

DYNABOOK LAUNCHES TECRA A40-J AND TECRA A50-J - MEETING THE NEEDS OF MODERN PROFESSIONALS AND IT MANAGERS

- **14" Tecra A40-J offers the mobile worker greater portability, whilst retaining the attributes of its sibling device**
 - **15" Tecra A50-J delivers next-level user experience, style and performance**
 - **Microsoft Secured-core PC credentials and advanced manageability make these ideal fleet PCs for hybrid workplace models**

15th June 2021, Dubai, United Arab Emirates – Today, Dynabook Europe GmbH announces two new devices in its Tecra range – the 14" Tecra A40-J and the 15" Tecra A50-J. The new notebooks have been designed to address all the needs of the modern, flexible worker while reducing the strain on IT managers. Reliable, secure, and easy to manage, this lightweight and stylish duo are the latest addition to Dynabook's well-established Tecra product range.

Secure and manageable for both IT manager and worker

Each device has been carefully engineered to address the security and manageability challenges posed by the accelerated shift towards flexible working patterns. Thanks to Dynabook's in-house BIOS with extensive security features, Trusted Platform Module (TPM) 2.0, enterprise-grade encryption and optional Windows Hello fingerprint and face authentication, both devices protect users against data, device and identify threats, in addition to meeting Microsoft's Secured-core PC requirements. An optional smart card reader adds an additional layer of security where needed.

Even with a dispersed workforce, IT departments can keep close control on workers' Tecra devices through intelligent manageability capabilities. Intel® Active Management Technology (AMT) enables the easy management of devices* – even remotely. Dynabook's proprietary BIOS can also be upgraded and managed remotely to maintain high levels of security.

Polished performance

The Tecra A40-J and A50-J are both packed with performance-enhancing features so users can get the job done – fast. In addition to high-powered 28W variants of the latest 11th Gen

Intel® Core™ processors, a selection of memory and storage capabilities are available, including up to 32GB of RAM on 2x SO-DIMM DDR4 3200 and up to 1TB of SSD OPAL 2.0 storage. Moreover, Intel® Iris® Xe powered graphics technology boosts performance further, complemented by new quiet dual fan cooling technology. The duo also deliver impressive battery life – up to 10.4 hours¹ - and a quick charge function provides 40% battery in just 30 minutes so users won't be left short of power when away from the mains.

“Built on over 35 years of engineering experience, our range of best-selling Tecra products are world renowned for their durability, mobility and elegance,” said Damian Jaume, President, Dynamabook Europe GmbH. “The new additions to the family launched today have been built according to these same principles – incorporating the latest technology to fully support an increasingly location-independent workforce.”

Work in comfort and in style

Both the Tecra A40-J and A50-J have been developed to balance portability and performance with a distinct, premium design. The lid features a distinctive, raised wave detail while the Mystic Blue anti-bacterial paint coating not only adds a stylish finish but also repels germs to protect users from 99% of bacteria².

With mobility at its core, the A40-J weighs from 1.45kg* and boasts a large non-glare 14" HD or FHD screen in an 18.9mm footprint. Meanwhile its 15" sibling offers a slightly larger screen in a 19.9mm package, for the modern hybrid user.

The pair feature a narrow bezel design and an easy-to-open hinge, enabling a quick start up and ergonomic working throughout the day. The screen of each device can also be folded flat to 180 degrees for easy document sharing. The 14" A40-J also offers touchscreen options for further usability. At the same time, a large and lowered backlit keyboard with Clickpad or optional SecurePad on both devices enables comfortable, all day typing. The A50-J is also equipped with a numeric keypad.

Stay in touch and on track

The new Tecra duo gives users an abundance of tools for a productive and collaborative working day – no matter their location. An HD camera with a privacy shutter, Cortana-enabled noise cancelling dual mics, and quality stereo speakers with DTS audio processing all combine to enable seamless video or audio conferencing.

Tough and tested

Designed and built in Dynabook's in-house research and development centre, all elements of A40-J and A50-J have been engineered to last. Each lightweight chassis has been rigorously tested in accordance with the newest MIL-STD-810H standards to endure any working environment through drop, temperature, humidity, vibration and shock testing. A spill-proof** frameless keyboard provides further resistance to damage.

The full connectivity toolkit

At the office desk, the home study or even the kitchen table, both devices offer all the connections a workforce needs to plug into their environment and the wider world. Two Thunderbolt 4 enabled USB-C ports provide fast charge, data transfer and external display across up to four monitors. Users can connect to further accessories with ease and speed via other full-size ports including HDMI 2.0, LAN and additional USB-A 3.2 ports, plus a Micro SD slot. For fast and reliable wireless connection, the devices boast the Intel® 802.11ax (WiFi 6) and for the ultimate on-the-move experience a model with optional LTE capabilities will also be available later this year.

The Tecra A40-J and A50-J will be available in the Middle East and Africa from July 2021, pending certification. For more information about the Dynabook range please visit: <https://me.dynabook.com/generic/business-homepage/>

* Depending on configuration

**Up to 30ml

¹measured with Mobile Mark™ 2018. *Mobile Mark is a trademark of Business Applications Performance Corporation*

² tested by Japanese Industrial Standards (Z 2801)

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