



Walkthrough Media

A touch here, a swipe there. Toshiba lets people bring pictures and video to life quicker and easier than ever.

Based in Seattle, Walkthrough Media produces creative marketing assets that help real estate professionals rent and sell properties. To fulfill its commitment to its customers, Walkthrough Media uses the Toshiba Portégé Z20t 2-in-1 detachable PC with Windows 10 Pro to support high-quality video and photography editing on the go.

Business situation

Founded in 2001, Walkthrough Media represents the next generation in real estate marketing. Owner Paul Clark provides video tours and photography services to real estate professionals throughout the Puget Sound area. With all the traveling he does, Clark wanted a device that allowed him to work securely in unpredictable environments. He needed something that would be lightweight and durable but with enough hard disk space to store his data as well as an advanced processor for editing images with programs such as Adobe Premier Pro CC.

Solution

The Toshiba Portégé Z20t 2-in-1 detachable PC running Windows 10 Pro was the ideal solution for Walkthrough Media to edit photographs and video on-site. To meet the needs of an editor, Walkthrough Media loaded the Portégé Z20t with Adobe Premier Pro and Photoshop CC. "It was great to be able to run all my usual applications on the new detachable 2-in-1 PC," Clark said. "And it was all incredibly easy to setup."

Clark also discovered that he could use Skype, a real-time communications and sharing tool that comes with Windows 10 Pro. "It's not just a replacement for a desktop. It's a platform for expansion," Clark said. "There are so many creative tools I can use, and I look forward to seeing how I can continue to expand with Toshiba in the future."

Benefits

By running Windows 10 Pro on the Portégé Z20t 2-in-1 detachable PC, Walkthrough Media has seen improvements in mobility and security, editing capabilities, and client communication.

Increased mobility without compromised security

The Portégé Z20t features a honeycomb structure construction and spill-resistant keyboard, two features which enable Clark to work in various environments—even in the field if necessary. And the ability to transform the 1.48 kg laptop with up to 19 hours' battery life into a 699 g tablet with over 9-hours of battery life makes the detachable 2-in-1 PC a highly portable tool to use between locations.

“Detaching the tablet for field work and being able to connect back to the keyboard with its own battery ensures that I have plenty of charge when I’m away from a power supply,” Clark said. Even though Clark’s work can take him far from the comfort of his office, he is confident in the increased security of his device. That’s because his data is encrypted with Windows BitLocker, included in Windows 10 Pro, which helps him with peace of mind that no one else can access his data if the notebook is ever lost or stolen.

On-site editing capabilities

Now when Clark finishes a shoot, he can start editing immediately. The streamlined workflow allows him to spend his energy on what he enjoys most—creating compelling photographs and dynamic videos.

Clark uses Windows Ink to write notes, annotate images, and share his analog work in the digital world without leaving the worksite.

“I can create a new layer in Photoshop over certain photos and let my clients circle areas where they’d like to see extra work done,” Clark said. “It’s a quick way to make visual notes in the field.”

The Portégé Z20t features a built-in, pressure sensitive Wacom digitizer and tablet functionality for a more natural input, with no latency for photo retouching and video editing. And the 2,048 sensitivity point pen makes image editing and handwriting recognition easier.

Better customer service

Since the nature of a photographer’s job is to be out of the office, Walkthrough Media uses Skype to stay up to date on current projects and interact in real time with clients.

“The Portégé Z20t is a dynamic computer that allows me not only to view and edit my work but also to cultivate new and innovative methods developing it. The device improves my ability to be dialed in on the project and know what’s going on with our clients,” Clark said. “The pairing with Windows 10 Pro is revolutionary for Walkthrough Media. I can expand my business in a way I was never capable of before.”

Toshiba Portégé Z20t

- 2-in-1 detachable PC High-Resolution display with Full HD support 1080p for amazing color, clarity, and contrast.
- DTS Studio Sound™ for immersive surround sound experience ever offered from videos and music.
- Wacom digitizer with 2,048 points of sensitivity for advanced levels of handwriting recognition
- Business Connections—VGA, DVI, HDMI, RGB, Ethernet LAN, USB Ports with sleep and charge and a bridge media adapter
- Toshiba’s EasyGuard® Technology—built into all Tecra and Portégé business laptops—for an added blanket of protection and convenience to help you go mobile with confidence
- Touch, swipe, pinch and zoom with the 10-finger multi-touch display
- Premium magnesium alloy chassis, shock-absorbing design, and a unique honeycomb reinforcement structure for increased rigidity and durability



Windows 10 Pro Features:

- Windows 10 Pro provides you the powerful essentials you need with comprehensive, built-in and ongoing protection.
- BitLocker: BitLocker encrypts your data on your device and even on your USB drive, so you’re more protected.
- Windows Update for Business Windows 10 Pro keeps itself up-to-date with market-tested security updates and new features to keep your system current for the supported lifetime of the device.
- Windows Ink Quickly turn thoughts into action with the power of Windows Ink.
- Pen and Touch: From traditional keyboard to voice, pen, touch, and gesture.
- Tablet Mode: Use your laptop like a tablet

*Dependent on configuration. Measured with Mobile Mark 2014

Toshiba Europe GmbH. For more information about other Toshiba customer successes, please visit: www.toshiba.eu/b2b

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