



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

T SERIES



GREAT IDEAS THAT BREAK BARRIERS OF PERFORMANCE

THE LENOVO® THINKPAD® T410 AND T510 NOTEBOOKS

TOP REASONS TO OWN

- CUTTING-EDGE TECHNOLOGY
- EXTRAORDINARY BATTERY LIFE
- UNCOMPROMISED PERFORMANCE
- THINKPAD QUALITY AND TOUGHNESS



WHEN TO SELL

THE THINKPAD T-SERIES IS IDEAL FOR BUSINESSES THAT SEEK

- Outstanding performance and the ThinkPad heritage of best productivity, durability and connectivity
- Enterprise-class thin and light notebooks with the latest innovative technologies for enhanced security and communication
- Industry-leading energy-efficient notebooks that reduce power consumption, increasing battery life and productivity

WHO TO SELL TO

TARGET SEGMENT

- Ideal for mobile professionals who require a high-end notebook with cutting-edge technologies to balance performance and mobility
- T Series is designed for customers who need no-compromise performance and discrete graphics solutions
- The ThinkPad T410 and T510 notebooks feature the latest Intel® Core™ i5-M and i7-M CPUs, dedicated graphics and integrated optical drives. They are also extremely durable and meet military specifications

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 PCs. Faster, more durable and greener Think PCs are optimized for Windows® 7 to deliver improved ease of use. It enhances productivity and foolproof security that your business cannot do without.

WHAT WE OFFER

SALIENT FEATURES

Cutting-Edge Technology

- Intel® Core™ i5-M and i7-M Processors with Intel® vPro™ technology
- Genuine Windows® 7 Professional
- Lenovo's Enhanced Experience for Genuine Windows® 7 reduces startup and shutdown times and increases productivity
- NVIDIA® 256MB and 512MB Discrete graphics for best performance
- LED displays for crisper colors and lower power consumption
- ThinkPad keyboard and Multitouch Touchpad with improved ergonomics for easy and speedy computing
- Solid State Drives and Hard Drives with Encryption for fast and secure data storage
- New slice battery with longer battery life for all-day computing
- New three-year warranty battery option for Large Enterprise customers

Uncompromised Performance

- Cool and quiet fan design to improve performance without raising temperature or noise level
- ThinkVantage® Technologies to improve productivity and lower Total Cost of Ownership (TCO)
- Thoughtfully designed industry-leading security, VoIP and usability solutions to enhance user experience

Higher Expandability

- Multiple connectivity options including WWAN and WLAN and Bluetooth®
- Gobi™ is the embedded choice for mobile broadband technology that connects your laptop to the Internet via leading 3G networks around the world.
- Large choice of ports and slots for additional expansion:
Next Generation Mini Dock Solutions
 - » More USB ports and USB / eSATA Combo ports
 - » Dedicated 34mm Express Card slot and 5-in-1 MMC Reader
 - » Optional contact or contact-less Smart Card Reader

lenovo®

ThinkPad



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KEY DIFFERENTIATORS

SERVICE OFFERINGS

THINKPLUS™ SUPPORT SERVICES

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

THINKPLUS WARRANTY

Base warranty extensions prevent costly out-of-warranty repairs. Warranty upgrades provide a higher-level service at any time during your warranty period. Convenient award-winning support with peace of mind.

LENOVO ONLINE BACKUP

Lenovo Online Backup is a secure, offsite data encryption and storage solution that protects your business files and allows you to restore them through an Internet connection. Available in 10GB, 25GB, 50GB or unlimited storage options. Simple. Online. Secure.

HARD DISK DRIVE RETENTION

If a hard drive fails and it is still covered under warranty, rather than return the defective part, Hard Disk Drive Retention lets you keep your old drive and hold on to your data.

THINKPLUS PROTECTION SERVICES

Protects PCs and data from the unexpected intruders—saves money and reduces hassles.

THINKPAD® PROTECTION (ACCIDENTAL DAMAGE PROTECTION)

ThinkPad Protection covers damages not covered under warranty and provides unlimited repairs and/or system replacement in the event of accidental damages, drops and electrical surges.

THINKPLUS SECURE BUSINESS (BUNDLE)

Protects your ThinkPad and secures your data with an all-in-one solution—ThinkPad Protection, Lenovo Online Backup and Next Business Day Warranty Upgrade—all for one low price. Available in 1-year or 3-year terms.

THINKPLUS ENTERPRISE SOLUTIONS

Offer peace of mind with Lenovo as a single point of contact to manage infrastructure, consolidate contracts and streamline the number of vendors.

FACTORY IMAGING SERVICES

Lenovo provides image creation, image management and image deployment services. Lenovo imaging services are proven to lower customer costs, support faster image deployment, reduce end-user downtime and post-deployment errors.

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.

MARKETPLACE DIFFERENTIATION

The ThinkPad T410 and T510 offer uncompromised performance with the following technologies:

- Lenovo's Enhanced Experience for Windows® 7 program providing fastest startup and shutdown times
- Increased battery life and lower power consumption to enable a superior mobile computing experience
- Expanded wireless connectivity options and improved antenna design for better connectivity
- High levels of energy efficiency through superior design, usage of environmentally responsible packaging materials as well as improved power management features

SERVICE EXCELLENCE

Base Warranty:

- 1 year Customer Carry-in Repair (T410 only)
- 3 year Customer Carry-in Repair
- 3 year On-site Next Business Day

INTRA-SERIES POSITIONING

COMPARISON WITH THE THINKPAD® X SERIES

ThinkPad T410 and T510 have larger screen sizes and form factor, allowing higher performance CPUs than the X Series notebooks. ThinkPad T410 and T510 also have mini-docking connectors and optical drives, yet remain thin and light, providing a perfect balance of mobility and performance.

X Series offers a smaller form factor and smaller screen size for professionals who need greater mobility.

COMPARISON WITH THE THINKPAD W SERIES

ThinkPad T410 and T510 performances satisfy majority of Large Enterprise customers. If customers require OpenGL graphics and ISV certifications, the W Series notebooks are a better fit.

The W Series notebooks are tailored for high-end computing needs and applications that require OpenGL graphics and ISV certifications.

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need greater usability, performance, reliability and mobility in a thin and light form factor.

The ThinkPad T series notebooks are designed to provide portability without compromising performance. They now offer superior performance and user experience in a thin and light form factor. These are supported by features like:

- Latest Intel® Standard Volt processors with Turbo Boost
- ThinkVantage® Rescue and Recovery®, spill-resistant keyboard and roll-cage design
- Highly durable with Military-grade environment and durability tests

On-the-go professionals need to remain productive no matter where they go.

Provides a range of connectivity options and solutions to simplify communication. Connectivity, productivity and usability functions have all been optimized. These are supported by features like:

- Range of wired and wireless connectivity options
- ThinkVantage Access Connections
- Expansion through a choice of three Series 3 Mini Docks

Hardware, software and services designed for large enterprise requirements.

- Enterprise manageability – vPRO, RPAT, Innovative ThinkVantage Technologies and OS support
- Professional-grade globally available notebooks priced for large corporate roll-outs
- ThinkPlus™ services, global support for peace of mind and multiple levels of support to reduce downtime

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