# Press Release

## Toshiba launches new 286 notebook T2000 features ergonomics and quality

**Neuss , 17 June 1991**

Toshiba Europa (I.E.) GmbH (Neuss, Germany), Europe's leading supplier of laptop and notebook computers, added to its wide range of mobile computing solutions today by announcing a new 12 MHz 286 notebook computer. Toshiba praises the new Toshiba T2000SX as "an affordable, high quality 286 workhorse for such typical mobile tasks as word processing, spreadsheets and communications."

The T2000 makes no compromises in functionality and ergonomics.  At 310 x 254 x 46 mm (12.2" x 10" x 1.8") and 3.1 kg (6.8 lb.), the T2000 is small enough to carry easily, but is decidedly large in the critical areas of ergonomics and quality.  The new notebook comes with a full 88-key standard keyboard, an excellent sidelit VGA screen, a choice of 20 or 40 MB hard disk and an Intel 80C286 microprocessor.  Its sleek, attractive form is typical for Toshiba, where computers are designed for style and maximum carrying ease, yet still have the ruggedness that is needed to endure the trials of a mobile existence.

The T2000 is designed particularly for the needs of the modern professional. Its slim exterior hides an interior packed with a comprehensive range of advanced features. The Intel 80C286 processor, with a variable clock speed of 6/12 MHz, provides a solid and speedy platform for word processing, spreadsheets and communications, but also with enough power for the occasional high-end task.  RAM starts at 1MB

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and is expandable to 9 MB with convenient credit card sized memory expansion cards.

Toshiba sees a wide group of users for the T2000 from individuals and small businesses to fleet usage in large corporations.  A common denominator for T2000 users will be the need for solid 286 processing power, comprehensive features, excellent user friendliness and durable quality, all in a competitively-priced 286 notebook.

Unlike many notebook computers on the market, the T2000 doesn't force users to adapt their computing habits to the computer.  The keyboard has a familiar layout with 88 full-sized keys, 12 dedicated function keys, eight cursor keys in the preferred diamond layout and an excellent tactile response.

VGA graphics come standard and are displayed in 16 grey scales on the paper-white screen or in 256 colours on an external display device.  The exceptional clarity of the new sidelit paper-white VGA screen will convince those users who believe portability means poor screen quality that this is a problem of the past. With its excellent resolution, excellent brightness and contrast control in all lighting conditions, it is an example of the attention to detail that has helped make Toshiba the world-wide market leader.

Advanced features and extra utilities are further proof of Toshiba expertise.  Toshiba AutoSave$^{TM}$, a safety feature that saves all data in battery-backed memory when batteries are low, means users need not worry about data loss resulting from empty batteries.  When a new power source is switched

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## T2000 notebook

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on the user returns immediately to the place he left off. Toshiba AutoResume™ is another convenient utility that works like an electronic "bookmark", automatically loading the last file worked on when work is resumed.

The T2000 also incorporates all the latest developments in power saving technology, known as Toshiba MaxTime™ Power Management, the T2000 minimises battery drain by switching off the display, microprocessor, hard disk, or modem when they are not needed. The T2000 is also equipped with Toshiba HardRAM™ which permits the configuration of an additional battery-backed storage space in RAM. As well as being faster than a mechanical hard disk, HardRAM saves power by eliminating the power drain of using mechanical parts. The battery itself is removable and rechargeable, both inside the laptop or using the optional external quick charger. As a further convenience for mobile users, the T2000 has a built-in autosensing device that automatically adjust to the local power supply between 100 and 240V AC.

When asked why Toshiba is introducing a new notebook computer in a crowded market, Christoph Selig, General Manager of the IPS Product Marketing Division at Toshiba, said: "The 286 notebook market will be one of the biggest segments of the notebook computing market for a number of years to come. Yet most 286 notebooks on the market were developed using 1989 vintage technology. The new Toshiba T2000 sets a new standard in its class by implementing the latest in notebook innovations. We feel it is the right computer for our customers, who are looking for a 286 notebook with the right combination of advanced features and

user friendliness, and who also demand a high standard of quality.  Toshiba has always been the leader because of our commitment to offering the best product in every class."

According to Dataquest (2/91), Toshiba once again dominated the European laptop market in 1990 in terms of shipped units with a market share of 31.1% (35.1% in value terms), a result which is larger than the combined shares of its next four competitors (Compaq, Zenith, Sharp and Epson) .  Dataquest also reports that Toshiba made substantial gains in the overall business PC market, moving from the eighth to sixth largest PC supplier between 1989 and 1990.  The overall business PC market includes both desktop and laptop computers.