

Lenovo® recommends Windows® 7 Professional.

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## CUTTING-EDGE PERFORMANCE IN A SOPHISTICATED PACKAGE POWERFUL. PROFESSIONAL.

THE LENOVO® THINKPAD® EDGE® E520 NOTEBOOK

### WHEN TO SELL

Ideal for Small Businesses who want performance and style.

- Faster processing and graphical performance.
- Durable and reliable notebook.
- Excellent voice and video conferencing features.
- Sophisticated, elegant notebook design.

### WHO TO SELL TO

#### Target Segment

The ThinkPad Edge E520 is best suited for SMB users who want stylish and powerful notebooks.

### TOP REASONS TO OWN

- Up to 20% faster computing with second generation Intel® core™ i processors.
- Up to 2X Faster Graphical Performance with Intel HD Graphics.
- Up to 30% reduction in boot time with Lenovo® Enhanced Experience for Windows® 7.
- High quality video conferencing with the low-light sensitive, 720p HD camera.
- Secure software and hardware with Lenovo® Active Protection System and a Spill-Resistant keyboard.
- Easy and comfortable data entry with the Lenovo® industry-leading keyboard, now with a numeric keypad<sup>1</sup>

### LENOVO ENHANCED EXPERIENCE 2.0 FOR WINDOWS® 7. FASTER AND OPTIMIZED FOR BUSINESS.

Lenovo Enhanced Experience 2.0 for Windows® 7 uses RapidBoot technology to start your PC on average 20 seconds faster than a typical Windows® 7 computer\*. And with superior web conferencing and robust security features, you'll benefit from increased productivity at the office. Find out more at [www.lenovo.com/win7ee](http://www.lenovo.com/win7ee)

\*Compares averaged data from Lenovo EE 2.0 PCs with averaged data from 42 competitor products of similar configuration. Testing conducted by CNET Labs, Beijing in November 2010, using the independent Microsoft VTS tool to measure start-up, shutdown, resume and other Windows® 7 performance measurements. Data from competitor and Lenovo PCs were averaged and compared to calculate the claims used. Performance will vary by model and configuration.



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## WHAT WE OFFER – SALIENT FEATURES

### Affordable, Quality Performance:

The ThinkPad® Edge E520 is a high performance notebook that fits SMB IT budgets. This notebook offer:

- 2<sup>nd</sup> generation Intel® Core i7 processors.
- Up to Genuine Windows® 7 Professional.
- Integrated Intel® HD Graphics and a switchable discrete AMD Radeon™ graphics card.
- Speed and responsiveness with 8 GB of DDR3 RAM.
- Large storage space with up to 750 GB HDDs.
- Lenovo® Enhanced Experience 2.0 for boot times as low as 30 seconds.
- A low price point, starting at USD 549.

### A Professional Image:

The ThinkPad® Edge E520 laptop helps SMB users project a refined, sophisticated image and is:

- Up to 13% slimmer.
- Available in a suave, elegant design with a smooth, matte finish.
- Available in two colors: Midnight Black or Heatwave Red.

### True Mobility:

The ThinkPad® Edge E520 offers true mobility to SMB users by:

- Being lightweight and portable. The ThinkPad® Edge E520 weighs 2.1 kg/ 4.6lbs
- Providing constant connectivity when travelling with WiFi, Gigabit Ethernet, options for WWAN and Bluetooth.

### Green Computing:

The ThinkPad® Edge E520 is environmentally-friendly notebook with:

- Non-toxic inks on the packaging.
- Eco-friendly packaging made of 100% recyclable material.
- Compliance with international standards including Energy Star 5.0, EPEAT Gold, and the RoHS Directive.

## SERVICE OFFERINGS

### THINKPLUS® SUPPORT

Lenovo's award winning Warranty Service and Support optimize productivity and end-user satisfaction by helping you concentrate more on your business objectives.

- **ThinkPlus Priority Support\***

Saves time, reduces costs and maximizes productivity, by providing you with faster, 24x7, direct access to advanced-level skilled technicians for hardware and software issues (phone based).

- **ThinkPlus Warranty Upgrades**

Maximizes PC uptime and productivity by providing convenient and fast repair services at your place of business - the world-class on-site service with next business day response.

- **ThinkPlus Warranty Extensions**

Helps accurately budget for PC expense, protects your investment and lowers the overall TCO with a fixed-term, fixed-cost service solution.

### THINKPLUS PROTECTION

Lenovo's Protection Services help you avoid unbudgeted repair costs, secure your data, save money and achieve peace of mind.

- **ThinkPad® Protection (TPP)**

Provides coverage for unexpected damage, unintentional drops and minor spills, thereby helping you eliminate unplanned repair costs.

- **Hard Disk Drive Retention**

Allows you to retain the hard drive, should it happen to fail, thus helping you protect your valuable data.

\* Not available in all regions

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## KEY DIFFERENTIATORS

### INTRA-SERIES POSITIONING

#### ThinkPad® Edge E520

The ThinkPad Edge E520 is equipped with Intel® Core processors and offers equal performance.

The ThinkPad® Edge E520:

- Can be optionally equipped with the AMD Radeon HD 6630M for discrete graphics with DirectX® 11 support.
- Comes with a numeric keypad for additional typing comfort.

### INTER-SERIES POSITIONING

#### Compared to the Lenovo B460 and the IdeaPad V460

- The ThinkPad® Edge E520 offers the best-in-class spill-resistant keyboard, trackpoint, and multi-gesture TouchPad.

#### Compared to the SL 510

The ThinkPad® Edge series:

- Comes with next-generation Intel® technology.
- Is available in a choice of colors to reflect the user's personal style.

#### Compared to the T510i

The ThinkPad® Edge series:

- Comes with second generation Intel® Core processors.
- Available in a choice of colors with a soft matte finish to reflect the user's style.
- Has a lower price point than the T series.

## CUSTOMER NEEDS AND OUR SOLUTIONS

### Customers need next generation processing and graphical performance

- Second generation Intel® Core processors offer:
  - > Significant computing power and enhanced multi-tasking capabilities.
  - > Data safety with minimal user interruptions, since security tasks run efficiently in the background.
- Intel® HD Graphics offer a 200% increase in graphical performance.
- Switchable AMD Radeon HD 6630M offers DirectX® 11 support for extraordinary video rendering.

### Customers need a notebook that is highly durable and reliable

- The ThinkPad® Edge series notebooks have reinforced metal hinges.
- The spill-resistant keyboard keeps critical components safe in case of accidental spills.
- Lenovo® Active Protection System™ keeps your data safe when on the move.

### Customers need powerful voice and video conferencing capabilities

- 720p HD low-light sensitive camera offers excellent video quality when making video calls.
- Individual voice and conference room audio modes ensure greater audio fidelity when on a call.
- Keyboard noise suppression technology allows ThinkPad® Edge users to type without audio disruption when on a call.

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