

<http://www.pocket-lint.com/news/23711/toshiba-launching-star-trek-lapjacks>

## Toshiba to launch Star Trek lapjacks

And offers micro site in partnership with new movie

by Amy-Mae Elliott published on 23 April 2009

Toshiba is to launch a range of limited edition laptop "lapjacks" so Trekkies can show the world, via their hardware, just what a geek, sorry, fan they are.

Part of an exclusive marketing partnership with the Paramount movie, the deal will also see point of sale materials and "online activity", including a dedicated microsite with trailers and clips from the film.

At Toshiba's Star Trek site - [www.toshiba.co.uk/star-trek](http://www.toshiba.co.uk/star-trek) - purchasers of TOSHIBA equipment will get the chance to enter a competition to win a zero-gravity flight aboard the G-FORCE ONE in 'Vegas.

There are also images and screensavers to be downloaded, as well as those laptop covers up for purchase. J.J. Abram's Star Trek is released nationwide on the 8 May.

