

Lenovo® recommends Windows® 7 Professional.

lenovo FOR
THOSE
WHO DO.™

THE LENOVO® THINKPAD® X1 CARBON

THE WORLD'S THINNEST AND LIGHTEST 14" ULTRABOOK



WHEN TO SELL

Sell to corporate executives, road warriors, SMB leaders and graduate students when they want

- A stylish machine with enterprise-class features
- Lightweight and thin ultrabook that match their changing professional outlook
- Legendary ThinkPad and sophisticated professional design
- Innovative technology and uncompromised performance to achieve the extra mile

WHOM TO SELL TO

Target Segment

Best suited for those who want the best technology in a light weight, ultimate performance, premium ultraportable for an extremely mobile lifestyle

- Corporate Executives
- Road Warriors (example sales professionals)
- SMB Leaders
- Early Adopters
- Graduate Students (example MBA student)



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.



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BUILT FOR PERFORMANCE

- Latest 3rd Generation Intel® Core™ processors and Turbo Boost 2.0 for greater performance
- Extraordinary visual experience with up to 100% increase in graphics performance using Intel® HD Graphics, compared to the previous generation of X1
- Lenovo® RapidBoot technology to start your computer faster
- Large SDD storage capacity up to 256GB, memory support up to 8GB¹ and 10 times fast data transfer with SuperSpeed USB 3.0

ADVANCED MEDIA AND CONNECTIVITY

- 14" HD+ display with wide viewing angle, high resolution, and high brightness
- Excellent multimedia experience in a traditional business ultraportable with Dolby® Home Theater® v4
- Improved keystroke noise suppression and new face tracking HD camera for sound audio/video conferences while being polycam ready.
- Built-in Lenovo Mobile Access for contract-free 3G and Mobile Hotspot to share wireless signal with other devices on the go²

USER EXPERIENCE ENHANCEMENTS

- Lightweight carbon-fiber in the most cool and quiet ultrabook design for mobility
- Optimized system start up and shutdown time with Lenovo Enhanced Experience 3 for Windows® 7
- The new backlit ThinkPad precision keyboard to work without eye strain in dim-lit or dark environments
- Smoother, more precise navigation experience on the new larger glass touchpad



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 Support²

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.

RECOMMENDED SERVICES

Lenovo
Services

3-YEAR WARRANTY UPGRADE
TO ONSITE NEXT BUSINESS DAY
WITH ACCIDENTAL DAMAGE
PROTECTION + 3-YEAR SEALED
BATTERY WARRANTY

* Available only in select countries

1 On select models

2 Service available in Austria, Belgium, Denmark, Finland, France*, Germany, Ireland, Luxembourg, Italy, Norway, Netherlands, Spain, Sweden, Switzerland and UK**.

* Excludes DOM/TOM and all other overseas Territories and Dependencies.

** Mainland UK only.

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KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Compared to the HP Envy 14 Spectre, the ThinkPad X1 Carbon offers:

- The most thin and lightweight design for high mobility
- A wide range processor supports up to Intel® Core™ i7

Compared to the Dell XPS 13, the ThinkPad X1 Carbon ultrabook offers:

- A thin and lightweight design built with a 14" panel
- A wide range processor support up to Intel® Core™ i7 vpro statement



INTER-SERIES POSITIONING

Compared to ThinkPad X1 Carbon:

- The ThinkPad L430/L530 are built for the mainstream large enterprise users who:
 - » Value optimal performance in an affordable price
 - » Want reliability, mobility and rich features
 - » Need to connect quickly from anywhere, any time
- The ThinkPad T430/T530 is designed for enterprise professionals:
 - » Who want a perfect blend of mobility and performance
- The ThinkPad W530 is built for professionals who:
 - » Use applications that require great computing power
 - » Rely on professional-level ISV certified hardware
 - » Want high performance and mobility

INTRA-SERIES POSITIONING

Compared to ThinkPad X1 Carbon:

- ThinkPad X131e is built for K-12 students and educational segment who:
 - » Value ruggedness, portability and longevity designed for education
 - » Want low budget and high cost savings on maintenance
 - » Need customization specific to their schools
- ThinkPad X230 is built for mainstream mobile professionals, executives, consultants and sales professionals:
 - » Who need lightweight mobility and long battery life

CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need an ultrabook with the best technology

The ThinkPad X1 Carbon offers:

- Latest 3rd generation Intel® Core™ i5 and i7 processors with Turbo Boost 2.0
- Up to 100% increase graphic performance improvement with next-generation Intel® HD Graphics
- Larger 256GB SSD storage and USB 3.0 with 10 times faster data transfer
- Faster system start up with Lenovo Enhanced Experience 3 for Windows® 7

Customers need an ultrabook that is easy to carry and comfortable to use

The ThinkPad X1 Carbon is:

- The world's lightest and thinnest 14" ultrabook built for mobility
- Fitted with the new backlit precision keyboard to work in any environment
- Designed to run with the coolest and quietest thermals

Customers need an ultrabook with excellent media and connectivity

The ThinkPad X1 Carbon offers:

- Dolby® Home Theater® v4 with surround sound and exceptional audio quality
- Polycom ready for video conferencing, voice conferencing, and online communication
- Dual-array HD microphones with noise cancellation and 720p HD camera for voice/video conferences
- Lenovo Mobile Access for no-contract 3G service and Mobile Hotspot to share internet connection

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