





# NTRODUCING

4 MODES FOR 4 TIMES THE PRODUCTIVITY.



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## THE FOUR MODES AND HOW THEY HELP

The ThinkPad Yoga switches between laptop mode, stand mode, tent mode and tablet mode to adapt to different environments and help users perform a variety of tasks.



- · OFFICE APPLICATIONS
- VIDEO EDITING
- · GRAPHIC DESIGN
- DESKTOP PUBLISHING



- VIEWING PRESENTATIONS
- · SURFING THE WEB
- · VIDEO CALLS
- · WATCHING MOVIES
- · PLAYING GAMES



- WATCHING VIDEOS · MAKING PRESENTATIONS
- MOBILE WEB SURFING
- E-READER





Powered by Intel® Core™ i7 processor.

In the following pages, you can learn about the ThinkPad Yoga, who it is meant for, the product features and benefits that you can leverage to make it a best seller.

- · MOBILE WEB SURFING
- · E-READER
- · MAKING PRESENTATIONS
- · WATCHING MOVIES
- · PLAYING GAMES

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## FEATURES AND RENEFITS



#### WINDOWS 8.1 PRO

Touch. Type. Click. Windows 8.1 Pro with enhanced security, advanced networking and PC management.



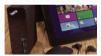
#### ULTRALIGHT AND ULTRA-THIN

Weighs only 3.46 lb and has a thickness of just 19mm.



#### LIFT 'N' LOCK KEYBOARD

The industry's most accurate and responsive multimode keyboard, with a unique design that locks it in tablet mode for ease of use.



#### LONG BATTERY LIFE

All-day battery life with up to 7 hours of productive battery and 30 days of standby time.



#### UP TO 1TB OF STORAGE

Equivalent to the storage capacity of 500 DVDs and near-SSD speed with Lenovo HDD performance booster.



## ROCK-SOLID DURABILITY

Tough magnesium alloy frame and anti-scratch Gorilla® glass screen.



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**PP** Cross-breed performance and multimode abilities. 55

- Slashgear

## SPECIFICATIONS

#### PROCESSOR

- ▶ Intel® Core™ i7-4500U
- (Up to 3.00GHz, 1600MHz FSB, 3MB L3 Cache)
- ▶ Intel® Core™ i7-4600U

(Up to 2.10GHz, 1600MHz FSB, 3MB L3 Cache)

▶ Intel® Core™ i5-4200U

(Up to 2.60GHz, 1600MHz FSB, 3MB L3 Cache)

▶ Intel® Core™ i5-4300U

(Up to 1.90GHz, 1600MHz FSB, 3MB L3 Cache)

▶ Intel® Core™ i3-4010U

(Up to 1.70GHz, 1600MHz FSB, 3MB L3 Cache)

#### **OPERATING SYSTEM**

- ▶ Windows 8 ▶ Windows 8.1 Pro
- ▶ Windows 7

- ▶4GB PC3-12800 DDR3L 1600MHz SDRAM
- ▶8GB PC3-12800 DDR3L 1600MHz SDRAM

#### DISPLAY

- ▶12.5" HD IPS (1366x768) 300 nits 10-finger multitouch
- ▶ 12.5" Full HD IPS (1920x1080) 400 nits 10-finger multitouch
- ▶ Full HD available with option of combined Wacom digitizer pen and anti-glare coating

#### DIMENSIONS (W x D x H)

▶ 316.6x221x18.8-19.4 (mm) (12.46"x8.70"x0.74"-0.76")

#### **ETHERNET**

▶ Enable RJ45 using dongle or OneLink Dock

#### **KEYBOARD**

▶ Lift 'N' Lock backlit keyboard

#### **BATTERY**

▶ Up to 7 hours - MM2012, dependent upon configuration

#### GRAPHICS

▶ Intel® HD Graphics 4400

#### WEIGHT ▶ 3.46 lb

**WEBCAM** 

**BLUETOOTH®** 

#### ▶ 720p HD AUDIO

Dolby® Home Theater™ v4 ▶ Enhanced audio for VoIP

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# WHO NEEDS THE THINKPAD YOGA?



TRAVELING
SALES FORCE
AND FIELD
SERVICE
TECHNICIANS

#### WHY DO THEY NEED IT?

As they are always on the move, sales and service personnel need a device that:

- is light, portable and durable
- replaces multiple devices by offering different usage modes

PHARMA AND
HEALTHCARE
PROFESSIONALS



- Doctors: to share and update medical records during their daily rounds
- Medical representatives: to present product information to doctors



**DESIGNERS** 

Be it an architect, a graphic designer or an interior consultant, design professionals need a powerful device to:

- present designs in progress to clients
- record feedback and edit on the spot

**JOURNALISTS** 



TRAVEL CONSULTANTS

Journalists are always in the thick of the action and need a device that's:

- easy to interact and create content
- built tough for outdoor use

Those in the travel industry need to make impressive presentations to win over business. They need a device with:

- high-definition display and wide viewing angles
- good storage capacity for carrying video presentations

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#### HOW DOES THE THINKPAD YOGA HELP?

# Just 3.46 lb in weight and only 19mm thick, the ThinkPad Yoga is easy to carry around. The device offers 4 usage modes to suit different needs. Built with magnesium alloy and Gorilla® glass, it endures daily use and abuse.

The light and flexible ThinkPad Yoga is convenient to share information or make presentations. It comes with a digitizer pen that makes taking notes easy.

The ThinkPad Yoga has the latest processors, up to 1TB of HDD and an 7-hour battery life, enabling it to run presentations smoothly and store edited versions of work-in-progress files.

The 10-point multitouch and the digitizer pen on the ThinkPad Yoga make interaction with the device faster and easier. The laptop mode is ideal for creating and editing data while the tablet mode allows web browsing on the go.

The ThinkPad Yoga has up to Full HD IPS display, Dolby® Home Theater™ and stereo speakers to offer an immersive multimedia experience. It can pack in lots of high-resolution videos on its 1TB HDD and offers excellent playback time with up to 7 hours of battery life.

#### **USAGE SCENARIO\***

A sales representative can review a presentation in the laptop mode, make a sales pitch to his client in tent/stand mode or take notes in the tablet mode.

A doctor can use the tablet mode to share a medical report with his patient during his daily rounds. A medical representative waiting for a doctor's appointment can browse the web for additional product information before making a presentation.

An architect can do a quick sketch of designs in tablet mode using the digitizer pen.

A journalist at a press conference can make notes with ease while also browsing the web, thanks to the Lift 'N' Lock keyboard that automatically locks in tablet mode.

The marketing manager of a tour company can impress his prospective customer by playing high-definition videos of destinations, in the tent mode. He can use the Windows 8.1 touch interface to browse through the picture gallery.

<sup>\*</sup>The usage scenarios shown are examples and can be used to generate ideas to pitch the ThinkPad Yoga to newer audiences.



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## THINKPAD COMPACT BLUETOOTH® KEYBOARD WITH TRACKPOINT®

#### P/N:0B47189

The ThinkPad Bluetooth® keyboard is an award-winning, full-size slim keyboard without wires. It includes all the functions of a regular ThinkPad keyboard and features the same design. Plus, the keyboard sports TrackPoint® for easy navigation and optimally spaced large keys for typing comfort.





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## THINKPAD IN-EAR HEADPHONES WITH MICROPHONE

#### P/N:57Y4488

High-quality voice and audio performance for internet voice conversations and multimedia applications.

#### THINKPAD WIRELESS PRECISION MOUSE

#### P/N:0B47163

The ThinkPad Wireless Precision Mouse comes with a new blue optical tracking technology that gives you better control and enables use of the mouse on almost any surface. It also allows additional adjustments of functions with the Mouse Suite software and is an excellent option for users on the go.



#### LENOVO SLIM USB DVD BURNER

#### P/N:0A33988

The Lenovo Slim USB Portable DVD Burner is a small form factor external drive that can be attached to laptops with functional USB 2.0 port(s). The drive needs no power adapter as it is powered by USB 2.0 ports. It comes with Corel BurnNow burning software, WinDVD for playback of MPEG 2 files and DVD movies, and Corel DVD Movie Factory for capturing, editing and creating your own videos.



### THINKPAD ULTRALIGHT TOPLOAD AND BACKPACK

#### P/N:0B47306, 0B47307

thinkPad

Designed to minimize weight and maximize durability, the ThinkPad Ultralight Topload and Backpack are crafted with military-grade materials such as carbon fiber rods and kevlar blend. These stylish backpacks come with built-in compartments that can hold a laptop and a tablet. With added storage, they let the users carry all the accessories too.



#### LENOVO MINI-DISPLAYPORT TO HDMI ADAPTER

#### P/N:0B47089

The Mini-DisplayPort to HDMI Adapter conforms to VESA DisplayPort dual mode adapter type 2 standard. The output supports high resolutions up to 3840x2160 at 30Hz. What's more, this adapter comes with a 3-year warranty.

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## SERVICES

Lenovo offers a comprehensive portfolio of award-winning services to support and protect your ThinkPadinvestment, while letting you focus on your customers and business.



within just 5 to 7 business days, at your home or office.

#### WARRANTY EXTENSIONS (1-4 YEARS)

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.

#### IMAGE LOAD

Lenovo's Custom Load Standard service makes IT roll-out efficient. Customers can simply send in their image (including upgrades and drivers) and Lenovo's advanced automation process will apply those images and configuration settings while the customers' PCs are being manufactured.



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#### ACCIDENTAL DAMAGE PROTECTION

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

Under the terms of the Lenovo Limited Warranty, when Lenovo replaces a defective part, that part becomes the property of Lenovo. If a customer's drive fails and it is still under warranty, Keep Your Drive lets them keep their old drive and hold onto their data.

#### ASSET TAGGING

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

#### SEALED BATTERY WARRANTY EXTENSION

Over and above the standard 1-year manufacturer's warranty, Lenovo offers a sealed battery warranty extension to save the cost of unexpected battery replacement.

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# THINKPAD YOGA LAUNCH ACTIVITIES

The new ThinkPad Yoga combines the flexibility of a multimode device and the business functionalities of a ThinkPad. Based on this key message, we have developed collaterals that align with the brand guidelines and communicate the benefits of this laptop.

In addition to regular awareness tactics, both online and offline, we have also developed assets like whitepapers and videos. These assets will help you pitch the product to your customers in a convincing manner and lead them towards serious consideration and finally, purchase.

- · ThinkPad Yoga Key Visual
- · ThinkPad Yoga Digital Kit
- Co-marketing Guidance
- · Datasheet
- · Whitepaper
- · Screen Saver



THINKPAD YOGA
THE NEW MULTIMODE LAPTOP
THAT TAKES CARE OF BUSINESS.

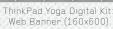
Lenovo ThinkPad Yoga: Bringing Touch Capabilities to the Commercial Notebook PC **TBR** 

ThinkPad Yoga Datasheet

ThinkPad Yoga Key Visual (Vertical, Intel\*)

Whitepaper







ThinkPad Yoga Digital Kit: Masthead



ThinkPad Yoga Screen Saver



ThinkPad Yoga Key Visual (Horizontal, Intel\*)



ThinkPad Yoga Flyer

### TO KNOW MORE:

USA

http://www.lenovopartnernetwork.com

CANADA

www.lenovopartnernetwork.com/ca

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 $\square\square$  What are our enterprise customers looking for? At the end of the day, they are looking for a system that is thin and light, offers great performance and comes with all-day battery life. The new ThinkPad Yoga with 4<sup>th</sup> generation Core i processor addresses all these capabilities. It gives you four different modes.

#### Dilip Bhatia

VP of ThinkPad, Product Marketing, Lenovo



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### www.lenovopartnernetwork.com

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