

## **TOSHIBA CLIENT SOLUTIONS EUROPE REBRANDS AS**

### **DYNABOOK EUROPE**

*New brand identity chosen in recognition of Toshiba's computing heritage*

**2 April 2019, Neuss, Germany** – Today, Toshiba Client Solutions Europe GmbH (TCSE) announces it is embarking on a company rebrand effective immediately and will be known as Dynabook Europe GmbH. Toshiba Client Solutions Co., Ltd. (TCS), joined Sharp Group on 1 October 2018 and changed its name to become Dynabook Inc. on 1 January 2019.

The long established 'dynabook' brand has a well known heritage in Japan. The brand values of this new business demonstrates the joint value propositions of our parent companies. As an industry leader, Toshiba launched the world's first laptop computer – T1100 in 1985 and followed it up with the world's first notebook computer – the Dynabook J-3100 SS001 in 1989.

These two portable computing innovations allowed people to safely and securely work anywhere they wanted and defined today's mobile computing market. Ever since, Toshiba has always delivered award winning innovative products and services that integrate the latest technology and design, whilst delivering outstanding quality and reliability.

"The dynabook brand epitomises our rich heritage of over 30 years of innovation in mobile computing whilst representing our renewed investment and scale," says Damian Jaume, President of Dynabook Europe GmbH.

"Our brand is more than a name or logo, it is the embodiment of our culture and our values. These remain consistent and strong in Dynabook Europe through our highly skilled and knowledgeable people, our award winning products, our obsession with quality, security, and innovation, and our emphasis on trust and building long standing partnerships. We look forward to a future where we enhance our value to our partners and customers, and bring growth and success to our business in Europe."

Sharp Corporation obtained 80.1% of Toshiba Client Solutions in October 2018 and saw

Yoshihisa Ishida, the Executive Vice President of Sharp, join the company as its new Representative Director, Chairman. Damian Jaume, President of Dynabook Europe GmbH will continue to lead the business in EMEA. Dynabook Europe GmbH will offer a broad and collaborative product roadmap – including a broad range of mobile computing and mobile edge computing solutions.

**-ENDS-**

### **Media Contacts**

For more information on specifications or press images, please contact:

Tanya Pennells, Nelson Bostock Unlimited

[Tanya.Pennells@nelsonbostockunlimited.com](mailto:Tanya.Pennells@nelsonbostockunlimited.com) / +44 (0)20 7792 7443

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### **About Dynabook Inc.**

For over 30 years, Toshiba laptops and technology have set the standard for innovation, quality and reliability. Now majority-owned by Sharp Corporation, Dynabook Inc. continues that tradition by delivering rich value and services that support our partners and customers in achieving their goals.

For more information, please visit <https://dynabook.com/eu/>