

## THE LENOVO® THINKPAD® TWIST LAPTOP FOUR AWESOME MODES, ONE INCREDIBLE DEVICE



AN ULTRAPORTABLE 4-IN-1 CONVERTIBLE LAPTOP – DELIVERS LAPTOP, TABLET, STAND AND TENT MODES

WINDOWS 8 FOR BETTER PERFORMANCE

SUPER SLIM AND LIGHT EXECUTIVE-CLASS ULTRABOOK AT AS LITTLE AS 20 MILLIMETER THIN AND WEIGHING JUST 1.38 KG

LENOVO SOLUTIONS FOR SMALL BUSINESS (LSSB) FOR ADDED SECURITY AND AFTER-HOURS MAINTENANCE

TOUCH, TYPE OR CLICK – DESIGNED TO BE THE BEST WINDOWS® 8 CREATION AND CONSUMPTION EXPERIENCE

EXCLUSIVE APPLICATIONS AND FEATURES TO DELIVER SUPERIOR PERFORMANCE

ADVANCED 3RD GENERATION INTEL® CORE™ PROCESSORS WITH 15% BETTER PERFORMANCE AND LOWER POWER CONSUMPTION

MASSIVE 500GB STORAGE WITH HDD PERFORMANCE BOOSTER FOR FASTER SYSTEM PERFORMANCE

### WHEN TO SELL

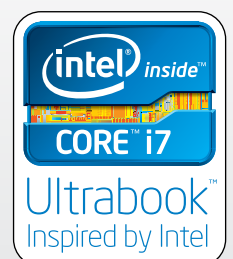
**Best suited for Professionals, SMB, SOHO, Higher Education Segment when they need:**

- A multipurpose laptop with a powerful combination of performance and portability
- Solutions that simplify IT maintenance tasks and increase laptop lifecycle
- Optimized VoIP communication features with high quality and functional simplicity
- Exceptional user experience with best display, audio, navigation and data sync
- Features that enable multitasking and provide the ability to stay connected at any time, from anywhere

### WHOM TO SELL TO

**Target Segment:**

- Professional Consumers
  - » Who need style combined with performance, mobility and reliability
- SMB
  - » Who want features for best performance as well as enterprise-class design and reliability
- SOHO
  - » Who want a stylish laptop that presents their business better with uncompromised performance
- Higher Education Segment
  - » Who want a laptop with the power and style that suits their educational needs



**STYLE AND ADAPTABILITY**

- Ultimate usability with the notebook, tablet or media presenter modes
- Best portability at just 20 millimeters thin and weighs as light as 1.38 Kg
- Excellent executive-style mocha black finish



**OUTSTANDING PERFORMANCE**

- Fast performance with up to 3rd generation Intel® core™ i7 processors. Up to Intel® core™ i5 processor available for enterprise customers\*
- Windows 8 Pro for better performance
- Anti-scratch and anti-smudge Gorilla glass with 12.5" IPS 350 nit HD touch display
- Improved audio performance with Dolby® Home Theater® v4
- Large 500GB storage with HDD Performance Booster
- 2-seconds resume from sleep and 30-days standby

**ENHANCED VOIP COMMUNICATION**

- New conference call microphone mode
- Private internet call mode with noise cancelling dual-array microphones
- Keystroke noise-suppression technology
- Easy-to-access microphone, speaker and camera mute buttons
- Share screen as camera image during internet calls

**BEST USER EXPERIENCE**

- Clear communication with dual-array microphones and enhanced VoIP software
- Easy navigation with full-size keyboard with TrackPoint and touchpad
- Lenovo® Solutions for Small Business and Lenovo Solution Center to optimize performance
- Automatic sync with devices and data backup with Lenovo Cloud Storage by SugarSync
- Enterprise-level security with Trusted Platform Module (TPM)

**SERVICE OFFERINGS**

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 Support**

- 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 trackable right out of the box.

\* special bid only

**RECOMMENDED SERVICES**



**EXTENDED WARRANTY  
2 YEAR (TOTAL DURATION)**

**PART NUMBER: XXXXXXX**

**PRICE: \$XX**



## KEY DIFFERENTIATORS

### COMPARISON WITH COMPETITORS

- <Placeholder for information to be added>



### INTER-SERIES POSITIONING

#### Compared to the ThinkPad S230u:

- The ThinkPad X1 Carbon is:
  - » A premium ultrabook offered to corporate c-level executives, road warriors (such as sales professionals), early adopters and graduate students
  - » The world's lightest 14" ultrabook at less than 1.38 Kg with Carbon Fiber roll cage
- The ThinkPad L430/L530 is:
  - » A laptop built for the mainstream large enterprise users
  - » Designed to offer optimum performance, reliability, mobility and rich features at an affordable price
- The ThinkPad W530 is:
  - » A mobile workstation built for professionals who need high performance and mobility
  - » Available with professional-level ISV certified hardware to use applications that require great computing power

## CUSTOMER NEEDS AND OUR SOLUTIONS

### Customers need a notebook that is designed for professional comfort and convenience

The ThinkPad Twist offers:

- Four modes – notebook, tablet, stand or tent
- Portability at just 20 millimeters thin and as light as 3.5 pounds
- A full-size keyboard with TrackPoint and touchpad
- Dual-array microphones and enhanced VoIP software

### Customers need a notebook with extraordinary features and powerful performance

The ThinkPad Twist offers:

- Up to 3rd generation Intel® core™ i7 processors
- 12.5" IPS 350 nit HD touch display with anti-scratch and anti-smudge Gorilla glass
- Dolby® Home Theater® v4 with improved audio performance
- Large 500GB storage with HDD Performance Booster
- 2-seconds resume from sleep and 30-days standby

### Customers need notebooks with industry-best solutions for maintenance and reliability

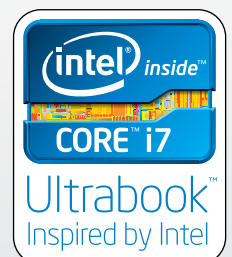
The ThinkPad Twist offers:

- Intel® Core™ i5 processor available for enterprise customers\*
- Lenovo Solutions for Small Business and Lenovo Solution Center
- Lenovo Cloud Storage by SugarSync to sync and backup data
- Trusted Platform Module (TPM) for enterprise-level security

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