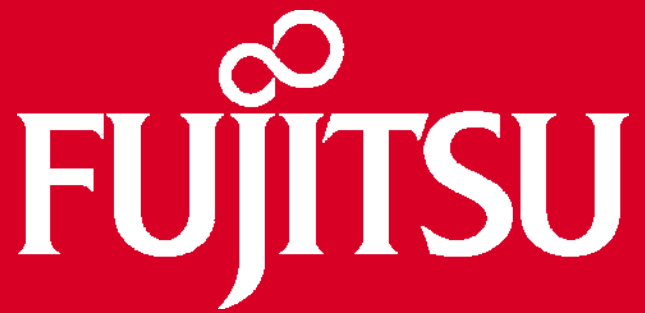




NEW
LIFEBOOK[®]

Awareness campaign

NEW

LIFEBOOK[®]

Small ideas.

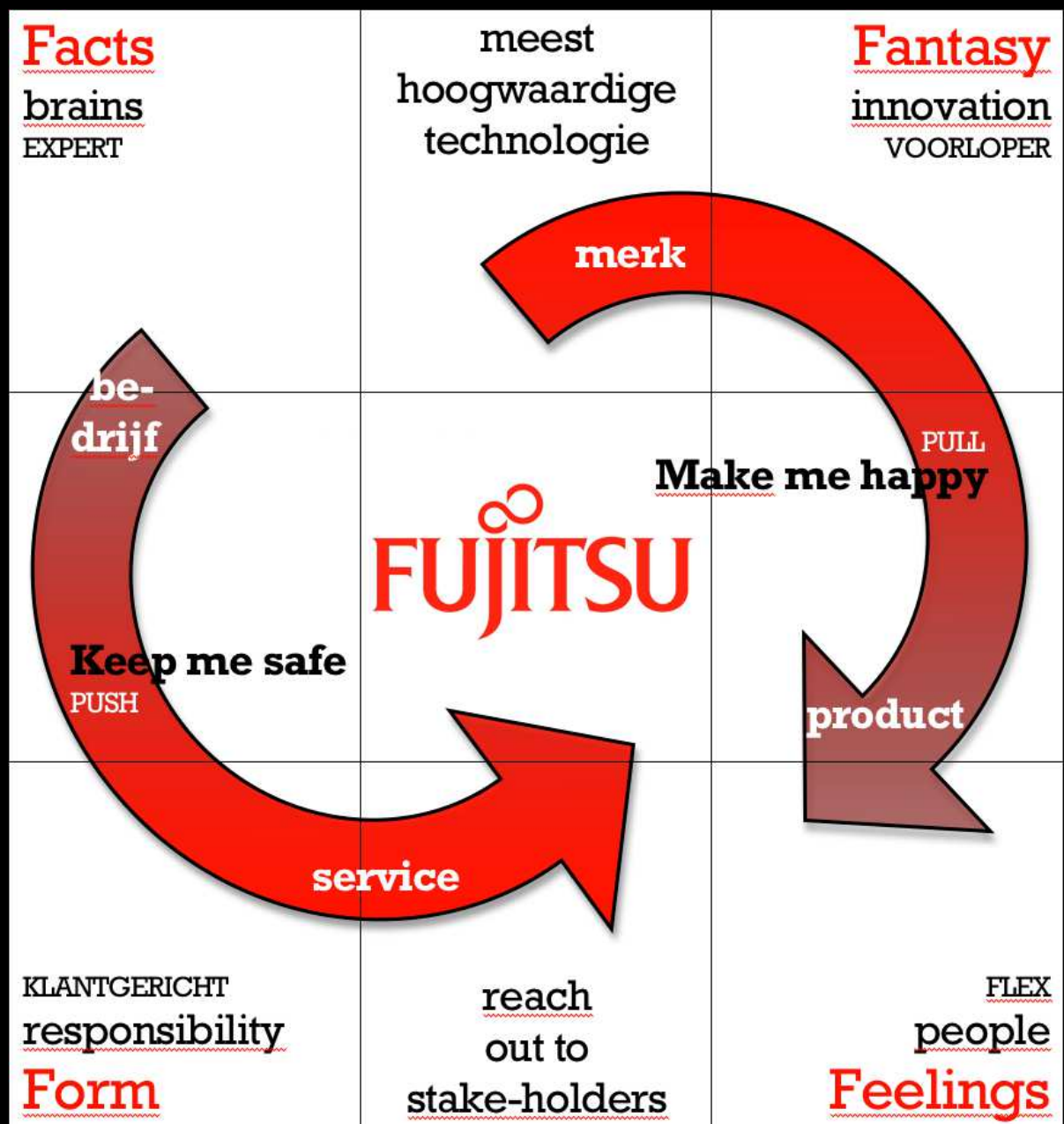
Big smile.

core message

The new **LIFEBOOK®** of Fujitsu is engineered with a large number of small innovations, that ALL contribute to a durable, qualitative system.

All small innovations are designed to keep the system safe and stable. These small ideas will bring a big smile to the system manager and to the user.

strategie



strategy

Fujitsu.

Keep me safe.

Make me

happy.

push strategy

KEEP ME SAFE.

Fujitsu works with **BRAINS** (expertise) and focus (**RESPONSIBILITY**) towards a sustainable relationship with partners, resellers and all stakeholders. A Business Model with excellent service and tested, proven technology.

pull strategy

MAKE ME HAPPY.

Fujitsu works on
implementing **INNOVATION**
(Technology Leader) of the
latest technology for
PEOPLE (flexibility). A
Product claim of top quality
products for more than
satisfied customers.

media

PULL

viral commercial

viral tag-on

viral seeding, social media

ringtone

webbanners

PUSH

direct mailing

posters

emailing

thema website

webbanners

viral commercial

**Your new
LIFEBOOK[®]
is tested
over 10,000
times.
In Germany.**

viral commercial 1/2



viral commercial 2/2



LIFEBOOK. Small ideas. Big smile.

FUJITSU

viral tag-on



LIFEBOOK. Small ideas. Big smile.

FUJITSU

viral seeding

Qualitative seeding.

Online advertorials. Posting on three relevant ICT blogs.

Controlled attention value within editorial context in the look and feel of the blog.

Valueable for awareness, bringing traffic to the youtube channel. Average reach of 595.000 unique visitors per month.

viral seeding

Quantative seeding.

Placement on user generated platform. Online on premium positions op de homepages of partners, blogs, platform communities 20.000+, with an average reach of 800.000 unique visitors per month. Intent to maximize exposure to as many as possible.

web banners



web banners

NEW **LIFEBOOK®**

FUJITSU

magnesium lid / spill
resistent keyboard /
shock sensor / hard
cushioned protection
magnetic protection
shield / solid state d
adapter & 2nd batter
family concept
portreplicator / batte
life / status led / ligh
weight / application
buttons / modular ba
eco-button / ambilig
sensor / advanced th
protection / latest In
mobile technology /
anytime usb charge
scroll wheel / Intel®
Active Management
technology (vPro) / c
touch screen / mous
/ tpm / integrated sm
card reader / embed
units / privacy filters

FUJITSU

LIFEBOOK. Small ideas. Big smile.

FUJITSU

direct mailing

NEW LIFEBOOK®

Harmonica folder as a total overview of all the small ideas in the new LIFEBOOK series that will bring the product benefits: small ideas that make a big smile.

NEW
LIFEBOOK®

**Small ideas.
Big smile.**

Your PC, simplified.
 Windows 7

magnesium lid
Safe and strong. Your LIFEBOOK is more durable as internal parts are protected from all outward pressure on the lid.

spill-resistant keyboard
Spilled coffee over your keyboard? Don't worry. You'll have enough time to shut down your LIFEBOOK and remove all liquids.

shock sensor
When your LIFEBOOK senses shocks and vibrations, it will prevent damage to the hard disk by the magnetic head.

hard disk cushioned protection
Your LIFEBOOK's hard disk drive comes with rubber cushions encasing the hard disk to absorb vibrations.

magnetic protection shield
Your LIFEBOOK has a special film protecting the hard disk drive from magnetic interference.

solid state drive
With a solid state drive your LIFEBOOK uses flash memory without an actual disk or magnetic head. Excellent for its durability.

adapter and second battery
Save time and money with the LIFEBOOK family concept. You can easily swap systems and devices among each other.

family concept port replicator
Connect your LIFEBOOK to several devices with just one click.

battery life
Increase your productivity. You can work on your LIFEBOOK all day long using only battery power.

status led
Your LIFEBOOK's LED indicators give an easy and quick view on power and configuration status.

Easy to carry in and out of office.
Your LIFEBOOK will comfortably fit on your lap,
even in the smallest plane seats.

You can insert all kinds of accessories in your LIFEBOOK's modular bay, like a second battery or extra hard disk drive.

With the press of one button your LIFEBOOK can save energy and extend battery life. This eco-button will give you enhanced power management settings.

The ambient light sensor adapts the power management settings to the surrounding light. That way, your LIFEBOOK will save energy and extend battery life automatically.

Protect your LIFEBOOK from jealous eyes.
You can disable, track and recover your missing LIFEBOOK.

With your LIFEBOOK you can increase your productivity.
Do more at the same time with Intel inside.

You can shut down your LIFEBOOK when you sleep or are away and still power charge your accessories.

Enjoy the benefits of multiple touch
with the dual digitizer mousepad

Limit access to your LIFEBOOK. It will not boot to the operating system without your SmartCard.

With built-in UMTS you can work online both in and outside the office

Your LIFEBOOK will last a very long time.
That's why we can easily extend your
product guarantee to five years.

All new technological improvements are rigorously tested in Germany before we implement them in your LIFEBOOK.

NEW **LIFEBOOK.**
Small ideas.
Big smile.

INNOVATIE richttoes van Fujitsu, often
borendv ruzee technozge. Met tel van
productverbeteringen en een rug langere
levensduur. Met een stel kleine oden die
de dagelijkse werk een stuk makkelzger
maken. Met een grote afzocht op de perzoni-

WWW.LIFEMODEL.NL

poster

Magnesium lid. Spill-resistant keyboard. Shock sensor. Hard disk cushioned protection. Magnetic protection shield. Solid state drive. Adapter and second battery. Family concept port replicator. Battery life. Status led. Light weight. Modular bay. Eco-button. Ambilight sensor. Advanced theft protection. Latest intel® mobile technology. Anytime usb charge. Multiple touch mousepad. Integrated smart card reader. Embedded UMTS. Extended guarantee. Tested over 10,000 times in Germany.

NEW LIFEBOOK®

**Small ideas.
Big smile.**

WWW.LIFEBOOK.NL

FUJITSU

poster

Magnesium lid. Spill-resistant keyboard. Shock sensor. Hard disk cushioned protection. Magnetic protection shield. Solid state drive. Adapter and second battery. Family concept port replicator. Battery life. Status led. Light weight. Modular bay. Eco-button. Ambilight sensor. Advanced theft protection. Latest intel® mobile technology. Anytime usb charge. Multiple touch mousepad. Integrated smart card reader. Embedded UMTS. Extended guarantee. Tested over 10,000 times in Germany.

NEW LIFEBOOK®

**Tested over
10,000 times.
In Germany.**

WWW.LIFEBOOK.NL

FUJITSU

e-mailing & e-mail template

Dit bericht is uitsluitend bestemd voor de geadresseerde: ariedeelen@gmail.com.
Wordt dit bericht niet goed weergegeven, [klik dan hier](#).

FUJITSU

LIFEBOOK. Small ideas. Big smile.



**WHAT DOES SWOOSH SWOOSH
HAVE TO DO WITH BIONIC
QUALITY NOTEBOOKS?**

→ FIND OUT

AANBIEDING LIFEBOOK E780

Processor
Intel® Centrino® with vPro™ technology
Intel® Core™2 Duo processor T9600

Besturingssysteem
legitieme Windows® 7 professional 32 bit

Geheugen
4 Gb (2 x 2Gb DDR3-1066)

Harddisk
160 GB SATA 7.2k

[Meer details](#)



AANBIEDING

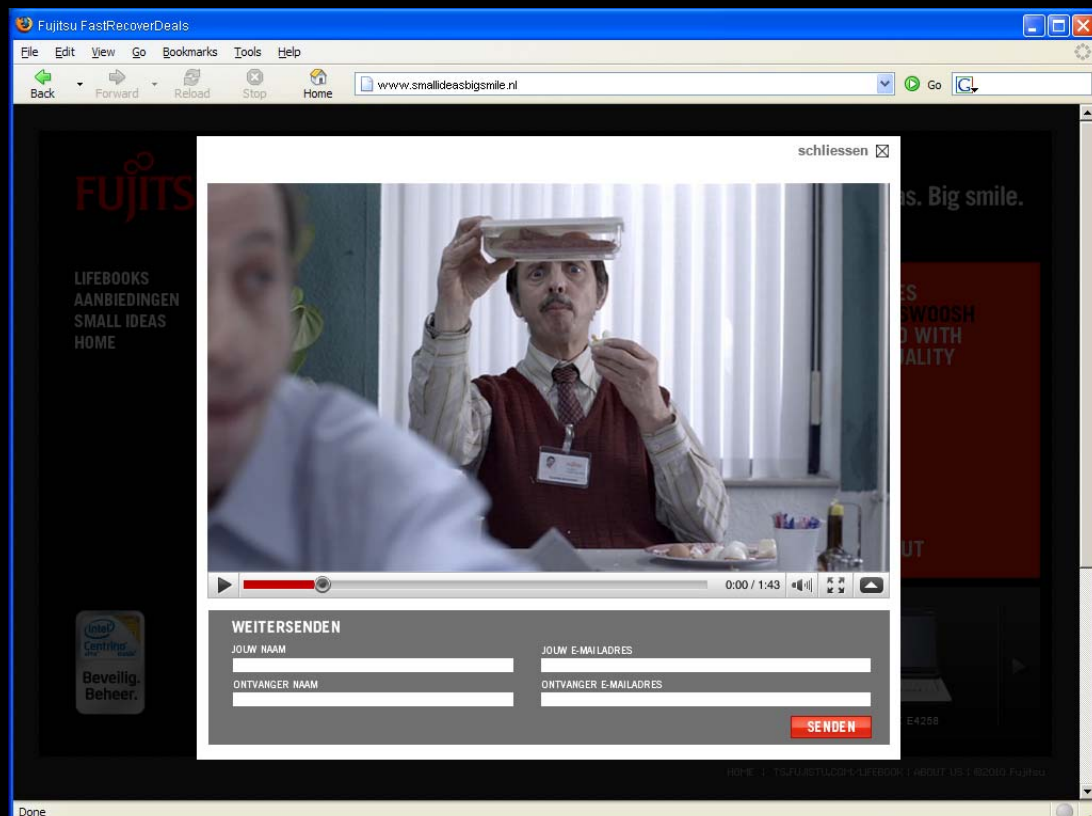
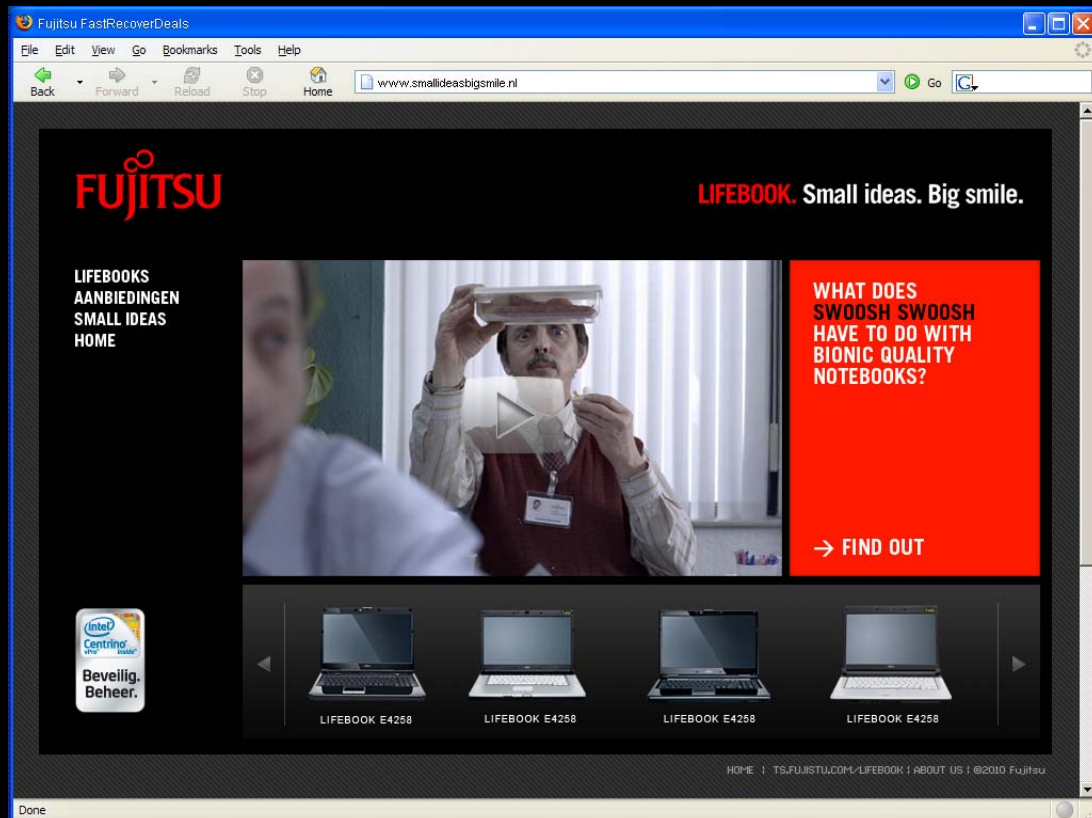
LIFEBOOK E780

DUAL TOUCH
van € 1719,- voor

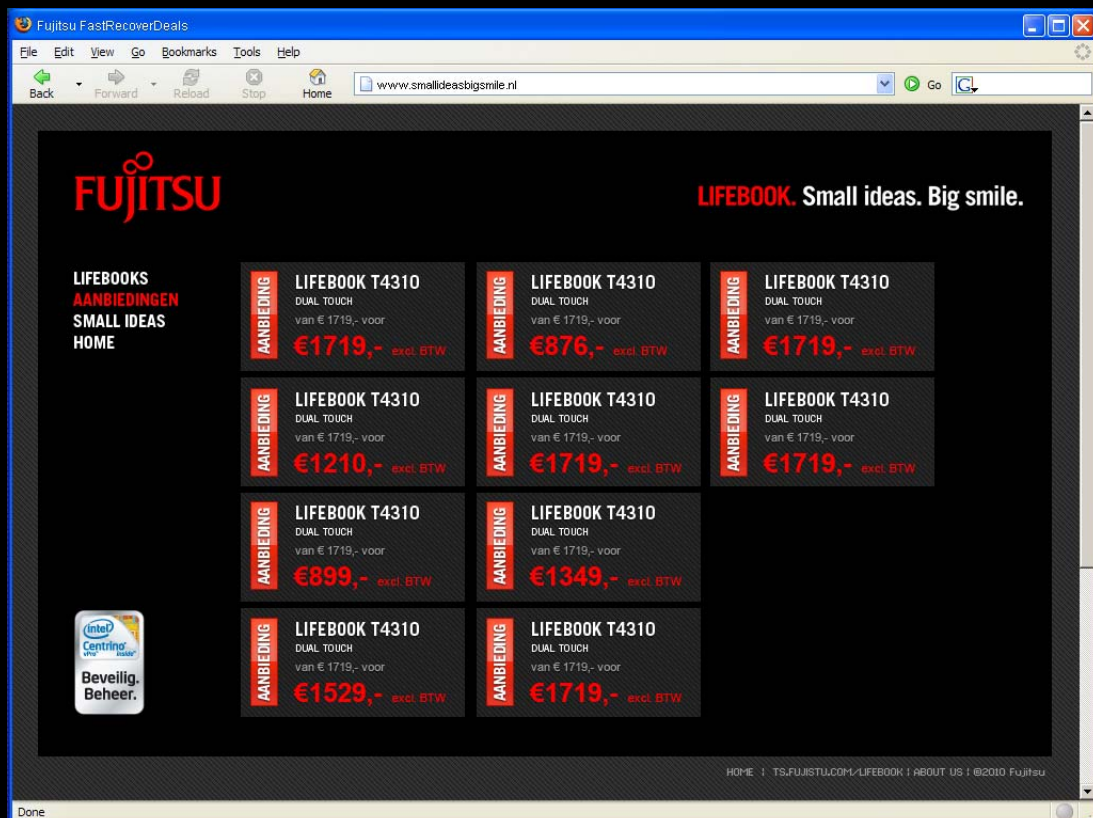
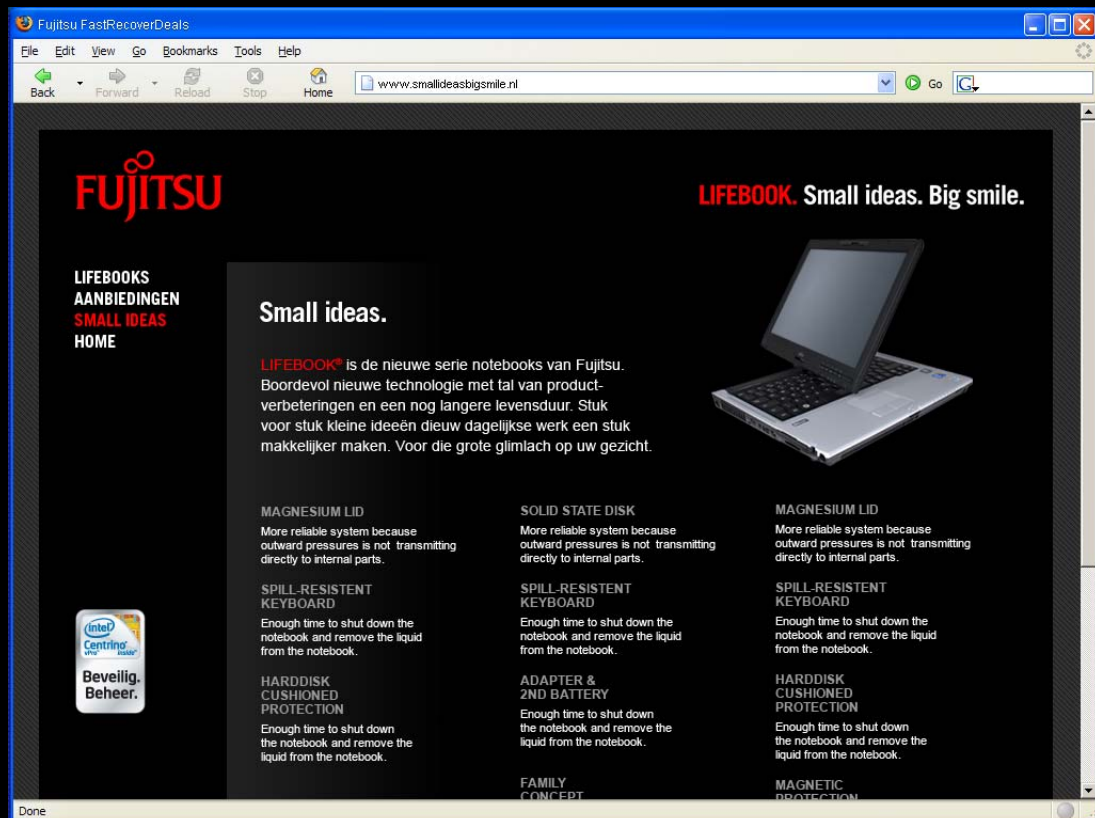
€1419,- excl. BTW

[Klik hier](#) om je af te melden voor de nieuwsbrief en
om meer te lezen over de Fujitsu voorwaarden en privacy.

landing page / web template



Overview



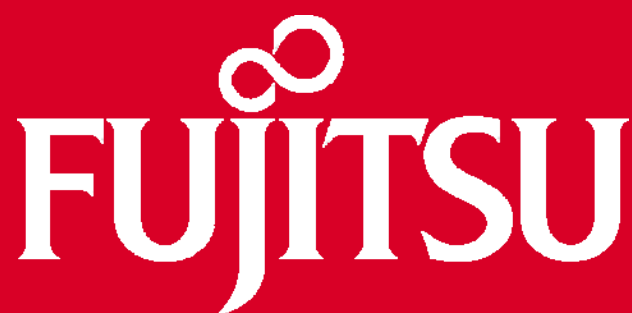
LIFEBOOK positioning



LIFEBOOK. Small ideas. Big smile.

LIFEBOOKS
AANBIEDINGEN
SMALL IDEAS
HOME

	GESTURE CONTROL AND HANDWRITING	ULTRATHIN AND MINI ≤ 13 INCH	MAINSTREAM 14-15 INCH	TRANSPORTABLE ≥ 16 INCH
SUPERIOR	LIFEBOOK T4410 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	LIFEBOOK P770 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	LIFEBOOK E780 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	
	LIFEBOOK T4410/4310 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	LIFEBOOK S760 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 		
ADVANCED			LIFEBOOK S710 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	
			LIFEBOOK E780 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	
ALL-ROUND		LIFEBOOK P3110 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	LIFEBOOK AH550 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	LIFEBOOK NH 570 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 
			LIFEBOOK A530 12,1 Inch screen Full keyboard size extended battery life WLAN, UMTS 	



NEW
LIFEBOOK®

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