

Lenovo® recommends Windows® 7 Professional.

lenovo® **FOR**
THOSE
WHO DO.™

THE LENOVO® THINKPAD® X230 LAPTOP

ULTRAPORTABILITY FOR EXTRAORDINARY PERFORMERS



WHEN TO SELL

Best suited for corporate executives, road warriors, SMB leaders, and students who need:

- A laptop that eliminates the heavy weight of other, similar products
- A laptop that does not compromise on performance and quality
- Long battery life, beyond that of products in the same class
- An ergonomic, easy-to-use design

WHO TO SELL TO

The ThinkPad X230 is designed for users demanding:

- High processing power, with third generation Intel® Core™ processors
- A graphical performance boost with Intel® HD graphics
- A more intuitive communication experience, driven by best-in-class features
- Fast and easy connectivity options, for productivity on-the-go



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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EXCEPTIONAL MOBILE PERFORMANCE

- 3rd generation Intel® Core™ processors offer the ultimate mobile computing experience
- Intel® HD graphics deliver a massive 100% 3D and visual performance increase
- Lenovo's RapidBoot and RapidResume technologies drive ease of use and productivity
- Up to 24 hours of battery life with the external battery pack promote long, effective working hours
- Trusted ThinkPad quality - passing 8 Mil-Spec tests

BEST-IN-CLASS CONNECTIVITY

- Connect your laptop quickly to the internet or intranet with faster wireless connection when resuming from sleep using Lenovo RapidConnect
- USB 3.0 offers up to 10 times faster data transfer speed compared to USB 2.0
- Wide-range media and data connectivity with VGA, MiniDisplayPort with audio, 4-in-1 SD Card Reader, and 34mm ExpressCard

LENOVO ENHANCED EXPERIENCE 3 FOR WINDOWS® 7.

Optimizes data security with robust features like:

- Self-encrypting drives that protect data on the hard disk drives in case of loss or theft
- Hardware Password Manager for central security management of self-encrypting drives
- Built-in Fingerprint Reader¹ to switch on the laptop and log on in one swipe
- BIOS Port Lock to disable all input and output ports remotely without any additional hardware
- USB Blocker² to identify and block different types of USB devices connected to the system

Provides superior web conferencing with:

- Keystroke noise suppression, high-quality webcam, and superior dual digital array microphones

BUSINESS-CLASS COMMUNICATION

- Polycom ready for excellent video conferencing, voice conferencing, data and online communication
- Conversations are clearer and easier with noise cancelling dual-array microphones
- Taking notes on a call has never been easier than with backlit keyboard (optional) noise suppression technology
- Video conferencing is smooth even when on the move, with the 720p HD camera with face tracking
- Experience full, enveloping sound anywhere you go with Dolby® Advanced Audio™ 2.0 on your ThinkPad.



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.

RECOMMENDED SERVICES

Lenovo
Services

3-year Onsite Next Business
Day with 3-year Accidental
Damage Protection

* Not available in all regions

¹ Fingerprint reader is as an optional feature available on most configurations.

² Only available on select ThinkPad Classic machines

THE LENOVO® THINKPAD® X230 NOTEBOOK



KEY DIFFERENTIATORS

COMPARISON WITH COMPETITORS

Compared to the HP EliteBook 2560p, the ThinkPad X230 notebook offers:

- A wider range processor support up to Intel® Core™ i7
- A thin and lightweight design for high mobility
- Supports larger SSD drives and memory capability
- Brightest display options with IPS technology

INTER-SERIES POSITIONING

Compared to ThinkPad X230:

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 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

The ThinkPad T430/T530 is designed for enterprise professionals:

- Who want a perfect blend of mobility and performance

INTRA-SERIES POSITIONING

Compared to ThinkPad X230:

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



CUSTOMER NEEDS AND OUR SOLUTIONS

Customers need a laptop with better performance

The ThinkPad X230 offers:

- Latest 3rd generation Intel® Core™ processors with Turbo Boost 2.0
- Increased graphics performance with up to 100% from Intel® HD Graphics
- Larger 500GB HDD, 256GB SSD storage, and memory capability up to 16GB
- Faster start up with Lenovo Enhanced Experience 3 for Windows® 7

Customers need a laptop that is easy to carry and comfortable to use

The ThinkPad X230 offers:

- A sophisticated thin and lightweight professional design
 - under 1.36 kg
- New precision keyboard with improved ergonomic design and backlit option
- A cooler and quieter thermal design with dual vents

Customers need a laptop for improved media and enhanced communications

The ThinkPad X230 offers:

- Dolby® Advanced Audio™ 2.0 with surround sound and exceptional audio quality
- Polycom ready for video conferencing, voice conferencing, and online communication
- Dual-array HD microphones with noise cancellation for clearer voice chats
- 720p HD camera with new face tracking for improved video conferences

 **WWW.LENOVO.COM**

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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, 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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