



FASTER & MORE OPTIMIZED

Lenovo Enhanced Experience 2.0 for Windows 7 – the new performance standard for Windows 7 PCs with faster start-up and shutdown, and optimized multimedia and business features.

FASTER start-up and shutdown

With **RapidBoot technology**, start your PC on average 20seconds faster than a typical Windows 7 computer

RapidDrive SSD technology* for even faster boot and dramatically improved application performance
* RapidDrive technology is an optional feature available on certain models

OPTIMIZED for business

Robust security features* including self-encrypting drives, Hardware Password Manager, Fingerprint ID & BIOS Port Lock

Superior web conferencing* with light-adaptive webcams, mics with advanced noise-cancellation, optimized speakers and software.

ThinkPad. ThinkCentre

OPTIMIZED for multimedia

Enhanced Digital Audio*; improved speaker designs, surround sound support & more

Mesmerizing High-Definition graphics

ideapad ideacentre

* Not all sub-features are available on all models.

SALES PITCHES FOR CONSUMER MODELS

REGULAR MODELS

An **Enhanced Experience 2.0 PC** starts Windows **20seconds faster than competitor products**, shuts down and resumes from sleep quicker, **AND** includes better audio with vibration-reducing speakers* and the latest digital surround sound*. **Faster and more optimized**, only a Lenovo "EE2.0" PC is tuned-up to perform and sound this good.

This PC has a certification called **Lenovo Enhanced Experience 2.0** – which means it's been tuned-up to perform better. For example, it starts Windows 7 about **20seconds faster than competitor products**, and includes optimized multimedia features like these vibration-reducing speakers*.

RAPIDDRIVE (SSD) MODELS

An Enhanced Experience 2.0 PC like this one starts up **in as little as 9.5seconds*** thanks to **Lenovo RapidDrive SSD technology** which is faster than regular hard drives, enabling you to open applications 2X quicker. **AND** this PC includes better audio with vibration-reducing speakers* and the latest digital surround sound*. **Faster and more optimized**, only a Lenovo "EE2.0" PC is tuned-up to perform and sound this good.

This PC has a certification called **Lenovo Enhanced Experience 2.0** – which means it's been tuned-up to perform better. For example, it starts Windows 7 **in as little as 9.5seconds*** thanks to **Lenovo RapidDrive SSD technology** which is faster than regular hard drives, enabling you to open applications 2X quicker.

* Refers to IdeaPad Y570 with RapidDrive

SALES PITCHES FOR COMMERCIAL MODELS

REGULAR MODELS

An **Enhanced Experience 2.0 PC** starts Windows **20seconds faster than competitor products**, **AND** includes useful business features like Keystroke Noise Suppression* that detects when you are on a video chat and suppresses any typing noise from the keyboard. **Faster and more optimized for business**, only a Lenovo "EE2.0" PC is tuned-up to perform like this.

This PC has a certification called **Lenovo Enhanced Experience 2.0** – which means it's been tuned-up to perform better. For example, it starts Windows 7 about **20seconds faster than competitor products**, and is **optimized for business** with features like this built-in fingerprint reader* which can be used to power the system on and login in one swipe.

RAPIDDRIVE (SSD) MODELS

An **Enhanced Experience 2.0 PC** like this one starts up in as little as **9.5seconds*** thanks to **Lenovo RapidDrive SSD technology** which is faster than regular hard drives, enabling you to open applications 2X quicker. **AND** this PC includes useful business features like a BIOS Port Lock* that lets you disable ports to prevent data theft. **Faster and more optimized for business**, only a Lenovo "EE2.0" PC is tuned-up to perform like this.

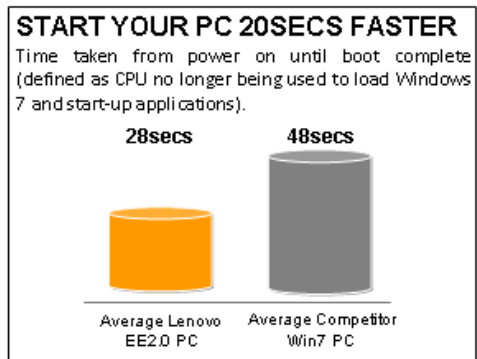
This PC has a certification called **Lenovo Enhanced Experience 2.0** – which means it's been tuned-up to perform better. For example, it starts Windows 7 in as little as **9.5seconds*** thanks to **Lenovo RapidDrive SSD technology** which is faster than regular hard drives, enabling you to open applications 2X quicker.

KEY PERFORMANCE CLAIMS



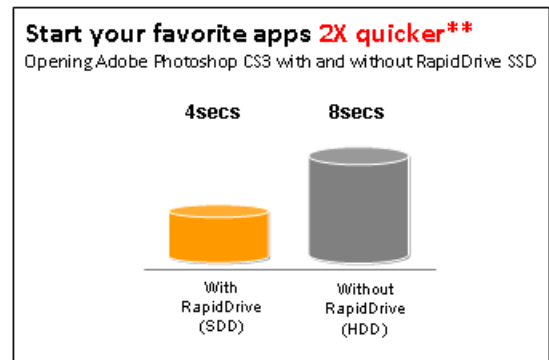
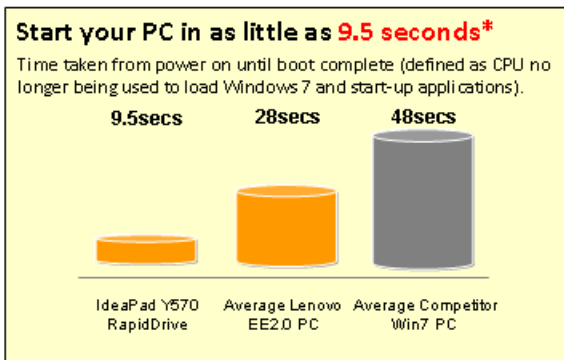
start your PC on average 20seconds faster than a typical Windows 7 computer*

Utilizing Lenovo's **RapidBoot technology**, Enhanced Experience 2.0 PCs have optimized system files, processes and hardware settings to achieve quicker boot and shutdown times compared with non-optimized PCs.



With optional **RapidDrive technology** available on certain models, some of our PCs feature an SSD (solid state drive) instead of, or in addition to, a traditional hard drive. Combined with RapidBoot technology, these models offer even faster boot and shutdown, along with dramatically improved application performance.

Start your PC in as little as 9.5 seconds, open applications 2X quicker*
(Claim specific to IdeaPad Y570. Claims for other products will also available)



* Refers to IdeaPad Y570 with RapidDrive