



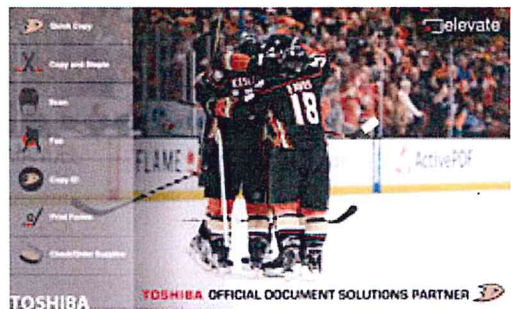
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Copy That: Ducks Name Toshiba As Their Official Documents Solution Provider

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Toshiba allows the Ducks to customize their Elevate equipment

The Ducks have named Toshiba the team's official documents solution provider, marking the company's latest sports partnership after striking a deal with the Tigers in July. The key to the Ducks partnership is Toshiba's new Elevate technology, which will allow the franchise to have its Toshiba equipment customized to its needs. The Elevate technology, which Toshiba has been developing for a couple of years and released in July, emphasizes efficiency and security, reducing the number of steps to complete a function to as few as one. Toshiba America Business Solutions Chief Marketing Exec Bill Melo said this customization factor is "making what can be a complicated device less intimidating and friendlier." Administrating the equipment,

of which the Ducks have 17 units, is cloud based and allows for customizable messages to be placed on equipment display. Ducks Chief Commercial Officer Bill Pedigo said, "The efficiency part of it will really help with regular 365 business operation as well as on gameday and the needs that we have." Toshiba is able to customize the equipment so that functions can take on their own personality. The Ducks' interface can include the team logo as well as images of pucks and players. Pedigo compared the impact of the Toshiba's product to that of player equipment. He said, "The goalie pads have changed, the materials of hockey sticks and padding continues to change and get better, lighter, stronger. ... It allows our staff to perform better." The deal was negotiated by Melo and Ducks Director of Corporate Partnerships Graham Siderius.

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