



Windows®. Life without Walls™.
Lenovo® recommends Windows 7.

THINKPAD
L SERIES LAPTOPS



INCREASE PERFORMANCE, NOT YOUR BUDGETS

WHEN TO SELL

Designed for Cost-effective, Reliable and High-performance Computing Experience

The ThinkPad L412 and L512 laptops are designed for large enterprises that need:

- Low ownership costs
- High-performance computing
- Maximum energy efficiency
- Industry-leading reliability
- User-friendly features
- Lightweight design
- Multiple connectivity options
- Long battery life

WHO TO SELL TO

Target Segment

The green ThinkPad L412 and L512 laptops are ideally designed for large enterprises looking for excellent performance, maximum uptime, optimum security and improved lifecycle management.

WHAT WE OFFER

Eco-friendly Features

Greenest Enterprise ThinkPad ever!

The ThinkPad L412 and L512 laptops support:

- EPEAT® Gold
- Climate Savers® Computing Initiative
- ENERGY STAR® 5.0
- Up to 30% Post Consumer Recycled Content

These green features make the L412 and L512 laptops energy-efficient and cooler, thus reducing operating costs to a great extent.

Superior Performance

The ThinkPad L412 and L512 laptops offer:

- Latest Intel® Core™ i5 and Core™ i3 processors with Turbo Boost and Hyper-Threading technologies
- Improved video performance with an integrated or discrete graphics card
- Up to 8-hour* battery life with a user-controlled power management feature

- Lightweight design with weights starting at 2.4kg
- Highly portable design with business-value features
- Choice of footprint – 14" or 15"
- Redesigned keyboard for end-user comfort
- Multiple connectivity options
- High-definition, LED-backlit, anti-glare, display with a 16:9 aspect ratio

Highly Reliable

The ThinkPad L412 and L512 laptops:

- Have passed rigorous MilSpec tests
- Are globally available
- Support enterprise operating system support
- Offer enhanced manageability features
- Offer enterprise-level warranty options
- Additional expansion capabilities with a large choice of ports and slots

Optimum Data Security

The ThinkPad L412 and L512 laptops offer:

- Active Protection System™
- ThinkVantage® Rescue and Recovery®
- Spill-resistant keyboard
- Fingerprint reader

THINKPAD L412/L512 – TOP REASONS TO OWN

- CAPITALIZE ON COST SAVINGS WITH GREENER ATTRIBUTES
- SUPERIOR PERFORMANCE BOOSTS PRODUCTIVITY BY 40%
- GREAT RELIABILITY ENSURES FULL CONFIDENCE
- OPTIMUM DATA SECURITY GIVES WORRY-FREE COMPUTING



*Optional 9-cell battery

LENOVO ENHANCED EXPERIENCE FOR WINDOWS® 7.

FAST. SECURE. BUILT FOR BUSINESS.

Discover a better way of doing business with the new Lenovo Enhanced Experience for Windows® 7 on Think-branded PCs. Faster, more durable and greener Think-branded PCs are optimized for Windows® 7 to deliver improved ease of use. It enhances productivity and foolproof security that your business cannot do without.

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SERVICE OFFERINGS

THINKPLUS® SUPPORT

Lowers overall IT support costs and reduces unbudgeted support and repair expenses

- **Base Warranty Service:** Provides Lenovo standard award-winning service and support
- **ThinkPlus Warranty Extension and Upgrade:** Protects investment and increases productivity with the enhanced service-level upgrade and term extension

THINKPLUS PROTECTION

Protects PCs and data from the unexpected – saves money, reduces hassles and offers peace-of-mind

- **Hard Disk Drive Retention:** Allows you to retain your hard drive if it fails and thus protects data from falling into the wrong hands
- **ThinkPad Protection (TPP):** Includes repair of accidental damage, drops or spills not covered by warranty

LENOVO FACTORY SERVICES

Lenovo Factory Imaging Services

A single point of contact for factory integration of value-added services:

- Custom image loading (without tests), Custom image creation, Custom image verification, modification, migration
- CMOS Customization and Personalization, Intel® vPro™ provisioning
- Asset Tagging
- Advance Deployment Services and ImageUltra™ Services

Lenovo Factory Value-Added-Services (VAS)

VAS provides our valued customers the flexibility to receive all products on order in 1 shipment (ie: eliminate partial shipment) or group selected items to ship, as well as optional additional packaging and items consolidation.

PURE PERFORMANCE GOING GREEN



THE THINKPAD® L412 AND L512 LAPTOPS

SALIENT FEATURES

- Latest Intel® Core™ i5 and i3 dual-core processors for high-performance computing
- Preloaded Genuine Windows® 7 Professional
- Preloaded ThinkVantage® Technologies (TVT)
- Up to 8GB 1333 MHz DDR3 memory
- Scalable data storage offering up to 500GB hard disk with Active Protection System™
- More connectivity options – WWAN, WLAN and Bluetooth®
- Long battery life up to 8-hours (optional 3-year warranty on battery)
- Improved graphics performance – integrated or discrete graphics card
- Choice of footprint – 14" or 15"
- Better viewability with a high-definition, LED-backlit, anti-glare display
- Next generation 3 Mini Dock expansion capability
- Expansion options – 3 x USB ports, 1 x USB/eSATA combo port, 1 x DisplayPort, 34 mm ExpressCard and 7-in-1 MMC card
- Industry-leading green attributes that reduce operating costs – EPEAT®, ENERGY STAR® 5.0, Climate Savers® Computing Initiative and post-consumer recycled plastic usage (30%)
- Green packaging – ThinkPad Package Redesign (20% volume reduction), 100% Recycled Thermoformed LDPE and 100% Recycled Molded Fiber
- Reduce energy consumption – ThinkVantage® Power Manager
- VoIP centric features – 2MP webcam and noise and echo-canceling speakers

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KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Comparison with HP6440/6540

The ThinkPad L412 and L512 offer:

- Discrete graphics performance
- Affordably priced laptops
- Thinner and lighter laptops
- Best VoIP experience
- More battery options
- 34 mm ExpressCard

Comparison with Dell 5400/5500

The ThinkPad L412 and L512 offer:

- Discrete graphics performance
- Thinner and lighter laptops
- Low Light Sensitive 1600 x 1200 Camera
- 16:9 aspect ratio
- WWAN connectivity options

Comparison with Acer TravelMate 4730/5730

The ThinkPad L412 and L512 offer:

- Discrete graphics performance
- Lightweight design
- 2MP webcam
- 16:9 aspect ratio
- WWAN connectivity options

Comparison with Toshiba Tecra A11

The ThinkPad L412 and L512 offer:

- Discrete graphics performance
- Easy navigation with TrackPoint® and multi-gesture touchpad
- Affordably priced laptops
- Thinner and lighter laptops
- Better battery life
- 2MP webcam

INTRA-SERIES POSITIONING

Comparison with T-series

The ThinkPad L412 and L512 offer:

- Affordably priced laptops
- Higher Post Consumer Recycled Content (Greener)
- 16:9 HD Display (vs T410)

Comparison with ThinkPad X100e

The ThinkPad L412 and L512 offer:

- High-performance laptops
- Larger screens for easy viewability
- Discrete Graphics

Comparison with R-series

The ThinkPad L412 and L512 offer:

- Improved performance with Intel® Core™ i5 and Core™ i3 processors
- Discrete graphics performance – ATI® Mobility Radeon® HD 5145
- Thinner and lighter laptops
- Hot Key (FN+F6) for quick access to webcam and audio controls

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need highly productive laptops

The ThinkPad L412 and L512 laptops come with the Lenovo Enhanced Experience for Windows® 7 and the latest Intel® Core™ i5 processors, offering Turbo Boost and Hyper-Threading technologies. The high capacity batteries offer a 8-hour long battery life, which is essential for peace-of-mind computing. The spill-resistant keyboard is redesigned with a strong focus on end-user comfort. The multi-touch TouchPad now offers easy navigation. These industry-leading technologies and a user-friendly design make the ThinkPad L412 and L512 laptops more productive.

Customers need professional-grade and easy-to-manage laptops

The ThinkPad L412 and L512 laptops are globally available and come with a full suite of industry-leading management tools such as enterprise operating system support, ThinkPad BIOS and innovative ThinkVantage® Technologies. These management tools significantly reduce system downtime and IT support costs, thus increasing profitability.

Customers need reliable and durable laptops

The ThinkPad L412 and L512 laptops offer the legendary Think reliability and durability. A 3-year warranty on batteries, Active Protection System™ and ThinkVantage® Rescue and Recovery® features, MilSpec tests and Lenovo's award-winning global support and services give customers the confidence that they are using one of the best laptops available.

Customers need secure laptops

The ThinkPad L412 and L512 laptops offer mainstream security features such as Computrace®, Fingerprint Hardware Authentication and Fingerprint Reader solution. These features keep data protected and save the system from running into numerous high-risk situations.

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