

Lenovo® recommends Windows® 7 Professional.

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## CUTTING-EDGE PERFORMANCE IN A SOPHISTICATED PACKAGE POWERFUL. PROFESSIONAL.

THE LENOVO® THINKPAD® EDGE® E420 AND E520 NOTEBOOKS

### WHEN TO SELL

Ideal for Small Businesses who want performance and style.

- Faster processing and graphical performance.
- Durable and reliable notebooks.
- Excellent voice and video conferencing features.
- Sophisticated, elegant notebook design.

### WHO TO SELL TO

#### Target Segment

The ThinkPad Edge E420 and E520 are best suited for SMB users who want stylish and powerful notebooks.

### TOP REASONS TO OWN

- Up to 20% faster computing with second generation Intel® core™ i processors.
- Up to 2X Faster Graphical Performance with Intel HD Graphics.
- Up to 30% reduction in boot time with Lenovo® Enhanced Experience for Windows® 7.
- High quality video conferencing with the low-light sensitive, 720p HD camera.
- Secure software and hardware with Lenovo® Active Protection System and a Spill-Resistant keyboard.
- Easy and comfortable data entry with the Lenovo® industry-leading keyboard, now with a numeric keypad<sup>1</sup>

### 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](http://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

### Affordable, Quality Performance:

The ThinkPad® Edge E420 and E520 are high performance notebooks that fit SMB IT budgets. These notebooks offer:

- 2<sup>nd</sup> generation Intel® Core™ processors.
- Up to Genuine Windows® 7 Professional.
- Integrated Intel® HD Graphics and a switchable discrete AMD Radeon™ graphics card.
- Speed and responsiveness with 8GB of DDR3 RAM.
- Large storage space with up to 750GB HDDs.
- Lenovo® Enhanced Experience 2.0 for boot times as low as 30 seconds.

### A Professional Image:

The ThinkPad® Edge E420 and E520 laptops help SMB users project a refined, sophisticated image and are:

- Up to 13% slimmer.
- Available in a suave, elegant design with a smooth, matte finish.
- Available in two colors: Midnight Black or Heatwave Red.

### True Mobility:

The ThinkPad® Edge E420 and E520 offer true mobility to SMB users by:

- Being lightweight and portable. The ThinkPad® E420 weighs 2.1kg, and the ThinkPad® Edge E520 weighs 2.4kg.
- Providing constant connectivity when travelling with WiFi, Gigabit Ethernet, options for WWAN and Bluetooth.

### Green Computing:

The ThinkPad® Edge E420 and E520 are environmentally-friendly notebooks with:

- Non-toxic inks on the packaging.
- Eco-friendly packaging made of 100% recyclable material.
- Compliance with international standards including Energy Star 5.0, and the RoHS Directive.

## 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 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  
1 The numeric keypad is available on the ThinkPad® Edge E520 only.

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## KEY DIFFERENTIATORS

### INTER-SERIES POSITIONING

#### Compared to the Lenovo B460 and the IdeaPad V460

- The ThinkPad® Edge E420 and E520 offer the best-in-class spill-resistant keyboard, trackpoint, and multi-gesture TouchPad.

#### Compared to the SL410/T510

The ThinkPad® Edge series:

- Comes with next-generation Intel® technology.
- Is available in a choice of colors to reflect the user's personal style.

#### Compared to the T410i/T510i

The ThinkPad® Edge series:

- Comes with 2<sup>nd</sup> generation Intel® Core™ processors.
- Available in a choice of colors with a soft matte finish to reflect the user's style.
- Has a lower price point than the T series.

### INTRA-SERIES POSITIONING

#### ThinkPad® Edge E420 vs. ThinkPad® Edge E520

The ThinkPad Edge E420 and E520 are equipped with Intel® Core™ processors and offer equal performance.

The ThinkPad® Edge E520:

- Can be optionally equipped with the AMD Radeon HD 6630M for discrete graphics with DirectX® 11 support.
- Comes with a numeric keypad<sup>1</sup> for additional typing comfort.

## CUSTOMER NEEDS AND OUR SOLUTIONS

### Customers need next generation processing and graphical performance

- Second generation Intel® Core processors offer:
  - > Significant computing power and enhanced multi-tasking capabilities.
  - > Data safety with minimal user interruptions, since security tasks run efficiently in the background.
- Intel® HD Graphics offer a 200% increase in graphical performance.
- Switchable AMD Radeon HD 6630M offers DirectX® 11 support for extraordinary video rendering.

### Customers need a notebook that is highly durable and reliable

- The ThinkPad® Edge series notebooks have reinforced metal hinges.
- The spill-resistant keyboard keeps critical components safe in case of accidental spills.
- Lenovo® Active Protection System™ keeps your data safe when on the move.

### Customers need powerful voice and video conferencing capabilities

- 720p HD low-light sensitive camera offers excellent video quality when making video calls.
- Individual voice and conference room audio modes ensure greater audio fidelity when on a call.
- Keyboard noise suppression technology allows ThinkPad® Edge users to type without audio disruption when on a call.

[www.lenovo.com.au](http://www.lenovo.com.au)

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