and cradle to attach numerous peripherals.

Supported by STYLISTIC Q555, Q584, Q704

**SEMI-RUGGED DESIGN**
Waterproof (IPX5/7/8 tested) and dustproof (IP5X) housing. MIL tested for dust, vibration, shock, altitude, high/low/ shock temperature, humidity and drop.

Supported by STYLISTIC Q704

**SHELL CONCEPT**
Functional Shell with VESA bearing supports VESA mount kits, e.g. for a hand strap or SmartCard

Supported by STYLISTIC Q704

**NEAR FIELD COMMUNICATION**
Ready for contactless short-range data exchange for e.g. mobile payment, ticketing systems or other future scenarios

Supported by STYLISTIC Q555, Q584 and Q704
### Focus on Wireless User Experience in 2015

<table>
<thead>
<tr>
<th>Improved Power Consumption &amp; Thermals</th>
<th>Tap-n-Do</th>
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<tr>
<td>Connect and launch in a smoother, more natural way</td>
<td>Ease of use</td>
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<table>
<thead>
<tr>
<th>Always Connected</th>
<th>Accurate Outdoor &amp; Indoor Location</th>
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<tbody>
<tr>
<td>Any time anywhere connectivity</td>
<td>Location based services¹⁰</td>
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</table>

- **Wireless Docking¹**
  - No wires DP/HDMI and USB3.0

- **Intel® Pro Wireless Display (WiDi)⁴**
  - No wires display sharing

- **Low Power Cable Replacement**
  - Wireless keyboard, mouse, headset

- **High Bandwidth Connectivity**
  - Fast file transfer
  - HD video streaming

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**Wireless is a core element for Intel® platforms**

- New features with introduction of 5th Gen Intel® Core™ vPro™² and Intel® Core™ “X” vPro™² processors. ¹ Branding placeholder
- *Other names and brands may be claimed as the property of others.*
Discover the potential of mobility

In a Nutshell

- Clearly define the target groups and profile the users
- Maximize employee productivity and satisfaction
- Provide devices that people desire and meet IT requirements
- 2 in 1 devices help to reduce IT complexity
- Fujitsu offers a variety of modern devices paired with innovative features

Harness the power of mobility