

bak  usa



**Born in Buffalo.  
Built for the world.**



... IT'S ALSO ABOUT **JOBS** AND  
**HELPING TO LIFT UP**  
**COMMUNITIES**

“They came from Denmark and chose Buffalo. It’s not just about technology, it’s not just about creating wealth...

—  
**STEVE CASE**  
AOL Co-founder



# The Bak USA Story

**Bak USA is a social enterprise that builds mobile computers in Buffalo, New York.**

*A grassroots enterprise with a global reach*, we are teaming up with local agencies and industry leaders to service non-profit, educational, and government agencies in Western New York and around the world.

## Getting it started.

In 2010, a catastrophic earthquake in Haiti claimed 300,000 lives and affected millions more. In response to the tragedy, the Bak family—JP, Ulla, Christian, and

Eva—traveled to the nation's capital of Port-au-Prince to help rebuild a sustainable infrastructure. As relief efforts flourished, the Baks realized that true prosperity would depend on job creation.

## Making it happen.

By 2013, the Baks had established Surtab S.A., a tablet manufacturing facility in Port-au-Prince, Haiti. The company taught valuable skills to the community, created jobs, and produced affordable devices for otherwise underprivileged schools. Locally owned and operated, Surtab S.A. still stands as a symbol of strength and hope for the Haitian people today.

## Bringing it home.

With the opportunity to recreate their business model anywhere in

the United States, the Bak family chose Buffalo, New York. Founded on the credo of "Bringing jobs back to the USA," the company employs a local workforce to build mobile computers for educational, not-for-profit, retail, and government organizations in Western New York and around the world.

# Doing it differently.

In a sea of sameness, Bak USA is making waves. While most computer companies are driven by billion-dollar bottom lines, overseas assembly lines, and faceless exchanges, we are empowering people, celebrating American standards of production, and breathing life into an industry desperate for fresh air.

With an emphasis on human values and social justice, our mission is to build accessible technologies, empower local communities, and activate social prosperity. Our vision may bold, but the future is bright. Together we can make high-quality technologies accessible to every human being on earth.



IN A  
**SEA** OF SAMENESS  
**BAK USA**  
IS MAKING **WAVES**



# The Bak USA Dream

**Bak USA is on the verge of a breakthrough in American tech manufacturing.**

***Our continued growth allows us to pioneer a fresh perspective on American industry.*** Founded on principles of quality, accessibility, and transparency, we represent the next generation of excellence in computer technology.

## Who we are.

Bak USA is an eclectic blend of talented professionals who are working together to change the face of tech manufacturing

worldwide. Comprised of an ever-growing workforce, we proudly represent 27 languages, 14 nationalities, and one common vision: to make high-quality technology accessible to every human being on earth.

## What we do.

We build tools, not gadgets. Our purpose is to build practical technologies that solve everyday problems for those who need them most. We work with schools, businesses, and government institutions to produce high-quality computers at the most agreeable price-point.

## Why we do it.

Committed to socially conscious, culturally inclusive, and local business operations, we are driven to build world-class computers, create jobs, and establish our urban areas as major hubs for manufacturing. These are

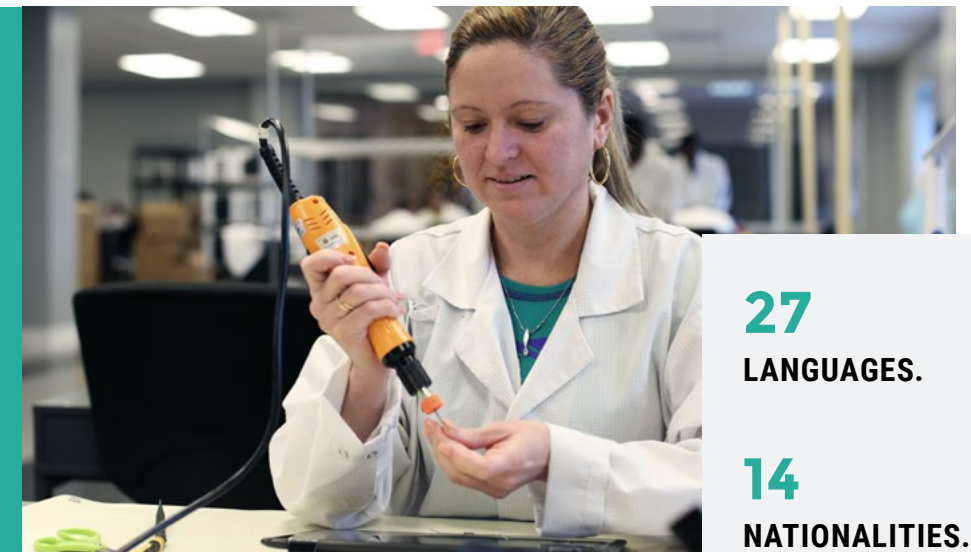
the ideals that define the American Standard.

# Redefining American manufacturing.

We are committed to establishing American cities as cornerstones of tech development. Owned and operated in downtown Buffalo, New York, we embrace, educate, and employ an eclectic workforce which represents the rich diversity of our American heritage.

Our highly trained builders assemble tablets with pinpoint precision in a top floor cleanroom overlooking the Buffalo cityscape. In radical contrast to the typical overseas assembly line, our manufacturing process celebrates a mastery of refined skills in a clean, safe, and transparent work environment. This fosters a sense of ownership that results in unsurpassed quality, and we're proud to share such meaningful opportunities with so many different people in our city and region.

In many ways, Bak USA personifies the resilience of human spirit, the resurgence of our city, and the beauty of the American dream.



**27**  
LANGUAGES.

**14**  
NATIONALITIES.

**1**  
COMMON VISION.



# Atlas<sup>12</sup>

—  
**IN A  
CLASS  
OF ITS OWN.**



# Atlas<sup>12</sup>

In 2016, Bak USA and Microsoft teamed up to develop the Atlas 12, the 2-in-1 computer purpose-built for K-12 schools.

The only one of its kind built in the United States, the Atlas 12 is in a class of its own.

## The Atlas 12 is purpose-built for K-12 schools.

**K-12 schools deserve classroom computers that are built specifically for them, not for the average consumer.** At Bak USA, we visited with school leaders, hosted tours for students and teachers, and conducted pilot programs at schools all across our region. Our purpose? To develop the perfect platform for engaging students and transforming learning experiences: The Atlas 12.

With school-centric hardware and industry-leading software (Windows 10, Microsoft Classroom, OneNote, Sway, Skype, and more), the Atlas 12 is uniquely positioned to enhance education in every subject—in any classroom—all year long.

## Defining the ultimate classroom computer.



### Mobility

Students and teachers must be able to move freely in and out of the classroom. Wi-Fi access allows classes to collaborate, engage, and explore learning virtually anywhere.

### Resilience

Dependability is defined by durability and a long-lasting battery. Classroom computers must defend against drops, dust, and daily locker disasters.

### Versatility

The ability to flip, fold, touch, and type—all on the same device—requires 360 degrees of flexibility. A 2-in-1 device supports differentiated learning for every student.

### Productivity

To create engaging learning experiences, technology should invigorate the mind. HD graphics, fast processing speeds, and the complete suite of Microsoft tools are essential to development.



## An industry-leading 2-year warranty & 3-year APP.

Every Atlas 12 comes with a free standard 2-year limited warranty, covering you for any manufacturer's defects over the course of two years.

If you opt for our Accidental Protection Plan (APP), you can extend your warranty to three years, covering you for three full years of accident damage protection on top of the initial 2-year warranty. You'll also enjoy three years of support from our dedicated customer experience team.

Whichever option you choose, we've got you covered.



## Microsoft is a preferred distributor of the Atlas 12.

**In** September 2016, Bak USA announced a national retail collaboration with Microsoft. As a part of the distribution agreement, K-12 schools can order the Atlas 12 from any Microsoft Store in the United States.

Additionally, our education specialists are working with Microsoft to streamline procurement, deployment, and training processes for school leaders, teachers, and IT teams. Schools that participate in Microsoft's Shape the Future Program can order the Atlas 12 for a special reduced price.



“The Atlas 12 allowed us to take kids out into the field as archaeologists. They became archaeologists. They have all the tools necessary. The old way would be to bring a microscope, bring a notebook, bring a textbook, bring a backpack... but when you put all that in an Atlas 12 and the kids show up with an Atlas 12 with a nice handle, a stylus, a macro lens—**this is learning like they’ve never seen before.** This is all that equipment that archaeologists would’ve used wrapped up in one device.”

—  
**JASON H.**  
Educator  
Buffalo Public Schools



# Enjoy the freedom of choice.

You've got ideas. We've got the technology. Customize your devices with hand-picked logos, images, and apps.



## Warranty

Take advantage of a guaranteed **2-year warranty**, or opt for a 3-year warranty for any device.



## Configurable

Preload each device with hand-picked apps, tools, and images to personalize your experience.



## Deployment

Choose from a wide range of ordering, packaging, and delivering options.



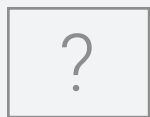
## Protection

Accidental damage plans and a battery replacement plan are available with every device.



## Support

Get customer support 24/7, a 24-hour repair policy, and local training at select locations.



## Contact Us

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