

NEW

LIFEBOOK[®]

Awareness campaign

NEW

LIFEBOOK[®]

Small ideas.

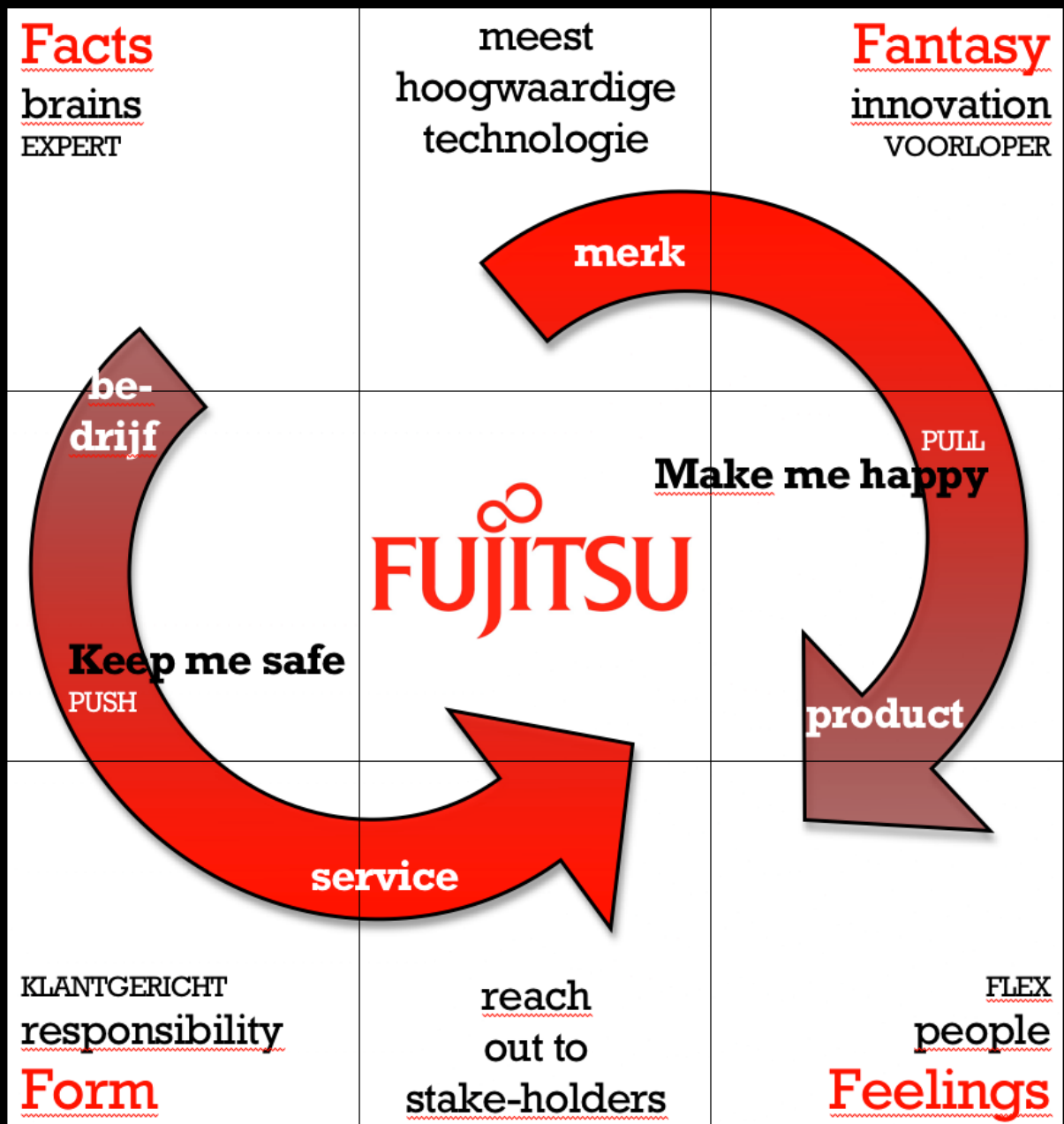
Big smile.

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

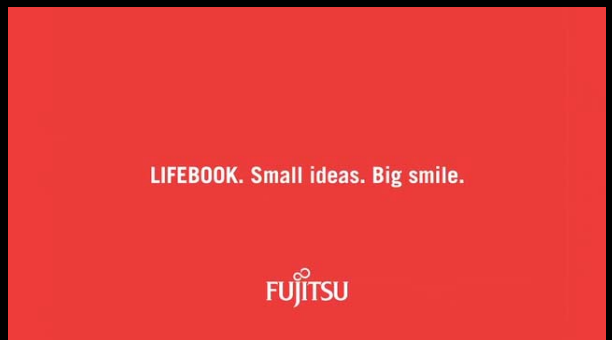
viral commercial

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

viral commercial 1/2



viral commercial 2/2



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

NEW
LIFEBOOK®

FUJITSU

magnesium lid / spill-resistant keyboard / shock sensor / harddisk cushioned protection / magnetic protection shield / solid state disk / adapter & 2nd battery / family concept portreplicator / battery life / status led / light weight / application buttons / modular bay / eco-button / ambilight sensor / advanced theft protection / latest Intel® mobile technology / anytime usb charge / scroll wheel / Intel® Active Management technology (vPro) / dual touch screen / mousepad / tpm / integrated smart card reader / embedded umts / privacy filters

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LIFEBOOK.
Small ideas.
Big smile.

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NEW LIFEBOOK® FUJITSU

harddisk cushioned protection
magnetic protection shield

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LIFEBOOK. Small ideas. Big smile. FUJITSU

web banners

NEW **LIFEBOOK**[®]

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LIFEBOOK. Small ideas. Big smile.

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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.

direct mailing

NEW **LIFEBOOK**® FUJITSU

**Small ideas.
Big smile.**

Your PC, simplified.


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.

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

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

eco-button
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.

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

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

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

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

multiple touch mousepad
Enjoy the benefits of multiple touch with the dual digitizer mousepad.

integrated smart card reader
Limit access to your LIFEBOOK. It will not boot to the operating system without your SmartCard.

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

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

tested over 10,000 times in Germany
All new technological improvements are rigorously tested in Germany before we implement them in your LIFEBOOK.

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

LIFEBOOK® notebooks are Fujitsu's most advanced mobile technology. Due to our product challenges we were long regarded as innovators. Still, our top focus is always on our customers and our disk controller system. And our great attention to our support.

WWW.LIFEBOOK.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. Ambient light 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®

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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](#).

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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

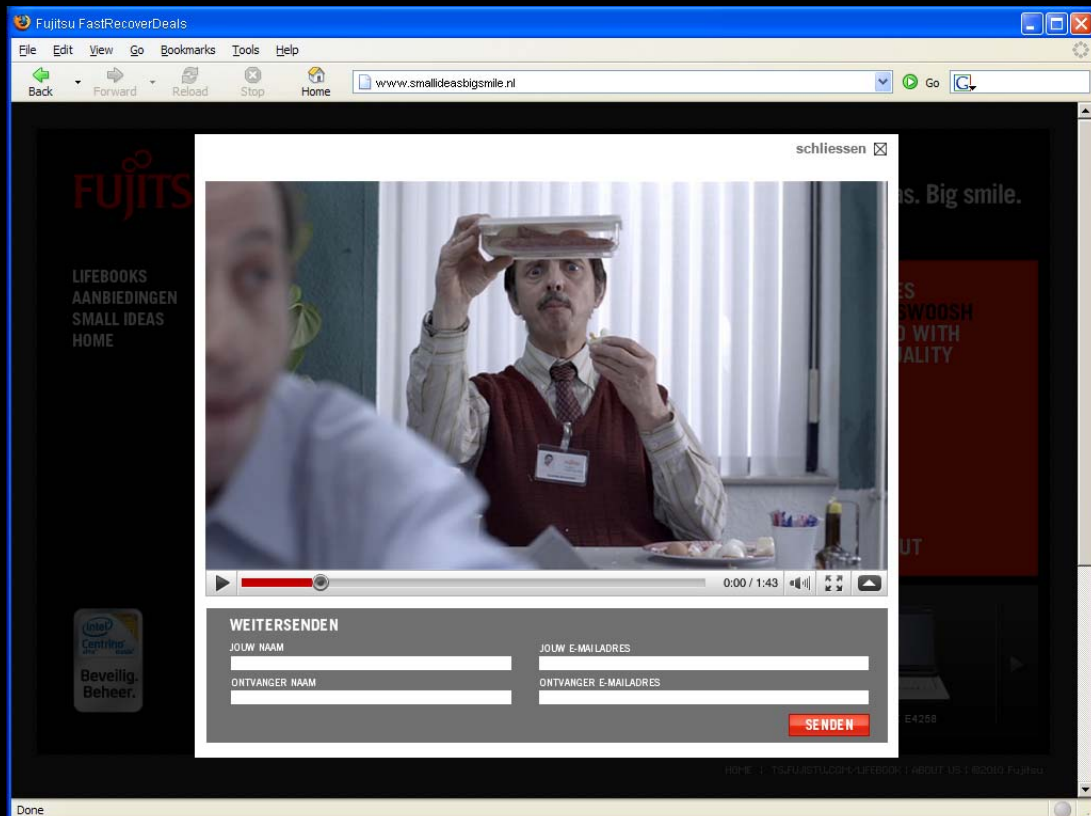
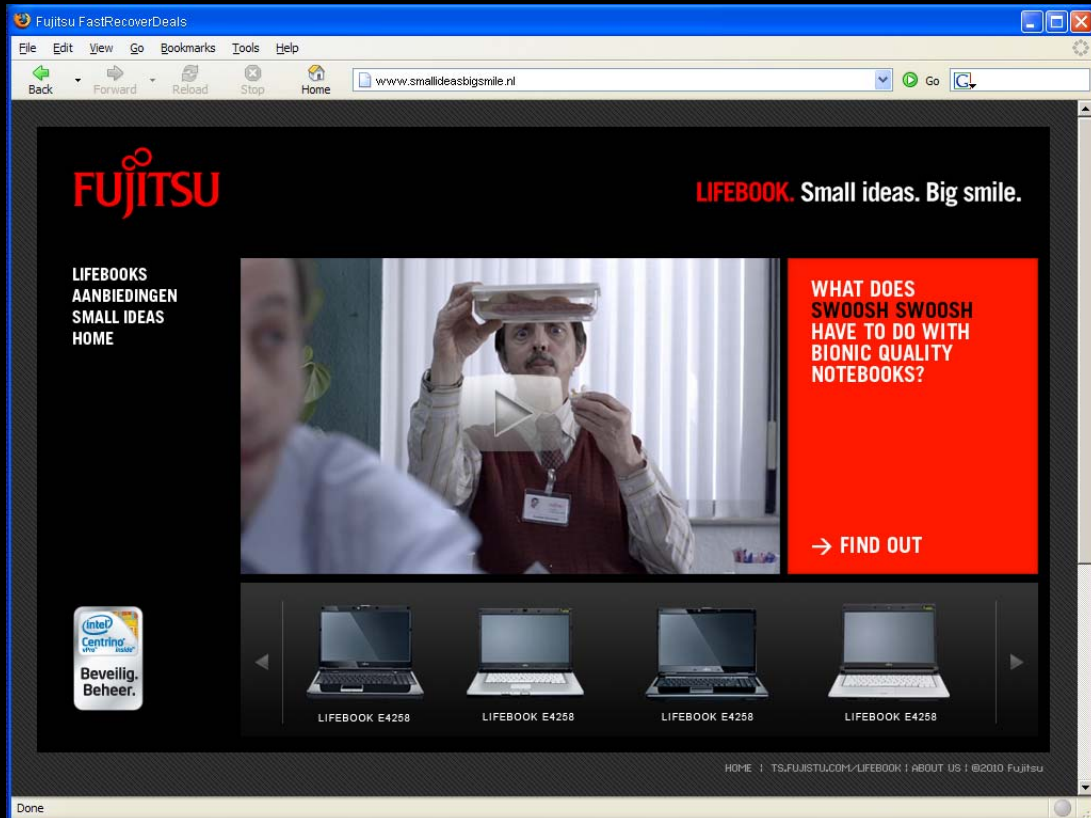
LIFEBOOK E780

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

The screenshot shows a web browser window with the address bar displaying 'www.smallideasbigsmile.nl'. The page features the Fujitsu logo and the slogan 'LIFEBOOK. Small ideas. Big smile.' A central text block describes the LIFEBOOK series as a new line of notebooks with advanced technology and longer lifespans. Below this, several features are listed in a grid format, each with a brief description of its benefits. An Intel Centrino logo and the text 'Beveilig. Beheer.' are visible in the bottom left corner.

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LIFEBOOK. Small ideas. Big smile.

**LIFEBOOKS
AANBIEDINGEN
SMALL IDEAS
HOME**

Small ideas.

LIFEBOOK® is de nieuwe serie notebooks van Fujitsu. Boordevol nieuwe technologie met tal van productverbeteringen en een nog langere levensduur. Stuk voor stuk kleine ideeën die uw dagelijkse werk een stuk makkelijker maken. Voor die grote glimlach op uw gezicht.

- MAGNESIUM LID**
More reliable system because outward pressures is not transmitting directly to internal parts.
- SOLID STATE DISK**
More reliable system because outward pressures is not transmitting directly to internal parts.
- MAGNESIUM LID**
More reliable system because outward pressures is not transmitting directly to internal parts.
- SPILL-RESISTENT KEYBOARD**
Enough time to shut down the notebook and remove the liquid from the notebook.
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Enough time to shut down the notebook and remove the liquid from the notebook.
- SPILL-RESISTENT KEYBOARD**
Enough time to shut down the notebook and remove the liquid from the notebook.
- HARDDISK CUSHIONED PROTECTION**
Enough time to shut down the notebook and remove the liquid from the notebook.
- ADAPTER & 2ND BATTERY**
Enough time to shut down the notebook and remove the liquid from the notebook.
- HARDDISK CUSHIONED PROTECTION**
Enough time to shut down the notebook and remove the liquid from the notebook.
- FAMILY CONCEPT**
- MAGNETIC PROTECTION**

Intel Centrino
Beveilig. Beheer.

The screenshot shows a web browser window displaying a grid of offers for the Fujitsu LIFEBOOK T4310 Dual Touch. Each offer is presented in a dark grey box with a red 'AANBIEDING' (Offer) label. The offers list the model name, 'DUAL TOUCH', and the starting price in Euros, excluding VAT. The Intel Centrino logo and 'Beveilig. Beheer.' are also present. The footer of the page includes the website URL and copyright information.

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LIFEBOOK. Small ideas. Big smile.

**LIFEBOOKS
AANBIEDINGEN
SMALL IDEAS
HOME**

AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1719,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €876,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1719,- excl. BTW
AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1210,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1719,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1719,- excl. BTW
AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €899,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1349,- excl. BTW		
AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1529,- excl. BTW	AANBIEDING	LIFEBOOK T4310 DUAL TOUCH van € 1719,- voor €1719,- excl. BTW		

Intel Centrino
Beveilig. Beheer.












HOME | TS.FUJITSU.COM/LIFEBOOK | ABOUT US | ©2010 Fujitsu

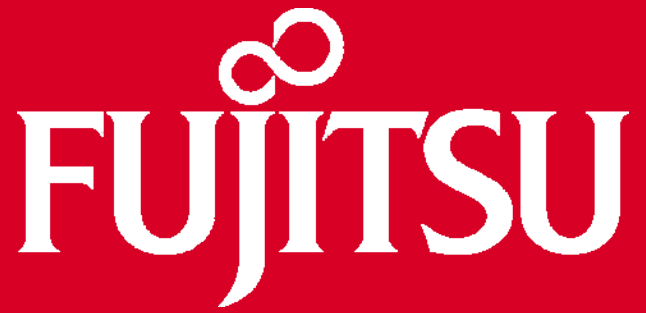
LIFEBOOK positioning



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

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nl.fujitsu.com/rl/lifebook