



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

X201 TABLET



MOBILE FREEDOM – BECAUSE NOT EVERYONE WORKS BEHIND A DESK

THE THINKPAD® X201 TABLET

WHEN TO SELL

UNPARALLELED PRODUCTIVITY IN NON-TRADITIONAL WORK ENVIRONMENTS

The ThinkPad X201 Tablet is designed for mobile professionals who require quick access to electronic data while working outdoors or indoors. For these individuals, an easy-to-use digital computing, recording and notetaking device for use while sitting, standing, or walking, can improve productivity over traditional pen-based forms, charts, or notetaking methods.

The ThinkPad X201 Tablet offers:

- Versatility
- Comfortable and Easy to Use Tablet function
- Easy manageability
- Durable Design
- Advanced Multimedia presentation and VOIP Function

WHO TO SELL TO

TARGET SEGMENT

The Lenovo ThinkPad X201 Tablet is designed for mobile professionals such as:

- Field-sales professionals
- Students
- Healthcare professionals
- Field engineers
- Logistics or retail management industry

WHAT WE OFFER

SALIENT FEATURES

- High-performance Intel® Core™ i series processors with Turbo Boost and Hyper-Threading technologies
- Genuine Windows® 7 Professional operating system
- Optional multi-touch panel for finger-based input
- Optional outdoor panel for productivity even in glaring sunlight
- Advanced temperature control and cooling technology for cool-to-carry comfort

- Highly portable design—starting at 1.62kg and up to 8hours maximum battery life with optional 8-cell battery
- Enhanced usability experience—a full-size and spill-proof keyboard, a multitouch touchpad and a LED-backlit display
- Great multimedia and VoIP experience with a 2.0 MP webcam, stereo speakers and digital microphones
- Advanced wireless connectivity options—3G with GPS, WWAN
- Excellent data security—Active Protection System™, fingerprint reader, Hardware Password management and ThinkVantage® Rescue and Recovery®
- Remote manageability—Intel® vPro™ and Remote PC Assist Technology (RPAT)
- Maximum memory capacity—8 GB DDR3 1066 MHz
- Maximum storage—up to 500 GB HDD 7200 RPM and 128 GB SSD
- Designed to pass 8 rigorous MilSpec tests (physical shock, thermal shock, altitude, dust, vibration, humidity, heat and cold)
- Expansion options—3 USB ports, VGA and Gigabit Ethernet

TOP REASONS TO OWN

- COMFORTABLE AND EASY TO USE
- VERSATILITY
- DURABILITY
- MULTIMEDIA CAPABILITY
- MANAGEABILITY



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 the 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 customers to retain the hard drive if it fails and thus protects data from falling into the wrong hands

THINKPLUS SECURE BUSINESS

Provides security—the protection bundle includes Next Business Day (NBD) onsite service, ThinkPad Protection and Lenovo Online Backup

LENOVO ONLINE BACKUP

Provides secure, encrypted and offsite storage for the customer's data

THINKPAD PROTECTION (TPP)

Provides added protection in the case of minor drops and spills

THINKPLUS ENTERPRISE SOLUTIONS

Offer peace-of-mind with Lenovo as a single-point-of-contact—manages infrastructure, consolidates contracts and streamlines the number of vendors

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.

KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

COMPARISON WITH HP 2730p

The ThinkPad X201 Tablet offers:

- Lightweight design—minimum weight starts at 1.58kg
- Larger storage options
- Better connectivity options—WWAN and GPS
- Better usability experience—a dual-swivel hinge and a full-size keyboard
- Great multimedia and VoIP experience—stereo speakers and dual digital array microphones

COMPARISON WITH DELL XT2

The ThinkPad X201 Tablet offers:

- Higher battery life—up to 8hours battery life with optional 8-cell battery
- Better usability experience—a dual-swivel hinge and a full-size keyboard
- Great multimedia and VoIP experience—stereo speakers and dual digital array microphones

COMPARISON WITH FUJITSU T2020

The ThinkPad X201 Tablet offers:

- Better connectivity—WWAN and GPS
- Exceptional multimedia and VoIP experience—stereo speakers and dual digital array microphones
- Larger storage options
- Low-volt and ultra low-volt processors

COMPARISON WITH FUJITSU T5010

The ThinkPad X201 Tablet offers:

- Higher battery life—up to 8hours battery life with optional 8-cell battery
- Lightweight design—minimum weight starts at 1.58kg

INTRA-SERIES POSITIONING

COMPARISON WITH X201/X201s

The ThinkPad X201 Tablet offers:

- Convertible clamshell or tablet mode
- Versatile input options (pen and touch)
- Outdoor viewable display option
- Shorter maximum battery life
- Low-performing CPU than X201

COMPARISON WITH T SERIES

The ThinkPad X201 Tablet offers:

- Convertible clamshell or tablet mode
- Outdoor viewable display option
- Low-performing CPU than X201
- Ultimate portability
- Lightweight design

COMPARISON WITH W SERIES

The ThinkPad X201 Tablet offers:

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CUSTOMER NEEDS AND OUR SOLUTIONS

Mobile professional in sales, insurance, real estate, and emergency services are unable to see their laptop screens when working outdoors on sunny days

The ThinkPad X201 Tablet comes with an optional Superbright Outdoor Panel with extremely low reflectivity for great viewability indoors, outdoors and even in direct sunlight.

Many mobile professionals such as doctors or nurses on rounds, sales professionals on sales calls, field engineers on-site, and inventory managers in a warehouse are carrying more than their laptops and can't type or even juggle a pen

The Enhanced Multitouch panel for the X200 Tablet offers the latest in touchscreen technology and provides mobile professionals with a natural and intuitive way to interact with forms, data, files, pictures and charts with their fingers while on the move.

Companies with a mobile workforce are constantly worried about security whether due to theft or misplacement

ThinkPad Laptops come with a layered security solution that starts with an integrated fingerprint reader and includes 32-byte pre-boot password authentication, Trusted Platform Module and Self Encrypting Hard Drives. Additionally, Hardware Password manager enables IT Departments to remotely manage passwords for notebook hardware including Self Encrypting Drives.

Customers need reliable ultraportable tablet PCs to withstand out-of-the-office work environments

The ThinkPad X201 Tablet comes with the legendary ThinkPad reliability and durability features, in a thin and light design. Designed from the inside out to pass eight rugged MilSpec durability tests, the X201 Tablets come equipped with Shock mounted hard drives, Spill-resistant keyboards, a magnesium alloy rollcage, and the Hard Drive Active Protection System™ which acts like an airbag for your hard drive.

Customers need effortless manageability with minimal dependencies on IT support

The ThinkPad X201 Tablet with its industry-leading tools and technologies offer excellent manageability. Remote and secure management of data is now effortless with the exceptional Intel® vPro™ technology, Remote PC Assist Technology, Hardware Password Manager tool and ThinkVantage® Rescue and Recovery® features.

SEGMENT SPECIFIC BENEFITS AND USE CASES

OUTDOOR MOBILE PROFESSIONALS

For emergency workers, field engineers, service professionals and others who use collect, record, access, and review data outdoors, the ThinkPad X201 Tablet is lightweight and convenient to carry, has wide range of connectivity options and is viewable even in direct sunlight.

FIELD SALES PROFESSIONALS

For sales people who work in the field and need to access market data, give presentations and collect signatures, the ThinkPad X201 Tablet offers superior performance, multimedia functions and wireless connectivity in a lightweight easy-to-carry system. Additionally, ThinkPad's durability, strong design and leading panel technology allows sales people to focus less on their PC and more on closing the deal.

STUDENTS

For students, the ThinkPad X201 Tablet brings together the functionality of a pen and pad, the content availability of any textbook or e-book reader, and the performance and efficiency of the most reliable laptop computer. The ThinkPad X201 Tablet allows students to edit documents, draw graphs, write formulas and take handwritten notes.

RETAIL / SUPPLY CHAIN MANAGEMENT INDUSTRY

In tablet mode, the ThinkPad X201 Tablet gives retail merchandisers, store managers, inventory managers and delivery personnel a convenient lightweight, compact, and durable solution for collecting data on the loading dock, in the warehouse and on the retail floor. In laptop mode, the ThinkPad X201 Tablet converts into a powerful PC for analyzing the data when back in the office making the decisions you need to manage your business.

HEALTHCARE PROFESSIONALS

For doctors and nurses, the ThinkPad X201 Tablet provides a lightweight, durable and reliable tool to automate their lives and help transition toward fully electronic medical records. The ThinkPad X201 Tablet also provides industry-leading wireless technology for sharing and transferring patient records to central hospital servers and the advanced security options to ensure protection and privacy of those confidential records.



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