

Lenovo Launches Complete PC Solution for Small Businesses with New ThinkPad SL Notebooks

July 15 2008



SL500

Lenovo today unveiled a complete computing solution for small-to-medium business (SMB) users that includes the new SL series of ThinkPad notebooks, value-added software and unique new services. The trio of notebooks – SL300, SL400 and SL500 - feature cutting-edge technologies, such as built-in high speed mobile broadband connectivity, excellent multimedia capabilities with an optional Blu-Ray DVD player on select models as well as a black glossy cover for a stylish design.

To make the computing experience productive and simple, Lenovo also combined software that helps with everything from data recovery to simplifying Internet connection with a new optional service package featuring on-line data backup and on-site warranty repair.

“The ThinkPad name is synonymous with leadership in notebook computing for the business user,” said Peter Hortensius, senior vice president, Notebook Business Unit, Lenovo. “Now we’re bringing the same quality and reliability that ThinkPad is known for to small business customers with a number of leading technologies like high speed mobile broadband and new services and capabilities. ThinkPad customers expect more from their notebook PCs, and with today’s announcements, we are pleased to continue our tradition of industry-leading innovation.”

Today, Lenovo also announced an additional six new notebooks – the ThinkPad R400, R500, T400, T500, X200 and W500. Lenovo brings many of the technologies first pioneered in the industry-acclaimed ThinkPad X300 notebook, such as solid state drive storage, LED backlit displays and GPS functionality to select models in the line.

The new T Series includes models with technologies like switchable graphics and support for Display Port. Using these new technologies, this generation of notebooks offers significant improvements over the previous one, featuring cooler and quieter notebooks with lighter weight and longer battery life. Lenovo offers its first 12-inch widescreen ultraportable notebook, the ThinkPad X200 notebook, in a lighter design than the previous ThinkPad X61 notebook. With a larger keyboard, lighter weight and focus on productivity, the notebook balances performance and portability.

Lenovo is introducing the ThinkPad W-Series, the first in a new class of mobile workstations with models offering the mobility of an Open-GL Graphics performance notebook. The newly announced notebooks also

expand Lenovo's portfolio of environmentally-responsible notebooks with many of them being rated Gold by the Electronic Product Environmental Assessment Tool. All the newly announced ThinkPad notebooks, including the SL Series, are based on Intel's latest Centrino 2 processor technology.

Quality, affordability and service and support are critical factors to SMB notebook users, and Lenovo's SMB solution combines all of those. Lenovo designed the notebooks for the unique way these users work – whether at home, the office, the park or coffee shop. With the need for always-on, 24/7 connectivity growing, select models of all three of the ThinkPad SL notebooks are available with built-in high speed mobile broadband. Lenovo's program with AT&T and Ericsson makes providing optimized mobile broadband service even more affordable and accessible for customers. The notebooks also feature WiFi, Ethernet and optional Bluetooth technologies.

The number of SMB users is growing dramatically. IDC forecasts that in 2009, the SMB segment will command 31 percent of the total notebook (including ultraportables) PC market worldwide and will grow to 76.6 million in 2011. The growth in this space is outpacing the growth in traditional large volume buyers, the large enterprise and very large enterprise. In the United States, IDC forecasts the SMB space to grow from 7.5 million notebook PCs in 2007 to 11.6 million in 2011.

The notebooks also excel with their multimedia capabilities. Speakers, microphones and an optional webcam provide excellent support for Internet voice and video conferencing. And support for HDMI/VGA means users can watch video content, like movies in high-definition. The ThinkPad SL Series also combines looks with performance with a glossy black top cover, a first for ThinkPad notebook design.

“Lenovo created the ThinkPad SL notebooks with entrepreneurs like me

in mind,” said Sarah Farzam, owner of Bilingual Birdies in New York City. The notebook’s light weight and sleek design makes using it in children's classes easy. The multimedia features are fantastic for meetings with teachers and clients on the go. And its wireless connectivity features are a must have for any small business owner. This notebook will be a vital tool in helping me take my small business to the next level in the children's education industry.”

Lenovo’s Active Protection System, an air-bag like system, protects the hard drive against drops or falls, and an optional fingerprint reader helps protect against unauthorized users. The ThinkPad SL300 notebook also comes with an available LED backlit display.

The ThinkPad SL400 and SL500 notebooks start at \$799. The other notebooks will be available beginning in August with starting prices on select models ranging from \$899 on the ThinkPad SL300 notebook to \$1,999 on the ThinkPad W500 notebook.

Source: Lenovo

Citation: Lenovo Launches Complete PC Solution for Small Businesses with New ThinkPad SL Notebooks (2008, July 15) retrieved 1 May 2024 from <https://phys.org/news/2008-07-lenovo-pc-solution-small-businesses.html>

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