

THE LENOVO® THINKPAD® L430/L530 LAPTOP

**EXTREMELY RELIABLE, BUSINESS-CLASS PERFORMANCE.
REAL VALUE. AND ENHANCED EXPERIENCE**



POWERED BY FAST PERFORMANCE 3RD GENERATION INTEL® CORE™ i3, i5 AND i7 PROCESSORS

BETTER PERFORMANCE WITH GENUINE WINDOWS® 7 PROFESSIONAL

IMPROVED DISPLAY QUALITY AND VISUALS WITH HD AND HD+ SCREEN AND NVIDIA® OPTIMUS™ GRAPHICS (AVAILABLE ONLY ON L430)

BUILT FOR RUGGEDNESS AND RELIABILITY WITH THINKPAD TORTURE TESTS AND MIL-SPEC STANDARDS

IMPROVED DESIGN WITH A THINNER, CLEANER AESTHETIC, PRECISION KEYBOARD, AND LIGHTWEIGHT

LENOVO ENHANCED EXPERIENCE 3 AND RAPID TECHNOLOGY FOR FASTER BOOTING AND CONNECTIVITY

THIRD GENERATION DOCKING AND WIDE RANGE OF PORTS FOR EXTENSIVE USABILITY AND EXPANSION

WHEN TO SELL

Best suited for Enterprise Mainstream and Public Sector Deployments which need:

- Rock solid reliability without compromising performance or features
- A powerful combination of high performance processor and graphics
- Optimum levels of power without sacrificing battery life
- A top-of-the-line media and communications experience
- A cool, quiet laptop that allows for constant, disturbance-free productivity
- A laptop that delivers not only in core function, but also in ease and comfort of use

WHOM TO SELL TO

The ThinkPad L430/L530 is designed for professionals demanding:

- Function and durability in a single, cost-effective package
- Versatile performance in both processing and graphics
- Excellent collaboration and productivity features
- Ergonomic design and exceptional ease of use



LENOVO ENHANCED EXPERIENCE 3 FOR WINDOWS® 7. FASTER AND OPTIMIZED FOR BUSINESS.

Fast and optimized for multimedia: Lenovo Enhanced Experience 3 for Windows® 7 uses RapidBoot technology to start your PC 40% faster than a typical Windows® 7 computer*. And BootShield maintains fast boot performance even after installing multiple applications. Plus, you can enjoy richer sound and HD webcams. Find out more at www.lenovo.com/win7ee

*Available on certified models with Intel® Core™ i3, i5 or i7 processors. Claim is calculated by taking the average of Lenovo EE3 notebooks and desktops, and compares it with averaged data from 49 competitor products of similar configuration (Intel® Core™ i3, i5 and i7 PCs only). Testing conducted by CNET Labs, Beijing in December 2011, using the independent VTS tool to measure start-up time and other performance measurements. Performance will vary by model and configuration.



Lenovo® recommends Windows® 7 Professional.

lenovo® **FOR**
THOSE
WHO DO.™

PERFORMANCE TO SUCCEED

- 3rd generation Intel® Core™ standard voltage processors offer fast processing and effective multitasking
- Better Performance with Genuine Windows® 7 Professional
- Intel® HD integrated graphics deliver a 60% performance boost over the previous generation
- Brilliant graphics and longer battery life with NVIDIA® NVS 5400M with Optimus™ technology and 1GB VRAM (AVAILABLE ONLY ON L430)
- Long working hours are easier and more effective with up to 13.5 hours of battery life with a 9-cell battery

IMPROVED MEDIA AND COMMUNICATION

- Exemplary display clarity and performance with wide 14" and 15" HD and HD+ displays
- A whole new level of collaboration and communication with the 720p HD camera with face tracking
- Exceptional audio quality and clarity with Dolby® Advanced Audio™ 2.0
- Digital microphone with new Conference and Private Internet microphone call settings for outstanding voice clarity

REFRESHING EXPERIENCE

- A powerful combination of mobility and durability with a sturdy, thin and light design
- Cool and quiet thermal design with dual vents to work in complete serenity
- Faster boot (Lenovo RapidBoot), faster resume and faster connect
- New precision keyboard with improved ergonomic design for enriched typing comfort and accuracy



LENOVO SERVICE

Lenovo offers a comprehensive portfolio of award-winning services to support and protect your ThinkPad® investment. Succeed with substance, and let Lenovo's Service support you all the way.

Priority Technical Support¹

Makes your priority, our priority. 24x7 priority call routing to advanced-level technicians, electronic incident tracking, and escalation management services.

Warranty Upgrades - Onsite and Next Business Day

Maximizes PC uptime and productivity by providing convenient, fast repair service at your place of business

Warranty Extensions (1 to 5 Years Total Duration)

This fixed-term, fixed-cost service helps accurately budget for PC expenses, protect your valuable investment, and potentially lower the cost of ownership over time.

Accidental Damage Protection

Avoid the hassles of unexpected repair costs. Provides coverage for non-warranted damage incurred under normal operating conditions, such as minor spills, drops, or damage to the integrated screen.

Keep Your Drive

Retain your drive if it should happen to fail, giving you the peace of mind to know that your valuable data is secure

Asset Tagging

Systems come equipped with a professional, flexible asset tag based on your exact specifications. PCs are easily identifiable and traceable right out of the box.

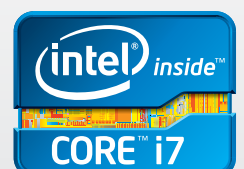
RECOMMENDED SERVICES

Lenovo
Services

**3-YEAR ONSITE NEXT BUSINESS DAY
SERVICE WITH 3-YEAR ACCIDENTAL
DAMAGE PROTECTION**

¹ Not available in all regions

THE LENOVO® THINKPAD® L430/L530 LAPTOP



KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Compared to HP and Dell, the L430/L530:

- Is thinner and lighter with cleaner look and no stacked ports
- Has Ethernet, power adapter, and cooling vent in the rear (two vents vs. one) Has best-rated ThinkPad keyboard
- Is more reliable with full MIL-SPEC certification
- Easy video conferencing tools

INTER-SERIES POSITIONING

Compared to the ThinkPad® L430/L530:

The ThinkPad X131e is built for K-12 students and educational segment who:

- Value ultimate ruggedness, portability, and longevity designed for education
- Want low budget and high cost savings on maintenance

The ThinkPad® T430/T530 are built for the mainstream large enterprise users who:

- Multitask and best performance
- Want more balance of mobility, manageability and security

The ThinkPad® X230 is built for business professionals who:

- Are always on the go and need a lightweight laptop and longer battery life for mobility
- Want a premium ultraportable notebook experience

The ThinkPad® W530 is built for power users who:

- Use applications that require great computing power
- Rely on professional-level ISV certified hardware
- Want high performance and mobility

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need a laptop that blends the best of performance and durability

The ThinkPad® L430 and L530 offer:

- 3rd generation Intel® Core™ processors for first-class performance
- Intel® HD Graphics or NVIDIA® NVS graphics with Optimus™ technology for superior graphics and battery life (L430 only)
- Rock-solid ThinkPad reliability with compliance to 8 MIL-SPEC tests

Customers need a laptop that delivers high productivity with an eco-friendly build

The ThinkPad® L430 and L530 offer:

- Easy and effective collaboration with the 720p HD camera with face tracking
- Cool and quiet design, enabling uninterrupted productivity
- Use of low halogen parts, EPEAT Gold certification, ENERGY STAR 5.0 certification, and ULE certification

Customers need a laptop that exemplifies comfort and ease of use

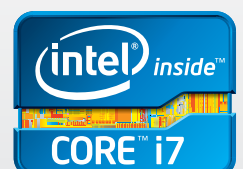
The ThinkPad® L430 and L530 offer:

- The freedom to extend working hours with up to 13.3 hours of battery life
- Ergonomically-designed Precision keyboard for a smoother and more accurate typing experience



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