

A black ThinkPad X1 Fold laptop is shown in a partially folded state, with the top cover resting on the keyboard. The laptop is set against a dark background. A stylus is visible in the bottom right corner. The text 'ThinkPad X1 FOLD' is overlaid on the image. The 'X1' is in a large, white, sans-serif font with a red diagonal slash through it. 'ThinkPad' is in a smaller, white, sans-serif font. 'FOLD' is in a white, sans-serif font. The year '2020' is written in red below the main text. The Lenovo logo is on a red vertical bar on the right side of the image.

# ThinkPad X1 FOLD

THE WORLD'S FIRST FOLDABLE PC

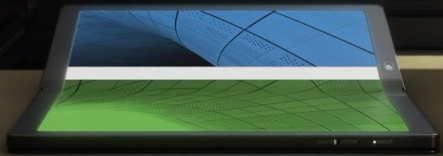
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2020

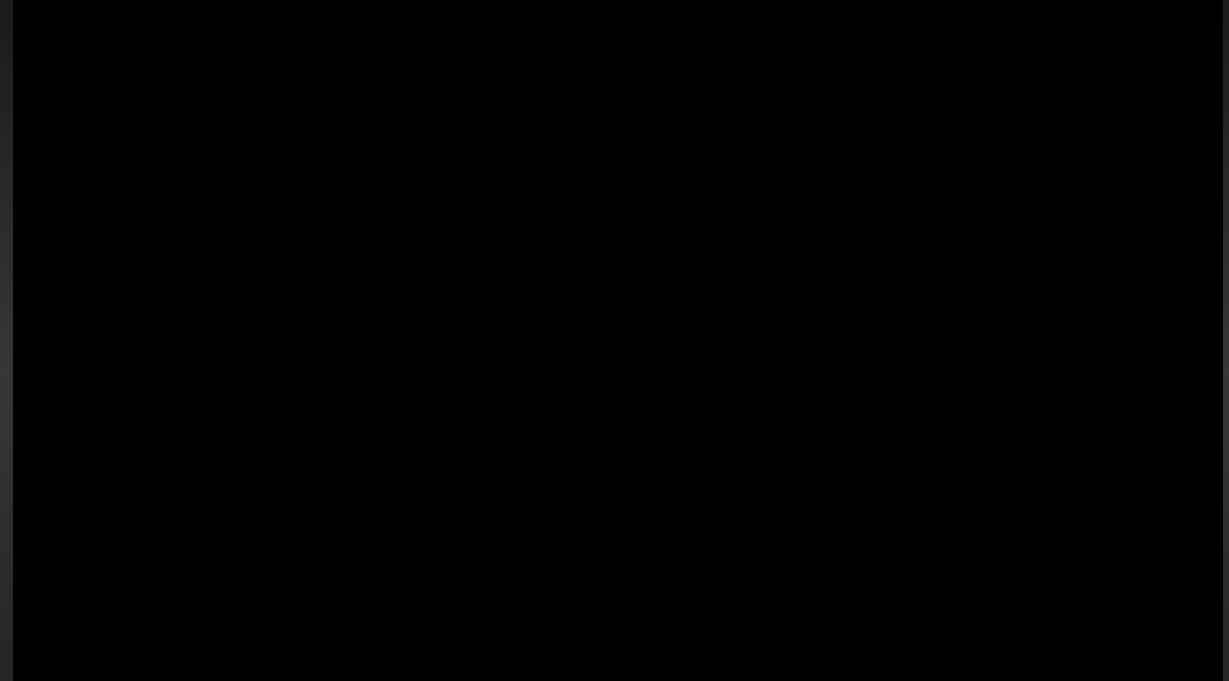
Lenovo

## YouTube Video

**ThinkPad X1 FOLD**  
The World's First Foldable PC



## Embedded Video



PURPOSEFUL DESIGN

RELENTLESS INNOVATION

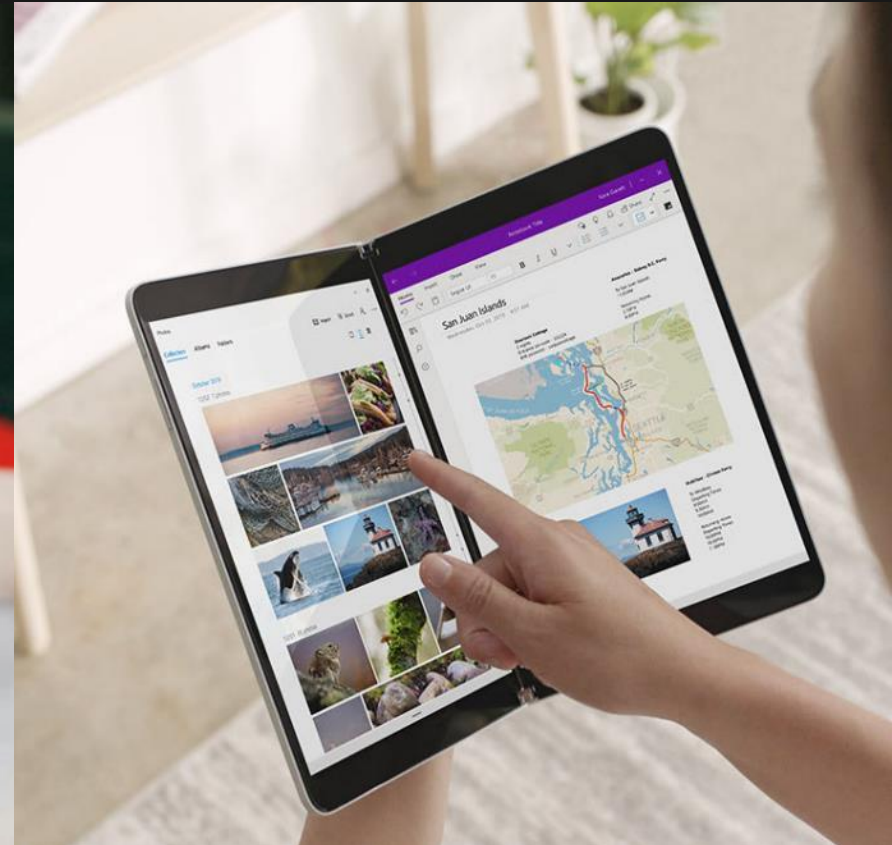


TRUSTED QUALITY



# Future computing category is evolving

MOBILE PCS THAT HAVE A UNIQUE DISPLAY TYPE



## CONVERTIBLE 2-in-1

Lenovo pioneered convertible PCs with YOGA in 2012

## FOLDABLE DISPLAY

Starts in 2020 with X1 Fold with Windows 10

## DUAL DISPLAY

Coming with 10x to be announced by Microsoft

# Target audience personas



## PROSUMERS

Tech Enthusiasts who always need the latest tech, have disposable income, wait in line for new gadgets



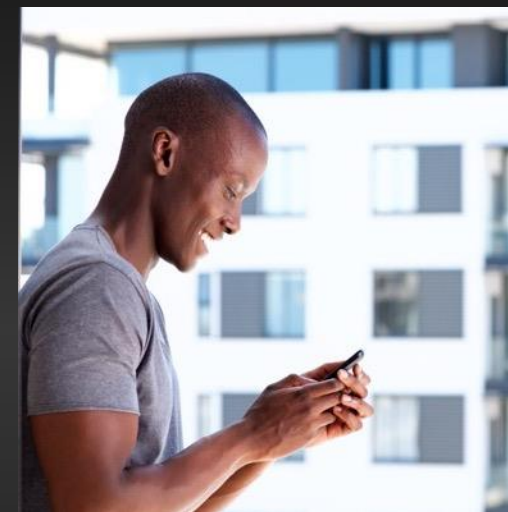
## EXECUTIVES

C-suite, VPs, Execs, COOs, Head of Procurement, Sales



## IT DECISION MAKERS

Head of IT, CIO, VP of IT (networking, security, infrastructure, etc.)



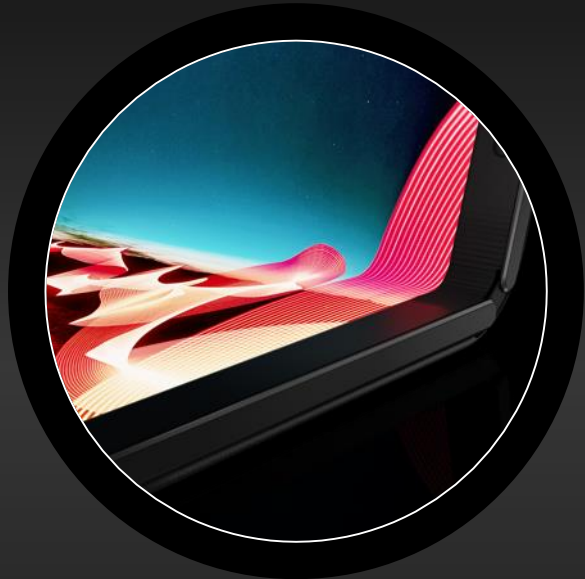
## EARLY TECH ADOPTERS

Willing to test the waters ahead of the mainstream, but they're slightly more hesitant

# How will you use it?



# Foldable Technology



FLEXIBLE  
FOLDABLE OLED

DURABLE MULTI-LINK  
HINGE DESIGN



UI FOR SPLIT SCREEN

11 LAYERS!



# The story of layers

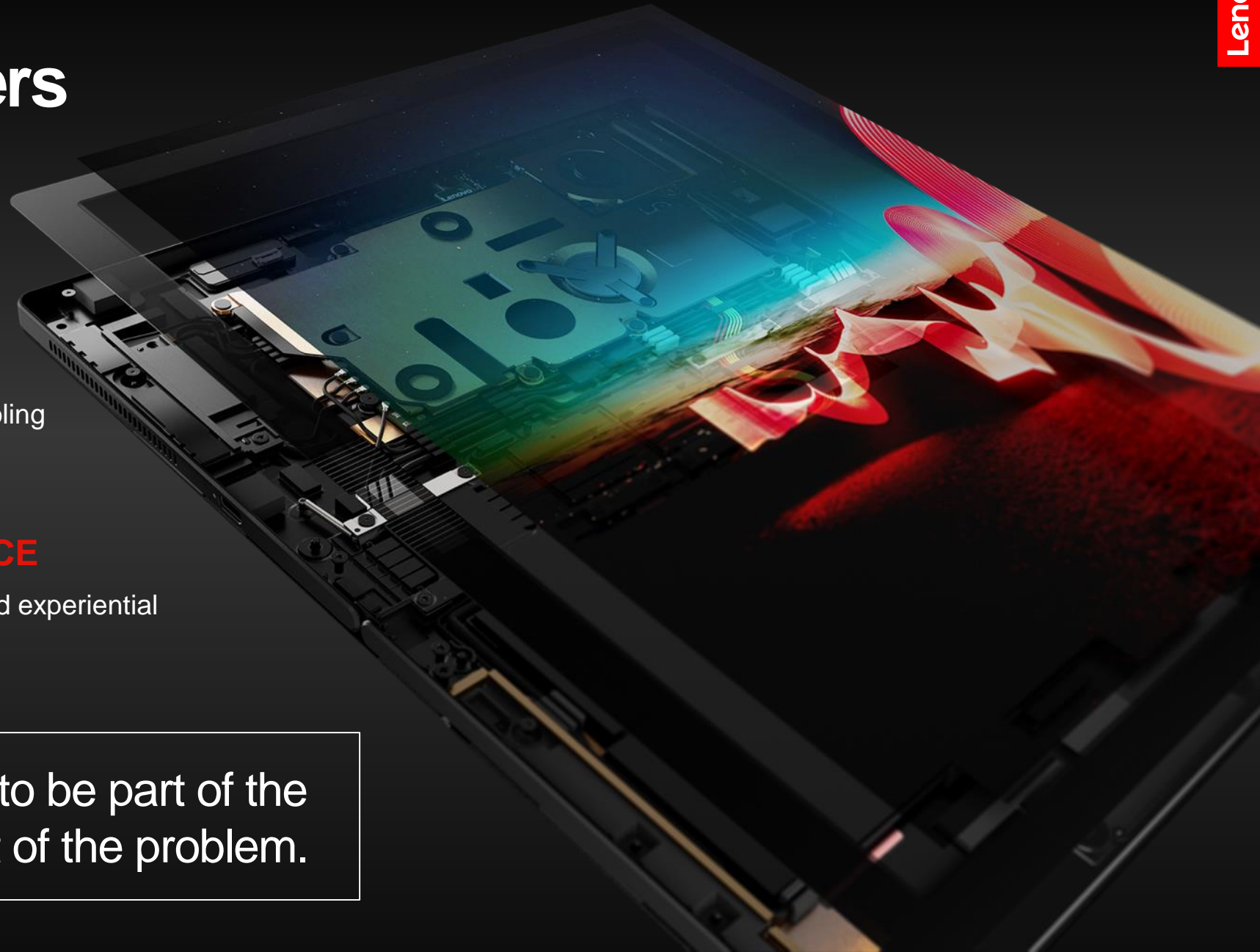
## PHYSICAL LAYERS

- Layer 1: Bezel
- Layer 2-6: Screen
- Layer 7: Carbon Fiber
- Layer 8: Frame Cover and Hinges
- Layer 9: Internal Components and Cooling
- Layer 10: Spine and Bottom Cover
- Layer 11: Folio Cover

## LAYERS OF USER EXPERIENCE

- Perception of the screen – physical and experiential
- Usability
- Durability

The screen had to be part of the solution, not part of the problem.





# Why 5G in PC?

## BENEFITS

- Faster connectivity, greater capacity, ultra-low latency
- Increased mobility, flexibility
- Improved security over WWAN vs Wifi

## CHALLENGES

- Significant infrastructure investments
- Initial high device cost
- Complex antenna technology

# Future ThinkPads

- Continued antenna design leadership
- 5G ready X1 platforms\*

\*Products in 2H 2020

# 5G



# ThinkPad X1 Fold

THE WORLD'S FIRST FOLDABLE PC

- PC Industry's first folding 2K OLED panel
- Intel® Core™ Processor with Intel® Hybrid Technology
- Windows 10 Pro
- Wifi 6 and 5G (sub 6) WWAN optional
- Optional bluetooth keyboard with wireless charging and magnetic attach
- Optional Lenovo Mod Active Pen
- 2x USB-C ports
- Up to 11 hours battery life
- Authentic black leather material
- 11.3 mm thin unfolded; under 1kg / 2.2 lbs

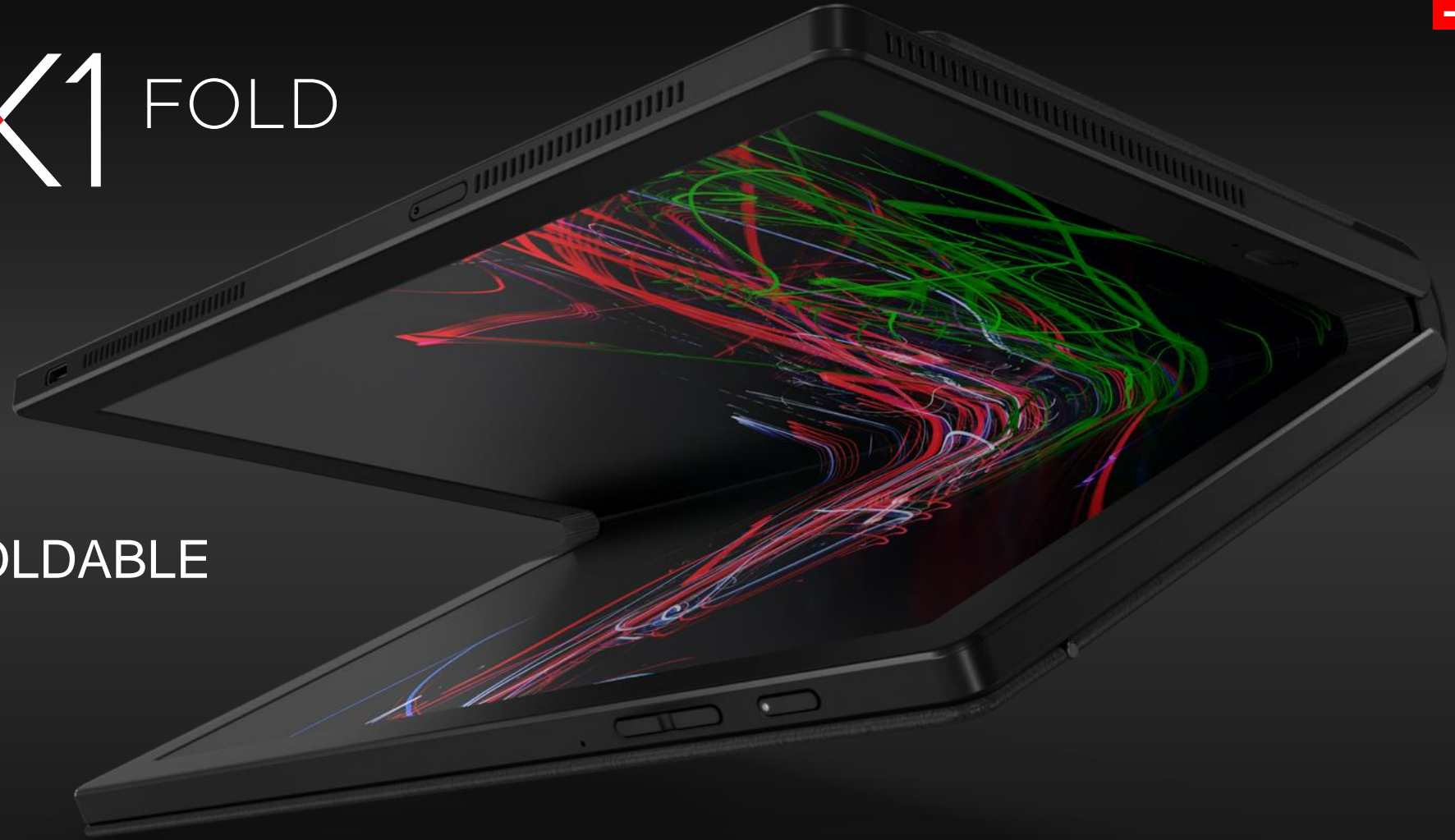
AVAILABLE-2020

STARTING AT

**\$2,499**



# ThinkPad X1 FOLD



THE FUTURE IS FOLDABLE

thanks.

Smarter  
technology  
for all



**Smarter bends  
what's possible.**



**intel**  
inside

Intel® Core™ Processor with Intel® Hybrid Technology

Smarter  
technology  
for all

Lenovo

**Carry small use big**  
The story of the X1 Fold

