



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

T SERIES



VERY THIN, VERY LIGHT AND VERY MOBILE — THOUGHTFULLY DESIGNED WITH ADVANCED TECHNOLOGY

THE **LENOVO® THINKPAD® T410s** NOTEBOOK

THINKPAD® T410s TOP REASONS TO OWN

- EXCEPTIONAL PERFORMANCE IN A SUPER-THIN DESIGN
- ENHANCED USABILITY WITH IMPROVED DESIGN
- INNOVATIVE MULTITOUCH DISPLAY
- NVIDIA® GRAPHICS WITH 512MB MEMORY
- ENERGY EFFICIENT PERFORMANCE



WHEN TO SELL

DESIGNED FOR LARGE ENTERPRISE AND MID-MARKET BUSINESSES THAT SEEK

- Extremely portable notebook in a thinner, lighter and elegant design, with the latest innovative technologies
- Outstanding performance and the ThinkPad heritage of best productivity, durability and connectivity
- Reduced operating costs and maximum return on investment with a combination of superior quality, thoughtful features and ThinkVantage® Technologies
- Industry-leading energy-efficient notebooks that reduce power consumption, increasing battery life and productivity

WHO TO SELL TO

TARGET SEGMENT

- Ideal for IT Departments of Large Enterprise (LE) and Mid-Market (MM) businesses who are looking for maximum performance with mobility and multimedia functions
- First prospects should be LE businesses with more than 2500 users
- Second prospects should be MM businesses with between 500 and 2500 users
- Ideally suited for businesses that require the ultimate in usability, portability and performance with reduced operating costs

WHAT WE OFFER

SALIENT FEATURES

Exceptional Performance in a Super-Thin Design

- Powerful Intel® Core™2 Duo i5-M Processors of 2.4GHz or 2.53GHz speeds
- Genuine Windows® 7 Professional
- Lenovo's Enhanced Experience for Windows® 7
- Next Generation Intel® Platform with Turbo Boost and Hyperthreading
- NVIDIA® NVS 3100M graphics with 512MB Video Memory, optional
- Lightest weight: Starting at 1.77 kg
- Thinnest form factor: Starting at 21.1 mm
- Wide 14" LED Backlit WXGA + 1440 x 900 display with optional Multitouch panel

Enhanced Usability with Improved Design

- Ergonomically designed spill-resistant keyboard with LED indicators for Caps Lock, Power On button, Microphone and Audio Mute buttons and Fingerprint reader
- Newly added VoIP keyboard hotkey (Fn + F6), dedicated buttons for Speaker Mute and Microphone Mute
- Improved touchpad with new texture, Multi-touch capabilities and wider TrackPoint® buttons enhances usability

Energy Efficient Performance

- Standard Volt processors provide optimal energy efficiency
- Energy Star® compliant
- SSDs use less battery power than traditional HDDs
- Thoughtfully designed fan blades significantly reduce heat and noise
- Environmentally friendly arsenic-free and mercury-free displays

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.

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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 via 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 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 under 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.

KEY DIFFERENTIATORS

MARKETPLACE DIFFERENTIATION

The ThinkPad T410s offers uncompromised performance with the following technologies:

- Multitouch LED displays 1440x900 displays
- NVIDIA® Switchable business graphics on Windows® 7
- 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

COMPARISON WITH THE COMPETITION

- 22% lighter and 17% thinner than Dell E6400
- 22% lighter and 30% thinner than HP 6930P
- 3 USB Ports (One standard USB 2.0 port, One Always ON USB 2.0 port, One USB / eSATA Combo Port) powered for charging while in suspend state and one USB / eSATA combo port for greater expansion
- Built-in camera with 2.0 MP resolution and low light capture capabilities
- Optional bay battery or optical drives (ODDs)
- DDR3 memory

INTRA-SERIES POSITIONING

COMPARISON WITH THE THINKPAD X SERIES

ThinkPad T410s has larger screen sizes and higher performance CPUs than the X Series notebooks. ThinkPad T410s also has 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

W Series is designed for higher performance applications that demand Open GL graphics, higher performance processors and ISV certifications; driving a more expensive, larger and heavier system than the ThinkPad T410s.

SERVICE EXCELLENCE

Base Warranty:

- 1 year Customer Carry-in Repair (T410s only)
- 3 year Customer Carry-in Repair
- 3 year On-site Next Business Day

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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 offer the best combination of portability and performance and now offer superior performance and user experience in a thin and light form factor. These are supported by features like:

- Multitouch panel with a new intuitive and easy-to-learn input method
- ThinkVantage® Rescue and Recovery®, spill-resistant keyboard and roll-cage design
- Highly durable with Military-grade environment and durability tests

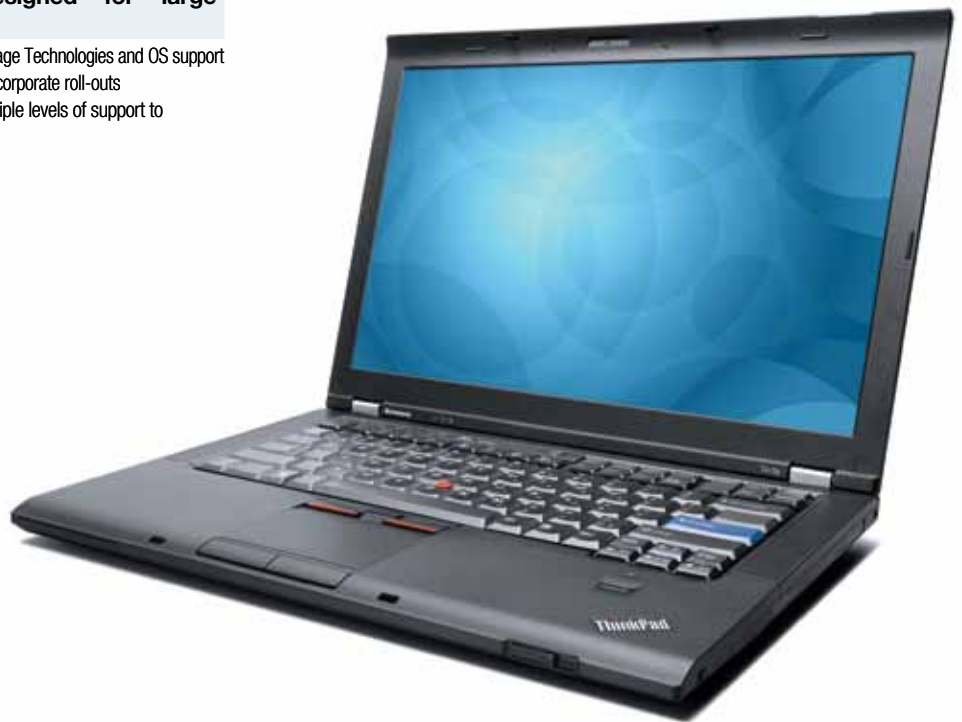
On-the-go professionals need to remain productive no matter where they go.

Provides a wide range of connectivity options and solutions to simplify communication. Connectivity, productivity and usability functions have all been optimized further with Lenovo's Enhanced Experience. These are supported by features like:

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