

ThinkPad Edge



ThinkPad

Positioning

ThinkPad

X, T, R, W series

Rock solid

LE

Values manageability, durability and trust

Requires continuity, legacy function

Desires a stable and trusted design

Managed by professional IT department

Values rich function & configurability

ThinkPad[®]
Edge

Sophisticated simplicity

SMB

Values dependability and impression

Expects meaningful enhancements

Desires a clean, progressive design

Managed by self

Values simple experience

ThinkPad **Edge**

A new ThinkPad line specifically designed for SB

Features valued by small business

To address those in the SB segment whose life is business and more.

- Edgier / clean design, simple, glossy displays and color
- Enhanced multimedia, services, VoIP and great connectivity - wireless



Maintains ThinkPad tenets & core brand attributes

- Thoughtful design
- Quality engineering
- Trackpoint/Keyboard

The ultimate tool for small business

The new ThinkPad for small business... and the individuals behind it.
Combining necessary performance with style that is as distinctive as the user.

- Designed for SB at the right price
- Simple user experience



ThinkPad Edge Design

New Keyboard Design

- The same, legendary ThinkPad keyboard feel
- Redesigned keyboard layout to reflect contemporary usage patterns
- New keycap design with a more contemporary appearance reduces the chance of keycaps popping off

UltranaV

- The ThinkPad Edge provides customers a choice of two navigation options
- Trackpoint
- Multi-gesture touchpad



ThinkPad Edge 14"/15"

- The right price for Small Business: Starting at \$599
- Optimized for SMB
 - Win7, SMB software and Lenovo TVTs
 - Latest Intel Core family processors
 - True mobility with great connectivity options
 - Optical Drive included
 - Integrated graphics only
 - Enhanced multimedia , HD audio
 - Multiple USB ports (3), USB-eSata Combo (1), 7-in-1 Media Card Reader, HDMI, Gigabit Ethernet
 - Various Services & Warranty Options



Why ThinkPad Edge Series?

Answer your customer's questions:

- **What does your customer need?**
 - High Performance with latest Intel Core processors?
 - Budget less than \$800?
 - Professional Notebook that reflects personal style?
 - Multimedia functionality for off hours computing?
 - System managed by self or small IT dept?
 - Multiple connectivity options including GOBI WWAN?
 - Standard model (ie no custom configuration/image needed)?
 - VoIP capable?



- **Upsell to L, T or X for the following:**
 - UltraBay and integrated docking
 - XP Pro preload
 - Mil Spec
 - Roll Cage – Latch design
 - All-day battery life (X-series)
 - Advanced manageability (AT-p)
 - Fastest processors and discrete graphics
 - vPro
 - 16:10 aspect (WXGA, WXGA+)

ThinkPad™ Edge 13" | Key Features

Weight & Dimensions

- 13.3" HD (1366x768) LED Backlit Screen
- Smaller Size 0.67" – 1.23" x 13.07" x 8.98"
- Lower Weight (starting at 3.6 lbs)
- Battery life (5.2 hrs AMD, 7.8 hrs Intel®)

Design

- Glossy black, red, or matte black finish
- Redesigned, spill resistant, scalloped keyboard.

Performance

- 2GB - 4GB / 250 GB – 320 GB
- Windows®7 HP or Pro
- AMD Athlon™ Neo X2 L325 or Intel SU7300
- 4 – 6 cell battery

Cutting Edge Capability

- Enhanced Multimedia
- 3 USB Ports
- GPS
- 5-in-one card reader
- Low light sensitivity webcam



Advanced Communications

- WiFi, Bluetooth(opt), Integrated WWAN (optional), WiMax (optional)

User Experience

- Trackpoint
- Multi-gesture touchpad
- VGA, HDMI
- HD Audio
- Gigabit Ethernet
- ThinkVantage® Tools

ThinkPad™ Edge 14 & 15" | Key Features

Weight & Dimensions

- 14" & 15.6" 1366x768 HD LED Backlit Display
- 14" Dimensions: 344 x 233 x 32.8-39.0 mm
- 15.6" Dimensions: 380 x 247 x 33.8-39.5 mm
- Weight: 14": 5.1 Lbs. 15.6": 5.6 Lbs.

Design

- Glossy black, red, or matte black finish
- Redesigned, spill resistant, scalloped keyboard.

Performance

- 2GB - 4GB / 250GB – 500GB
- Windows®7 HP or Pro
- **Intel Core i3-330M / Core i3-350M / Celeron P4500**
- 4 – 6 cell battery
- Intel HD Integrated Graphics

Cutting Edge Capability

- Enhanced Multimedia
- 4 USB Ports (1 powered, 1 eSATA/USB)
- GPS
- 7-in-one card reader
- 2.0 MP webcam



Advanced Communications

- WiFi, Bluetooth(opt), Integrated WWAN (optional), WiMax (optional)

User Experience

- Trackpoint
- Multi-gesture touchpad
- ThinkPad Edge Fingerprint Reader
- VGA and HDMI
- HD Audio
- Gigabit Ethernet
- ThinkVantage® Tools

ThinkPad 14" Intra-Series Positioning

\$ Price

*ThinkPad Edge for SMB!
Stylish, Affordable, Durable*

Edge 14



SMB Focus

- Weight 5.1 lbs.
- 16:9, Size 32 mm thin
- Int graphics
- USB docking
- 12.7 mm ODD, fixed bay
- I3-330, i5-430

*L series meets all
Enterprise customers
needs at affordable
price !*

L412



L Series – Entry Enterprise

- Weight 5.2 lbs.
- HD 16:9, Size 32 mm thin
- Int & Discrete graphics (512 MB)
- Generation 3 Minidock
- 12.7 mm, Fixed bay
- i5-520M, i5-540M

Upgrade to T for
Best in Class !

T410s



T Series - Enterprise Super Thin & Light

- Weight 3.91 lbs
- 16:10, Size 21.1 mm thin
- Int + Switchable graphics (512 MB)
- Generation 3 Minidock
- 9.5 mm ODD
- i5-520M, i5-540M

T410



T Series - Enterprise Thin & Light

- Weight 5.0 lbs
- 16:10, Size 27.6 mm thin
- Int + Discrete graphics (256 MB)
- Generation 3 Minidock
- 9.5 mm ODD
- i5-520M, i5-540M, i7-620M

- ✓ **Best cost position/ROI**
- ✓ **Light weight**
- ✓ **Excellent Performance**
- ✓ **Best Wireless**
- ✓ **VOIP centric**
- ✓ **Next Gen 3 docking**

Features/Function

ThinkPad 15" Intra-Series Positioning

L series meets all Enterprise customers needs at affordable price !

Upgrade to T for Best in Class !

*ThinkPad Edge for SMB!
Stylish, Affordable, Durable*

Edge 15



15" Edge for SMB

- Weight 5.6 lbs.
- 16:9, Size 36.4 mm thin
- Int graphics
- Red, Black, Glossy Black
- 12.7 mm ODD, fixed
- USB docking

L512



L Series - Entry/ Cost

- Weight 5.76 lbs.
- HD 16:9, Size 32 mm thin
- Int & Discrete graphics (512 MB)
- Generation 3 Minidock
- 12.7 mm, Fixed bay
- i5-520M, i5-540M

T510



T Series - Enterprise Thin & Light

- Weight 5.9 lbs
- HD 16:9, Size 35.8 mm thin
- Int + Discrete graphics (512 MB)
- Generation 3 Minidock
- 9.5 mm ODD
- i5-520M, i5-540M, i7-620M

- ✓ **Best cost position/ROI**
- ✓ **Light weight**
- ✓ **Excellent Performance**
- ✓ **Best Wireless**
- ✓ **VOIP centric**
- ✓ **Next Gen 3 docking**

Features/Function