



LAUNCH MESSAGING

PRODUCT NAME:

LENOVO THINKCENTRE M90z

DATE:

17TH MARCH 2010 / v9

LAUNCH CATEGORY:

CATEGORY 1

LAUNCH MANAGER:

APSARA CHIDAMBARAM

PRODUCT MARKETING MANAGER/BU:

MEI LEE (PM) / ZEKE YUSAH (MM)

PRODUCT BRAND/FAMILY:

LENOVO THINKCENTRE M SERIES

ANNOUNCE DATE:

**SHIP SUPPORT: 21ST MAY (AG AND AP),
31ST MAY (EMEA) AND JUNE 14TH (INDIA)**

WOW FEATURES

- First TCO Certified EDGE² all-in-one in the industry
- All new 2010 Intel[®] Core™ processors
- Full HD screen with dual display support
- vPro™, Trusted Platform Module and Hardware Password Manager capable
- Tool-less design with easy access component layout for easy serviceability
- Built with 41.8% post consumer content (PCC)⁶
- Lenovo Enhanced Experience for Windows[®] 7
- Saves \$54.72 per unit per year on power costs⁷

More features to choose from

- Simple Tap software for MultiTouch⁴
- 2 MP HD webcam and digital array microphones³
 - » Physical on/off switch for webcam
 - » Physical mute button for microphones
- Auto brightness control³
- Multiple stand options: traditional stand and height-adjustable stand

TARGET SEGMENT

Enterprises¹ (1000+ employees) who:

- Work in crowded and cluttered spaces
- Are early adopters that like working with state of the art IT
- Looking to refresh their aging PC fleets (3+ years old PCs)

ThinkCentre M90z



ONE LINE DESCRIPTION

M90z: Lenovo's first all-in-one desktop for large enterprises

**30
WORDS**

The Lenovo ThinkCentre M90z combines the first-class productivity, manageability and security of premium desktops such as ThinkCentre M90/M90p with the space and energy efficiency of all-in-ones, making it an essential addition to your global PC fleet.

**60
WORDS**

In addition to its high performance and space & energy efficient design, thanks in part to the several Green certifications it has to its credit, it provides more options to save communication and energy costs with leading VoIP features³ for video conferencing (HD webcam³, digital array microphones³) and automatic brightness adjustment³.

**90
WORDS**

It comes with the hallmark ThinkCentre reliability, Lenovo Enhanced Experience for Windows[®] 7 and the all new 2010 Intel[®] Core™ processors for high productivity. The >12 month platform stability along with innovative Lenovo ThinkVantage[®] Technologies and latest vPro™⁴ support make it easy to manage while Lenovo Hardware Password Manager (sold separately), Trusted Platform Module and physical webcam³ and microphone³ on/off buttons⁵ make it extremely secure.

1. The ThinkCentre M90z is also available in the topseller model for high end SMBs.

2. TCO Certified EDGE is an award program that helps identify products at the cutting edge – making your green purchasing decision easier. TCO Certified Edge is exclusively for those products that are at the leading edge of innovation in the areas of Usability / Human factors or which offer proven reduced impact on the natural environment. source: <http://www.tcodevelopment.com/pls/nvp/Document.Show?CID=4146&MID=575>

3. Optional

4. Select Models

5. The physical mute and webcam on/off buttons ensure that your webcam/microphone don't remain accidentally switched on

6. Calculation based on EPEAT™ standard as reference. ThinkCentre M90z, plus optional fingerprint keyboard, has about 41.8% post consumer content (PCC) in its plastic parts. That is the equivalent of 1325.5g recycled plastic.

7. Based on production level models, the ThinkCentre M90z saves 529.8 kWh more than a ThinkCentre M52p with ThinkVision L2440P with Power Manager deployed and idle screen off. Based on energy cost of \$0.103 kWh: Energy Information Administration, Annual Energy Outlook 2009 (early release edition)

MESSAGES TO STAKEHOLDERS



RETENTION CUSTOMERS

In addition to 30-60-90 key message: If you wanted to adopt an all-in-one but did not find one suitable for your demands, then your wait is over. Supplement with 30-60-90 words.



ACQUISITION CUSTOMERS

In addition to 30-60-90 key message: If you wanted to adopt an all-in-one but did not find one suitable for your demands, then your wait is over.

IT DEPARTMENT

In addition to 30-60-90 key message:

- Easy deployment - Takes as less as 3 minutes⁸
- Less cable clutter
- Up to date security and manageability features
- Easy serviceability: Tool-less design with easy access component layout
- Award winning service and support
- Global models available

The Lenovo ThinkCentre M90z promises to make your work easier. It is extremely easy to deploy compared to traditional desktops. It takes up to only 3 minutes as opposed to 5 minutes taken to deploy a ThinkCentre M90/p (USFF)⁸. It comes in one box, has fewer wires and has the monitor integrated with the central unit. Further, it is designed for easier serviceability with tool less design and end user access to Memory and Hard Drive.

It still comes with the same industry standard tools that you are accustomed to such as vPro™⁴ and Trusted Platform Module.

The Lenovo ThinkCentre M90z delivers on cost and time savings with a combination of superior quality, ThinkVantage Technologies, green features and enhanced VoIP experience³. Together these minimize energy and communication costs, system downtime and IT support costs.

With the Lenovo ThinkCentre M90z, you also have the ability to enjoy the safety provided by hardware passwords through Lenovo Hardware Password Manager (sold separately). The Hardware Password Manager is capable of complete central management of keys and passwords for self-encrypting hard disk drives and is the only solution available to manage all brands of self-encrypting hard disk drives. Further it is simple for users and administrators—users who don't know their real hard disk drive or BIOS passwords and it lends to easy recovery of data in case of lost passwords or if the employee leaves the company.

Lenovo ThinkCentre desktops receive award-winning support and services which take the complexity out of PC management. They receive the same dedication to excellence that sets the standard for phone support satisfaction⁹ giving you complete peace of mind. You are then able to provide your internal customers the confidence that they are using the best desktops available and the finance department the confidence that it is getting a great return on its IT investment.



SALES / CHANNEL

In addition to 30-60-90 key message: The Lenovo ThinkCentre M90z gives you an option to present an unprecedented offering to your customers – that of performance and manageability of a standard desktop minus the clutter and space requirements; thanks to the new form factor that occupies a smaller footprint, has minimal cables and comes with wireless keyboard³ / wireless mouse³.

It still comes with the same industry standard tools that IT departments are accustomed to such as vPro™⁴ and Trusted Platform Module and the same industry leading ThinkVantage technology tools that make managing a global fleet of PCs simpler.

It also provides you the ability to provide your customers Lenovo's award-winning service and support as well as industry-leading phone support⁹ for complete peace of mind as well as a range of ThinkPlus™ services. Lenovo also recommends upgrading your customers to Priority Support, where you don't have to invest in additional resources and infrastructure but rather rely on Lenovo's worldwide, regional support centers for improving your profitability while providing 24x7 customer support.

You can sell a range of options and accessories thus boosting your revenues and margins (For a list of options and accessories please refer to the "Options and Accessories" section). The comprehensive qualification testing ensures complete Lenovo system compatibility and you have a single company to call in the event of service and support. Further Lenovo installed options into Lenovo system automatically assume the system warranty.





PRESS AND ANALYSTS

In addition to 30-60-90 key message: Lenovo ThinkCentre M90z defines a new class of PCs; that of Enterprise class all-in-ones



EDUCATION VERTICAL

In addition to 30-60-90 key message: The Lenovo ThinkCentre M90z is ready for today's global and online classroom. It has a smaller foot print than standard desktop PCs and is available with the latest in VoIP experience³ with 2 MP HD webcam³ with physical on/off switch and digital array microphones³ for better voice clarity.



PUBLIC SECTOR / GOVT. VERTICAL

In addition to 30-60-90 key message: The Lenovo ThinkCentre M90z delivers on cost and time savings with a combination of superior quality, ThinkVantage[®] Technologies, green features and enhanced VoIP experience³. Together these minimize energy and communication costs, system downtime and IT support costs.

The Lenovo ThinkCentre M90z comes with the security offered by Trusted Platform Module. Further you have the ability to enjoy the safety provided by hardware passwords through Lenovo Hardware Password Manager (sold separately). The Hardware Password Manager (sold separately) is capable of complete central management of keys and passwords for self-encrypting hard disk drives and is the only solution available to manage all brands of self-encrypting hard disk drives. Further it is simple for users and administrators—users who don't know their real hard disk drive or BIOS passwords and it lends to easy recovery of data in case of lost passwords or if the employee leaves the company.



HEALTHCARE

In addition to 30-60-90 key message: It is specially suited to demands of Healthcare verticals which often have crowded and cluttered work spaces and need to move systems from one place to another. Further, the MultiTouch⁴ panel comes with standard glass where one can use regular cleaners as well as disinfectants that would otherwise harm the screen.



FINANCE

In addition to 30-60-90 key message: It is specially suited to the demands of Finance industry that need secure PCs with VoIP and multiple screen support. (Refer to Pain points section for details on VoIP features and security)



RETAIL

In addition to 30-60-90 key message: The Lenovo ThinkCentre M90z is suitable for demands of retail environments that have cluttered desks, are looking to lower PC management costs and need the MultiTouch⁴ interface.



HOSPITALITY

In addition to 30-60-90 key message: The Lenovo ThinkCentre M90z comes with commercial ID and looks stylish. This makes it especially suitable for guest rooms, executive lounges and business centers. The small footprint reduces desk clutter while superior manageability and security tools reduce demand on costly support staff making it ideal for Hospitality industry.

8. Testing by R&D based on production level models. Comparing the deployment time of a ThinkCentre M90z versus a ThinkCentre M90p (USFF) + ThinkVision L2440P
9. Source: Technology Business Research (TBR) Study on Customer Satisfaction. Third Calendar Quarter 2009 (December 9, 2009)

| WHAT ARE THE PAIN POINTS/ DESIRES THAT THIS PRODUCT ADDRESSES | HOW DOES THE PRODUCT ADDRESS THE PAIN POINTS/DESIRES | WHAT ARE THE KEY FEATURES (IN ORDER OF IMPORTANCE) |
|---|---|--|
| Most of the AIOs in the market are consumer class | The Lenovo ThinkCentre M90z is a professional grade all-in-one suited for demands of large enterprises | <ul style="list-style-type: none"> • Commercial ID • Global models • CTO and special bids • >12 month platform stability • Tool-less design with easy access component layout for easy serviceability • Lenovo's award-winning global support and services provided by in-region support centers |
| Old systems adding to maintenance costs along with reduced productivity | The Lenovo ThinkCentre M90z comes with the latest technologies for improving productivity while reducing management/maintenance costs | <ul style="list-style-type: none"> • All new 2010 Intel® Core™ Processors with Intel® Turbo Boost Technology and Intel® Hyper-Threading Technology • Latest vPro™ 4 support for remote manageability, leading to cost savings • Full ThinkVantage® Technology suite for simpler manageability and reduced management costs • Lenovo Enhanced Experience for Window® 7 enables as low as 32 second boot up time and up to 7 seconds shut down time. (test results to be updated)¹⁰ |
| Cluttered workspaces | The Lenovo ThinkCentre M90z has a smaller footprint than standard desktops | <ul style="list-style-type: none"> • Smaller footprint than standard desktops • Multiple mounting options |
| Increasing telephone costs | The Lenovo ThinkCentre M90z comes with technologies for better communication/ videoconferencing | <ul style="list-style-type: none"> • Optional video conferencing facility with 2 MP HD webcam³ with physical on/off switch • Digital array microphones³ for better voice clarity with physical mute button |
| Rising energy costs | The Lenovo ThinkCentre M90z comes with latest green technologies to save energy costs | <ul style="list-style-type: none"> • Monitor auto brightness³ • Energy Star® 5.0⁴ • EPEAT® Gold⁴ • Exclusive GREENGUARD® • 1st TCO Certified EDGE |
| Increasing security threats on information | Lenovo ThinkCentre M90z comes with latest security technologies to address increasing security threats | <ul style="list-style-type: none"> • Trusted Platform Module for enhanced security • Chassis Intrusion switch³ to alert in event of a PC breach • ThinkVantage Client Security solution • Sold separately, the hardware password manager can provide complete central management of keys and passwords for self-encrypting hard disk drives |
| Want to reduce PC management costs | Lenovo ThinkCentre M90z comes with Intel vPro™ 4 support and full suite of ThinkVantage Technologies that make managing a global fleet of PCs simpler while saving management costs | <ul style="list-style-type: none"> • vPro™ 4 support reduces support cost through remote management • Rescue and Recovery® for reduced desk side support calls • Product recovery • Client security solution for enhanced security • Password manager (sold separately) for better security and reducing support calls for forgotten passwords • System Update that keeps your PC up to date and performing at top notch |

¹⁰ Windows® 7 with Lenovo Enhanced Experience, based on pre-production level PCs. Final data may vary.

COMPETITION

What are other key feature advantages?
What are the customer benefits?

Lenovo Simple Tap for control of common hardware functions

SERVICES/SOFTWARE/PERIPHERALS

Existing and/or new services/software/peripherals that support the product positioning

Services/Software/Peripherals

Lenovo offers a number of service and support options to enhance your overall computing and work experience.

Warranty Support Options

All Lenovo ThinkCentre customers receive Lenovo award-winning base warranty service and support. You can increase its availability and protect your investment longer by upgrading your warranty support to a higher service level and/or extending the base warranty for as long as you plan to own your Lenovo ThinkCentre.

For higher levels of enterprise-wide support, ThinkPlus Priority Support saves you time and money with enhanced technical support, available 24x7. Our highest level of support gives IT administrators priority call routing directly into advanced skill technicians who get to the heart of support issues fast.

Protection Services

Protection Services saves you money and gets your Lenovo ThinkCentre back and ready to work by providing repairs that are not covered under system warranty.

You can also guard against hard drive failure by selecting Lenovo Hard Disk Drive Retention. If your hard drive should happen to fail, instead of returning the damaged part to Lenovo, you can keep your hard drive, retaining your valuable files. Lenovo Hard Disk Drive Retention ensures that your work never leaves your hands.

To learn more about these and other available Lenovo Services, visit www.lenovo.com/services

RECOMMENDED OPTIONS AND ACCESSORIES

1



LENOVO ULTRASLIM WIRELESS KEYBOARD AND MOUSE

Reduce your desk clutter

2



LENOVO FINGERPRINT USB KEYBOARD

Make your M90z more secure and forgotten passwords a thing of the past

3



THINKPAD USB KEYBOARD WITH TRACKPOINT®

The Ultimate Space Saving Keyboard

4



USB SMARTCARD KEYBOARD

Prevent unauthorized access to your PC

5



LENOVO LASER MOUSE

Get an enhanced experience with high performance, fully programmable and comfortable laser mouse

6



With Height Adjustable Stand



With Frame Stand

HEIGHT ADJUSTABLE STAND

Easily adjust your system to improve your viewing comfort



DDR3 SDRAM SODIMM

Boost your system performance with up to 4 GB memory without a big dent in your pocket

7



THINKPAD IN-EAR HEADPHONES

High-quality voice and audio performance for internet voice conversations, multimedia applications

8



1st Monitor: Attached to M90z DisplayPort
2nd Monitor: 1st USB-to-DVI Adapter



USB-TO-DVI MONITOR ADAPTER

Improve your productivity through multiple monitor support

9



LENOVO MEMORY KEYS

Keep your data safe with secure Lenovo Memory Keys

10



LENOVO'S KENSINGTON SECURITY CABLE LOCKS

Secure your M90z from thefts

11



DISPLAYPORT MONITOR CABLES

Attach existing DVI-D digital or VGA analog 1920 x 1200 resolution monitor to DisplayPort

12

INTER LINE COMPARISON

Why choose this product vs. the Lenovo products just above and just below this product?

Compared to A70z:

A70z catered to the demands of SMBs while M90z aims to cater to demands of large and global enterprises.

Enterprises manage a large fleet of PCs. The M90z supports Intel® vPro™ 4 that make remotely managing a large fleet of PCs easier.

Enterprises need more secure PCs owing to their global workforce and the number of PCs they manage. The M90z comes with Trusted Platform Module and is Hardware Password Manager capable (HPM sold separately) for enhanced security.

Owing to large number of PCs they manage, Enterprises need extremely energy efficient PCs to reduce their energy costs. M90z comes with smart technologies for energy savings (Auto-brightness³ control) and has several green certifications to its credit such as EPEAT® Gold⁴, GREENGUARD® and is the 1st TCO certified EDGE all-in-one in the industry.

OTHER DIFFERENCES WITH RESPECT TO A70z:

More powerful: The M-Series desktop that can do more with less.

Connectivity: Dual monitor support

Usability: MultiTouch⁴ support

COMPARED TO M90/p:

M90/p is a traditional desktop. The M90z was conceived to provide the same performance as a traditional desktop while reducing clutter, improving usability and saving communication and energy costs.

Reduced desk clutter: M90z is an all-in-one with monitor and CPU in single unit

Better usability: MultiTouch⁴ panel

Reduced communication costs: Enhanced VoIP: 2 MP HD webcam³, digital array microphones³ and more powerful 2X2W speakers

Energy saving technology: Auto brightness³ control along with being the 1st TCO certified EDGE all-in-one in the industry.



BRAND/FAMILY MESSAGES

How does this product enhance and/or reinforce the existing brand and family messages?

Saves time and money:

- Latest technologies to save energy costs
- Environment friendly features – auto brightness³ control
- Offers simpler PC manageability through ThinkVantage Technologies and Intel's vPro™ 4
- Award winning support and services
- Legendary Think reliability and durability: Rescue and Recovery®, Hardware Password Manager capable (HPM sold separately)

Enhanced user experience:

- All new 2010 Intel® Core™ processors
- Lenovo enhanced experience for Windows® 7

Pride and confidence:

- First TCO Certified Edge AIO in the industry (TBD)
- Lenovo's first all-in-one desktop for large enterprises

CLAIMS

Compared to Typical Enterprise-Level PCs 4 years ago:

- Saves enough energy to power a light bulb for over two years¹⁵
 - » Saves over USD \$54.72 over the M52 + L2440p⁷
- Boots up in up to 32 seconds. Shuts down in only 7 seconds¹⁰
- It can have its hard drive and memory replaced in under 1 minute¹¹
 - » ThinkCentre Tool-Less Design & Easy Component Layout

Compared to Premium Enterprise Level PCs today:

- ThinkCentre M90z is 2 minutes faster to deploy than the ThinkCentre M90p⁸
 - » M90z Deployment Time: 3 minutes
- ThinkCentre M90z is made up of 41.8% PCC, the equivalent of 65 plastic bottles¹²
 - » 41.8% PCC emits about 2-3kg less CO2 than virgin plastic⁶
 - » That equals the carbon footprint of a plane flying over 4 miles or a car driving over 11 miles¹³
- Has an auto-brightness function, allowing companies to enjoy up to 15% more in energy savings¹⁴
- Full HD Screen with dual display support
- Has built in 2 MP HD webcam and digital array microphone³
 - » Enhanced VoIP experience with on/off switch (webcam) and physical mute button (mic)

11. Source: Lenovo Global Desktop Research & Development – based on pre-production level models. Final data may vary.

12. Calculation based on EPEAT® standard as reference. ThinkCentre M90z, plus optional fingerprint keyboard, has about 41.8% post consumer content (PCC) in its plastic parts. That is the equivalent of 1325.5g recycled plastic. An average soda bottle is 20.5g.

13. Carbon footprint claim based on calculation that 1kg of CO2 is equivalent to a) a plane flying a distance of 2.2km or 1.375 miles, b) a car driving a distance of 6km or 3.75 miles (assuming 7.3 liters petrol per 100km or 39mpg) – Time For Change link.

14. ThinkCentre auto-brightness control allows an extra energy savings of 79.46 kWh. Based on energy cost of \$0.103 kWh - Energy Information Administration, Annual Energy Outlook 2009 (early release edition) Final data may vary.

15. Comparing a ThinkCentre M90z versus a ThinkCentre M52 and ThinkVision L2440P with Power Manager deployed and idle screen off. Based on production level models, the ThinkCentre M90z saves 529.8 kWh more than a ThinkCentre M52p with ThinkVision L2440P. Based on energy cost of \$0.103 kWh: Energy Information Administration, Annual Energy Outlook 2009 (early release edition). An energy saving light bulb (25W) requires 0.025kWh to light up for one hour. Final data may vary.