

Lenovo® recommends Windows® 7 Professional.

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STAY CONNECTED TO BUSINESS AND STYLE THE LENOVO® THINKPAD® EDGE® E420s NOTEBOOK

WHEN TO SELL

Ideal for Small Businesses who want performance and style.

- The latest technology and premium features in a striking design
- Green features and innovative security features to save time and money
- An unparalleled usage experience including enhanced internet voice and video conferencing features

WHO TO SELL TO

Target Segment

The ThinkPad Edge E420s is best suited for SMBs for whom their PCs are a face of their organization and want a laptop that combines reliability with enhanced user experience, premium features and progressive design.

TOP REASONS TO OWN

- Eye catching design including Infinity display, Polished metal accents and an elegant soft touch finish
- Next generation multimedia with Dolby Home Theater, HDMI and low light sensitive HD camera
- Powerful computing experience with 2nd generation Intel® Core™ i7 processors
- Best in Class Internet Voice and video conferencing experience

LENOVO ENHANCED EXPERIENCE 2.0 FOR WINDOWS® 7. FASTER AND OPTIMIZED FOR BUSINESS.

Lenovo Enhanced Experience 2.0 for Windows® 7 uses RapidBoot technology to start your PC on average 20 seconds faster than a typical Windows® 7 computer*. And with superior web conferencing and robust security features, you'll benefit from increased productivity at the office. Find out more at www.lenovo.com/win7ee

*Compares averaged data from Lenovo EE 2.0 PCs with averaged data from 42 competitor products of similar configuration. Testing conducted by CNET Labs, Beijing in November 2010, using the independent Microsoft VTS tool to measure start-up, shutdown, resume and other Windows® 7 performance measurements. Data from competitor and Lenovo PCs were averaged and compared to calculate the claims used. Performance will vary by model and configuration.



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WHAT WE OFFER – SALIENT FEATURES

Faster Computing and Graphics Performance:

- Up to 2nd generation Intel® Core™ i7 processors for superior computing performance
- Lenovo Enhanced Experience 2.0 for Windows® 7 further enhances the usability and performance with industry's best boot up times
- Faster wireless connectivity with Lenovo's Instant Resume mode

Make a lasting impression:

- Eye-catching Authentic metal accents, elegant soft touch finish
- Striking 14.0" HD infinity display and sleek slot-loading DVD drive
- Premium magnesium/aluminium construction

Optimized Multimedia, Internet Telephony and Video

Conferencing Experience:

- HDMI 1.4 for video output – Connect external high-definition displays and HDTVs with ease
- Dolby Home Theater v4 for a premium surround sound experience
- Integrated low-light-sensitive HD Webcam delivers a clearer image even in poor lighting conditions, making it easy to stay connected even when on the move
- Full-size spill resistant keyboard – the keyboard is ergonomically designed for a comfortable typing experience
- Keystroke Noise suppression technology that ensures only your voice is heard in a web conversation

SERVICE OFFERINGS

THINKPLUS® SUPPORT

Lenovo's award winning Warranty Service and Support optimize productivity and end-user satisfaction by helping you concentrate more on your business objectives.

- **ThinkPlus Priority Onsite Warranty***

Saves time, reduces costs and maximizes productivity, by providing you with faster, 24x7, direct access to advanced-level skilled technicians for hardware and software issues.

- **ThinkPlus Warranty Onsite NBD Upgrades**

Maximizes PC uptime and productivity by providing convenient and fast repair services at your place of business.

- **Warranty Extensions (1 year to 3 years)**

Helps accurately budget for PC expense, protects your investment and lowers the overall TCO with a fixed-term, fixed-cost service solution.

- **Battery Extension (3 years)**

With purchase of a three year extended warranty, protect the life of your battery with a 3 year battery extension.

THINKPLUS PROTECTION

Lenovo's Protection Services help you avoid unbudgeted repair costs, secure your data, save money and achieve peace of mind.

- **ThinkPad® Protection (TPP)**

Provides coverage for unexpected damage, unintentional drops and minor spills, thereby helping you eliminate unplanned repair costs.

- **Hard Disk Drive Retention**

Allows you to retain the hard drive, should it happen to fail, thus helping you protect your valuable data.

* Not available in all regions

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KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Compared to HP Envy

- The ThinkPad Edge E420s has lower weight, more connectivity options, and longer battery life

Compared to Toshiba Portege R700

- Has larger infinity display and WWAN option

Compared to MacBook Pro

- Has larger infinity display and higher performance Intel® processors

EDGE E420s COMPARED TO EDGE 14" AND 15"

- The E420s comes with the latest Intel® Huron River platform and new features such as mSATA, 720p HD Webcam.
- It comes in a striking new design, weighs only 4.1 lbs, is thin (23.1 – 31.2 mm), has Infinity display and is a premium machine.
- It also features longer battery life – up to 5.4 hours.

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need a notebook that helps them focus on their business (instead of managing their IT)

- The ThinkPad Edge E420s uses the latest second generation Intel® Core™ family processors with 20% performance gains
- Legendary ThinkPad reliability with the Best-in-Class Spill Resistant Keyboard, Active Protection System™ and Rescue and Recovery™

Customers need a notebook with features that match fast-paced work and life

- Lenovo Enhanced Experience 2.0 With Lenovo RapidBoot technology, start your PC up to 30% faster than a typical Windows® 7 computer
- Superior web conferencing with light-adaptive HD webcams, digital mic with advanced noise-cancellation technology, optimized speakers and software.
- Robust security features including Fingerprint ID to authenticate and login with one swipe

Customers need better multimedia functionality and an enhanced user experience

- The ThinkPad continues its history of innovations by designing keyboards that take the user experience to the next level. The full-size ergonomic keyboard provides a comfortable and accurate typing experience for users.
- HDMI 1.4 for projecting high definition content on the big screen
- Premium Dolby® v4 Audio Experience
- Sleek Slot loading DVD Drive to burn and play all your video content
- Direct Press multimedia keys for easy navigation

Customers need a notebook that can connect from anywhere

- Powerful, flexible WiFi connectivity allow you to connect at any wireless hotspot
- Optional integrated mobile broadband allows you to connect to 3G data networks
- Connect local devices using Bluetooth for wireless freedom
- Get the fastest speeds when you need them with the gigabit Ethernet connection

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Availability: Offers, prices, specifications and availability may change without notice. Lenovo is not responsible for photographic or typographic errors. **Warranty:** For a copy of applicable product warranties, write to: Warranty Support Dept., EMEA Services, Lenovo, Eisteinova 21, 851 01 Bratislava, Slovakia. **Trademarks:** Lenovo, the Lenovo logo, Rescue and Recovery, ThinkStation, ThinkVantage and ThinkVision are trademarks or registered trademarks of Lenovo. Microsoft, Windows and Vista are registered trademarks of Microsoft Corporation. Intel, the Intel Logo, Intel Inside, Intel Core, and Core Inside are trademarks of Intel Corporation in the U.S. and/or other countries. Other company, product and service names may be trademarks or service marks of others. Visit www.lenovo.com/safecomputing periodically for the latest information on safe and effective computing.

