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

Atlas



... 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
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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

Welcome to a new school of thought.

We believe in the curious. The tinkerers. The wonderers and the wanderers...

We believe that every student has the right to high-tech learning opportunities with the lowest cost of ownership. That's why we built the Atlas: the 2-in-1 laptop strong enough for any classroom, smart enough for any student, and affordable enough for any school.

Purpose-built for K-12 schools, homeschools, and the school of hard knocks.

Engage. Empower. Transform.

Educate and entertain students while supporting student-centered learning, differentiating instruction, and promoting college and career readiness all year long. Prepare students for practical problem-solving skills today and tomorrow with Office 365 Education.

Create your own CLASSROOM

Choose your own adventure.

Embark on the most intense educational journeys in any setting with dustproof and water-resistant durability, built-in handle, and Wi-Fi capabilities. Look at life from all new perspectives all day long with a rotatable camera, detachable microscope, and extended battery life.



Make it magical.

Transform simple sentences into works of art with a digital ink stylus and OneNote notebook.



Prepare for greatness.

Support college and career readiness with Windows 10 and Microsoft Office 365 Education.



Inspire future leaders.

Turn your Atlas into a mobile lab or studio with a microscope and STEAM software.

Tech specs.

Because we know that metrics matter.

CPU

- Quad Core Intel® Atom™ Processor Z8350
- 1.44GHz Base
- 1.92GHz Burst Frequency

STORAGE/MEMORY

- 128GB eMMC
- 4GB RAM (LPDDR3)

BUILT-IN

- Rotatable 2.0MP Camera
- Attached Digital Ink Stylus
- Handle

BATTERY

- Lithium Polymer
- 34.65W
- 8hrs (Typical Usage)

CONNECTIVITY

- Wi-Fi (802.11)
- Bluetooth 4.0

SCREEN

- 11.6" 16:9
- 1366 x 768HD (IPS)
- 10-Point Touch

I/O

- (1) USB 2.0 Type A
- (1) USB 3.0 Type C
- SD Card Reader

SOFTWARE

- Windows 10
- Education Software*
- LabCamera
- Clapmotion



Atlas¹²

In a class of its own.

Explore the infinite realm of education from every perspective with the Atlas 12, the 2-in-1 laptop from Bak USA. Developed in partnership with local educators, Intel® Education, and Microsoft, the Atlas 12 is purpose-built for K-12 classrooms. Access Windows 10 and Microsoft tools for education, digitize your curricula, and support student-centered learning all year long with the Atlas 12.



Mobile. Versatile. Productive.

Move freely in and out of the classroom to collaborate, engage, and explore. Put a whole new spin on teaching and learning with 360 degrees of flexibility, a 180-degree rotatable camera, and more.

Semi-Rugged.

With shock-resistant foam insulation, two interior layers of double-injected hard plastic protection, and a rounded rubber bumper for external reinforcement, the Atlas 12 is built tough inside and out.



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.



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