



Lenovo® recommends Windows® 7 Professional.

THINKPAD
W520 NOTEBOOKS



The Lenovo® ThinkPad® W520 Notebook

POWER AND RELIABILITY OF A WORKSTATION, QUALITY OF A THINKPAD

WHEN TO SELL

Best suited for professionals who need to run specialized software applications

- Designed for the ultimate performance with lightning fast processing capacity and excellent graphics performance
- Engineered to work in dynamic environments with the legendary ThinkPad reliability and durability
- Certified by some of the most stringent ISVs

WHO TO SELL TO

Target Segment

The ThinkPad W520 is best suited for:

- Existing large enterprise customers who need ISV certified systems with the mobility of a notebook
- IT Managers with large mobile workstation deployments

TOP REASONS TO OWN

- Extreme performance with Intel® Core™ i7 Quad Core™ Extreme Processors
- Tested and Certified by Leading ISVs including DSS CATIA, SolidWorks, Autodesk Inventor, AutoCAD, Adobe® and Maya
- Blazing Fast graphics with NVIDIA® Quadro® 1000M / NVIDIA® Quadro® 2000M with Optimus™ technology
- Innovative technologies such as the industry's first Integrated Color Calibrator
- MIL-SPEC tested for ruggedness

- SMB engineering firms supporting specialized verticals such as:
 - » Mining
 - » Geothermal Energy
 - » CAD/CAM
 - » EDA
 - » Oil and Gas
 - » Digital Content Creation
 - » Photography
 - » Life Sciences

WHAT WE OFFER – SALIENT FEATURES

Workstation-class Performance

The ThinkPad W520 is Lenovo's fastest ThinkPad notebook ever, showcasing workstation-class performance through:

- Intel® Core™ i5 and i7 processors in Dual Core, Quad Core and Quad Core Extreme

- NVIDIA® Quadro® 1000M and 2000M with 2GB VRAM
- Run up to two external displays in addition to the W520's main display for a total of three displays with Genuine Windows® 7 professional and NVIDIA® Optimus™ Technology
- Start your PC on average 20 seconds faster than a typical Windows® 7 computer
- 15% Faster wireless transfer with improved WWAN antenna performance
- 10x Faster data transfer through SuperSpeed USB 3.0

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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Outstanding VOIP Experience

The ThinkPad® W520 notebooks are optimized for communication through VOIP, with features such as:

- Full-duplex voice transmission support on Internet phone calls
- New Conference Room and Private Chat microphone mode
- Talk and type keyboard noise reduction technology and noise cancelling dual array microphones
- Easily accessible microphone, speaker and camera mute buttons

Incredible Battery Life

- With NVIDIA® Optimus™, Lenovo® Enhanced Experience 2.0 for Windows® 7 achieve 6+ hours¹ even with the Intel® i7 Quad Core extreme processors. 10+ hours¹ with Core™ i5 dual core processors

The Right Tools for Enterprise Users

The ThinkPad W520 is designed for professionals who need superior processing power and a host of features to meet their business needs. The ThinkPad W520 includes:

- An ISV certified workstation-class notebook, which is also MIL-SPEC approved
- USB 3.0 ports for 10x faster data transfer and 50% more power for connected devices
- Optional built-in Xrite Color Sensor
- Common docking across the ThinkPad W, X, L and T Series

THINKPLUS® SUPPORT

Lenovo's award winning Warranty Service and Support optimizes 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.

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.

¹ Measured with Mobile Mark 2007



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KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

The ThinkPad® W520 is:

- The fastest and lightest 15" mobile workstation
- MIL-SPEC tested to meet the most stringent environment and computing needs
- Optional upgrades to industry-leading technologies such as NVIDIA® Optimus™ technology and an integrated color calibrator
- Fully-loaded with more security features
- Up to 10.7 hrs battery life (Mobile Mark 2007)

INTRA-SERIES POSITIONING

- The ThinkPad W Series has the most powerful performance of the ThinkPad family of notebooks
- It is an ISV certified notebook, designed for users who use critical applications that have to operate smoothly
- Compared to the T Series, the W Series is better suited for customers who need high-end graphical and processing capabilities from their notebooks
- W Series users place significant value on their time and demand the highest possible performance solution

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need a notebook certified by ISVs with extreme levels of performance

- The ThinkPad W520 comes equipped with Intel® Core™ i5 and i7 processors in Dual Core, Quad Core and Quad Core Extreme for workstation-class processing power
- The ThinkPad W520 also includes the NVIDIA® Quadro® 1000M or the Quadro® 2000M graphics cards with 2GB of VRAM
- Intel® Hyper-Threading Technology enables more efficient multitasking, allowing ThinkPad W520 users to work faster than ever before

Customers need a notebook which offers an excellent VOIP and multimedia experience

- Full-duplex phone support makes Internet calls more like regular telephone calls, making Internet calls using the ThinkPad W520 comfortable and convenient
- The Private Chat mode for Internet calls enables a better VOIP experience
 - » Better quality and reliability of Internet calls results in more frequent use of VOIP
 - » Better audio recording and dictation in the office or in the field makes the ThinkPad W520 a reliable and dependable communications asset
- The 720p HD camera provides a rich visual experience to ThinkPad W520 users while balancing costs
 - » Multimedia video has become more and more essential as sales tools and for training and video conferences
 - » High picture resolution will make these presentations stand out

Customers need a notebook that combines durability and security with excellent value

- The ThinkPad W520 comes equipped with the ThinkPad Roll Cage to protect the notebook from damage during an accidental fall
- The ThinkPad W520 has been tested for and successfully passed 8 MIL-SPEC tests, making it one of the most durable and reliable ThinkPad notebooks in various working conditions
- The ThinkPad W520 comes with Lenovo's famous ThinkVantage® Technology (TVT) software tools, for users to get the most out of their notebook
- Lenovo's TVTs are now ready-to-install rather than pre-installed, so that users can select the tools they want to use
- This ready-to-install feature provides users with the freedom of choice and makes the ThinkPad W520 perform faster

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