

## Laptop Lenovo: 'Still' and 'will' is ... Thinkpad!

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**2 years after acquiring IBM's PC division, Lenovo's latest laptop product lines show that all the unique inventions in the famous IBM Thinkpad line of computers continue to be developed. At the same time, Lenovo laptop models are also being "Thought" of these outstanding features to meet all customers.**



The IBM Thinkpad laptop was once famous for its durability, quality and the most economical cost of use.

After Lenovo unexpectedly bought the personal computer unit (PC Unit) of the giant computer group IBM of America in December 2004, many people were worried about the fate of IBM Think PC brand, especially is the Thinkpad laptop, can it become a second Compaq similar to the HP merger?

However, after nearly 2 years, Lenovo showed that Chinese people know how to exploit Think PC "radio" and "luxury" images to meet more consumers, not to be constrained. in the "successful" and "high-class" customer group like IBM.

Specifically, hundreds of inventions, technical innovations in manufacturing, laptop design (ThinkVantage Technologies) that Lenovo purchased in the IBM PC deal were more popular, creating more "soft" Thinkpad versions. , and "upgrade" Lenovo laptop products to a new level.

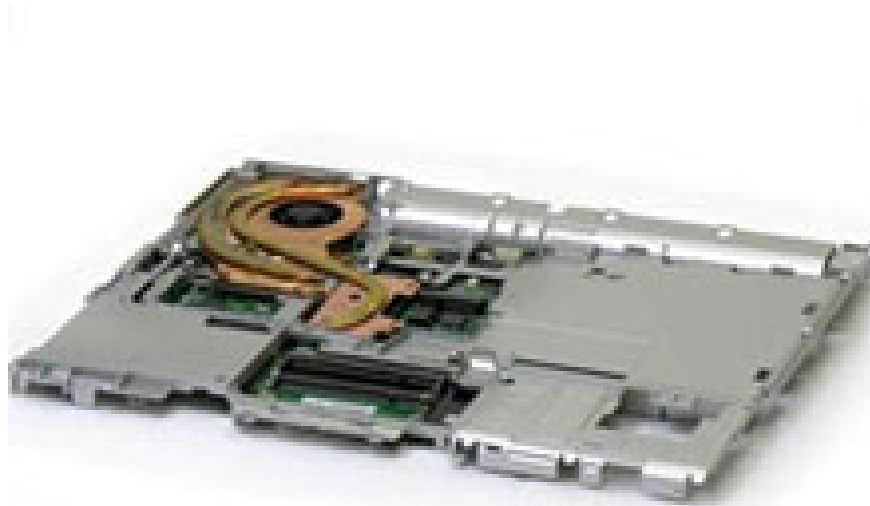


Rubber soles designed to require only a very slight force of pressure are also very sensitive.

According to the business strategy analysis of Lenovo Product Manager for Asia-Pacific region in the product introduction in Vietnam recently, Lenovo's new PC products (including laptop and desktop) With both brands will converge both the image of success, durability, quality and prestige of Think PC product line with diverse product families of Lenovo PC with more than 3000 models.

It is a new line of personal computer products with many common characteristics, meeting the general demand with a wide range of choices of types, configurations, and prices, but still promoting the superior advantages of quality. and stability and dedicated support services of Think PC.

### **Inheriting "Think technology" inventions**



The Shoulder Cage with Magnesium alloy reduces 40% of the impact on the Thinkpad laptop's mainboard.

Technologies for producing Think PCs from IBM, especially Thinkpad laptops, have not been able to face them so far.

From the cover material made of titanium and carbon fiber to enhance the bearing capacity and very light, the frame protects roll cage made of magnesium alloy (often used as an airplane case). help reduce 40% of the impact on the mainboard when impacted, the rubber shell against shock for the hard drive . until the feature of falling state sensor to separate the reader from the hard disk (data protection), or "special" keyboard buttons for IBM laptops, which have been consolidated by Lenovo in their new laptop products. Of course with both Thinkpad and Lenovo brands.



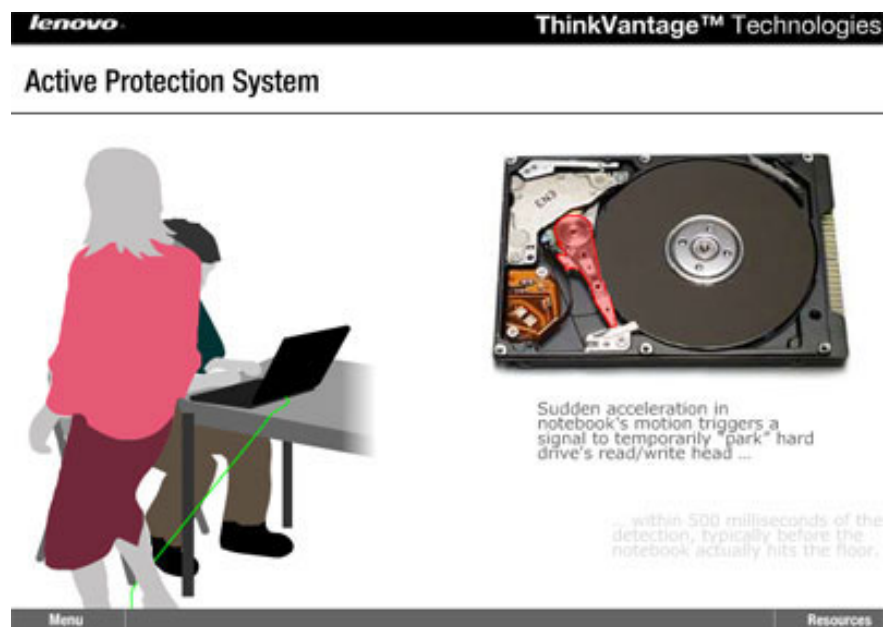
Tea, coffee or milk when poured into the keyboard will immediately be followed by drains.

In addition, functions such as fluid drain when there are different types of water pouring into the keyboard of Thinkpad continue to be developed. A special rubber layer will cover the machine below the keyboard. When you accidentally spill a cup of tea or a cup of coffee into your laptop, this membrane prevents water from accessing the conductive components inside the machine.

At the same time, the grooves will drain the water through two holes (drain hole) flowing out under the machine immediately. Of course, this fluid drain function is not designed for you to pour the bucket of water into the running laptop, or to throw it into the lake.

Maybe after years of using a Thinkpad laptop, you still don't know all about the special protection features right inside it. For example, the Active Protection System (APS) always runs underground in the machine to be ready to separate the reader from the hard drive when there is a vibration.

Because the distance between this reader and the hard disk is less than the thickness of a small hair, when impacted, the reader can permanently scratch the hard drive surface, destroying the data. This APS system always monitors the equilibrium of the camera body, and when there is a sudden change, as in the case of a fall or fall, immediately APS will separate the reader from the distance and lock it to preserve data.



As soon as the laptop starts to be pulled away because someone gets caught in the power cord, the hard drive's reader will be moved out of the disc and hardened to ensure data safety.

More easily felt about Thinkpad technology for users is probably the keyboard. Those who work on keyboards as much as text editors and input materials, see the difference from Thinkpad laptop keyboards.



As soon as the water is spilled into the keyboard, the drains will lead the water out and follow the 2 holes on the bottom without contacting the internal components.

From the area of each letter key, the distance between them, up to the system of rubber soles and pins to hold the keys is extremely sensitive, allowing the sensor of the impact force is very small, but always achieve high accuracy. In its recent launch in the Vietnamese market, Lenovo said it has also applied to its Lenovo laptop models to improve efficiency.

However, there are still feelings about the brand that consumers, especially Vietnamese people, will still hesitate. Vietnam's high-tech equipment market is highly respected and "famous" and "world-class" brands. For example, mobile phones must be Nokia, O2, music players must use Apple's iPod, digital cameras must be Canon . And of course, with laptops, like other markets in the world, it will be Thinkpad.

In order to convince consumers to buy a laptop with the same configuration, quality and features as Thinkpad, but from the concept is still attached a not so good "label" as "Ship goods", perhaps the level Low cost and suitable for the income of the Vietnamese people will be an extremely important determinant.

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