

THE LENOVO® THINKCENTRE® EDGE 72 DESKTOP
A STYLISH AND PERFORMANCE-RICH DESKTOP
AT A GREAT PRICE



WHEN TO SELL

Best suited for Small and Medium Business (SMB), Small Office and Home Office (SOHO) and transactional customers when they need:

- A desktop powered with the latest Intel® and Lenovo technology to increase business productivity
- A desktop offered at the best value price within the budget
- A smart desktop that offers multi-display support and improves multitasking performance
- A stylish and iconic design that is easy to handle and fits in any office environment
- A worry-free desktop equipped with features that simplify PC management and improve data security

WHOM TO SELL TO

Target Segment:

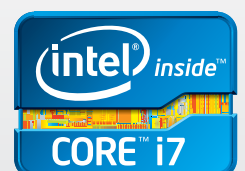
- SMB and SOHO customers
 - » Who need a desktop that drives business performance and productivity
 - » Who need a desktop that simplifies desktop maintenance
 - » Who need a desktop with ergonomic design that improves ease of use
- Transactional Customers
 - » Who want best technology with the best value for price



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.



SMART TECHNOLOGY FOR PRODUCTIVITY

- Latest 3rd generation Intel® Core™ up to i7 processors and Intel® HD graphics offer better performance while multitasking
- Multi-display support and View Management Utility help to work simultaneously with multiple applications
- RapidBoot HDD Accelerator provides faster boot-up time on standard HDD
- Faster performance with 1600MHz DDR3 memory and 128GB SSD

RELIABLE AND SECURED COMPUTING

- Wireless support¹ to connect to a network and collaborate anywhere, any time
- Kensington Lock, Padlock and Lenovo TVT Password Manager to secure the desktop easily
- Lenovo® TVT Rescue & Recovery® and System Update increase system stability
- Desktop Power Manager with Cisco EnergyWise certification improve energy savings and environmental value

STYLE AND CONVENIENCE

- Black glossy finish – designed to match any office setup
- Rubberized top handle (only on the tower) allows you to move the desktop easily
- Honeycomb design on the front enables better air circulation and thermal management
- User-friendly power button placed on the top for easy access



SERVICE OFFERINGS

Lenovo offers a comprehensive portfolio of award-winning services to support and protect your ThinkCentre Edge investment. Lenovo Services lets you focus on your customers and business, not your IT.

Priority Technical Support³

Makes your priority, our priority. 24x7 priority call routing to advanced-level technicians, electronic incident tracking and rapid response and resolution.

Warranty Upgrades – Onsite and Next Business Day

Maximizes PC uptime and productivity by providing convenient, fast repair service the next business day.

Warranty Extensions (1-to-4 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.

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.

RECOMMENDED SERVICES

Lenovo
Services

UPGRADE TO 3-YEAR
ONSITE NEXT BUSINESS DAY
WARRANTY SERVICE WITH
KEEP YOUR DRIVE

¹ Optional

² Via quick MTM

³ Not available in all regions

KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

- <Placeholder for information to be added>

INTER-SERIES POSITIONING

Compared to the ThinkCentre® M72e:

The ThinkCentre Edge 72 is designed to provide SMB customers a desktop with:

- Uncompromised computing power with 3rd generation Intel® CPU
- Wi-Fi and Bluetooth® solution¹
- A price within their budget

INTRA-SERIES POSITIONING

Compared to the ThinkCentre Edge 92:

The ThinkCentre Edge 72 is built for the SMB customers who want an essential desktop with:

- The latest Intel® computing power for daily tasks
- Solid manageability with latest Lenovo TVT software



CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need a desktop with technology that increases performance and productivity

The ThinkCentre Edge 72 offers:

- Latest 3rd generation Intel® Core™ processors up to i7
- Multi-display support and View Management Utility for multitasking
- RapidBoot HDD Accelerator for faster boot-up time
- 128GB SSD² and 1600MHz DDR3 memory for speed

Customers need a desktop with a stylish and convenient-to-use design

The ThinkCentre Edge 72 has:

- Iconic black glossy finish
- Rubberized top handle (only on the tower)
- Honeycomb design on the front for better thermal management
- User-friendly power button placed on the top

Customers need a desktop with better reliability and optimized energy savings

The ThinkCentre Edge 72 provides:

- Kensington Lock, Padlock and Lenovo TVT Password Manager
- Lenovo TVT Rescue & Recovery® and System Update
- Desktop Power Manager with Cisco EnergyWise certification

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Availability: Offers, prices, specifications and availability may change without notice. Lenovo is not responsible for photographic or typographic errors. **Warranty:** For a copy of applicable product warranties, write to: Warranty Support Dept., EMEA Services, Lenovo, Eisteinova 21, 851 01 Bratislava, Slovakia. **Trademarks:** Lenovo, the Lenovo logo, Rescue and Recovery, ThinkCentre, ThinkPad, ThinkStation, ThinkVantage and ThinkVision are trademarks or registered trademarks of Lenovo. Microsoft, Windows and Vista are registered trademarks of Microsoft Corporation. Intel, the Intel logo, Intel Core, Core Inside, Xeon and Xeon Inside are registered trademarks of Intel Corporation in the U.S. and other countries. For more information about the Intel processor feature rating, please refer to www.intel.com/go/rating. Other company, product and service names may be trademarks or service marks of others. Visit www.lenovo.com/safecomputing periodically for the latest information on safe and effective computing.

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