

WELCOME

lenovo FOR
THOSE
WHO DO.

THE TABLET HAS USHERED IN A
DYNAMIC COMPUTING EXPERIENCE



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WHO DO.

BUT THE TABLET CATEGORY IS A “SEA OF SAMENESS”



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**BUT IT'S FAR FROM PERFECT
WHEN IT COMES TO EASE-OF-USE**



TABLET 1.0: PAIN POINTS IN EVERY PLACE

HOLD

Poor ergonomics & uncomfortable to hold in one hand



TILT

Less than ideal viewing and typing angles



STAND

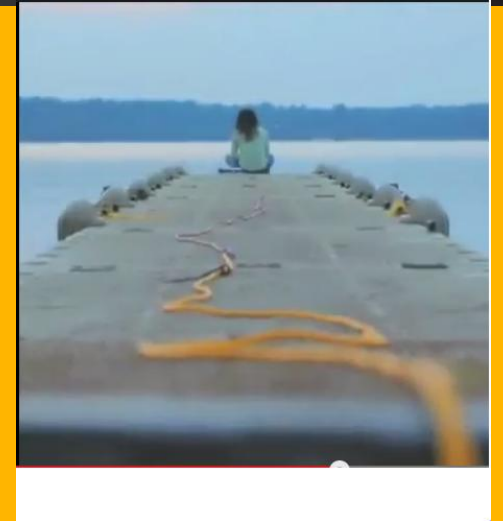
An uncomfortable hand-held viewing experience

BATTERY

Never reached true full day use



TABLET 1.0: PAIN POINTS IN EVERY PLACE



TABLET 1.0: FALLING FLAT ON COMFORT

TAKE THE **PAIN** OUT OF YOUR TABLET

A #betterway to
HOLD the tablet?

A #betterway to
VIEW the tablet?

A #betterway to
STAND the tablet?



FINALLY, A TABLET THAT STANDS OUT



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LENOVO YOGA TABLET

INTRODUCING THE WORLD'S
FIRST MULTI MODE TABLET



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WELCOME TO THE TABLET. RE-IMAGINED.



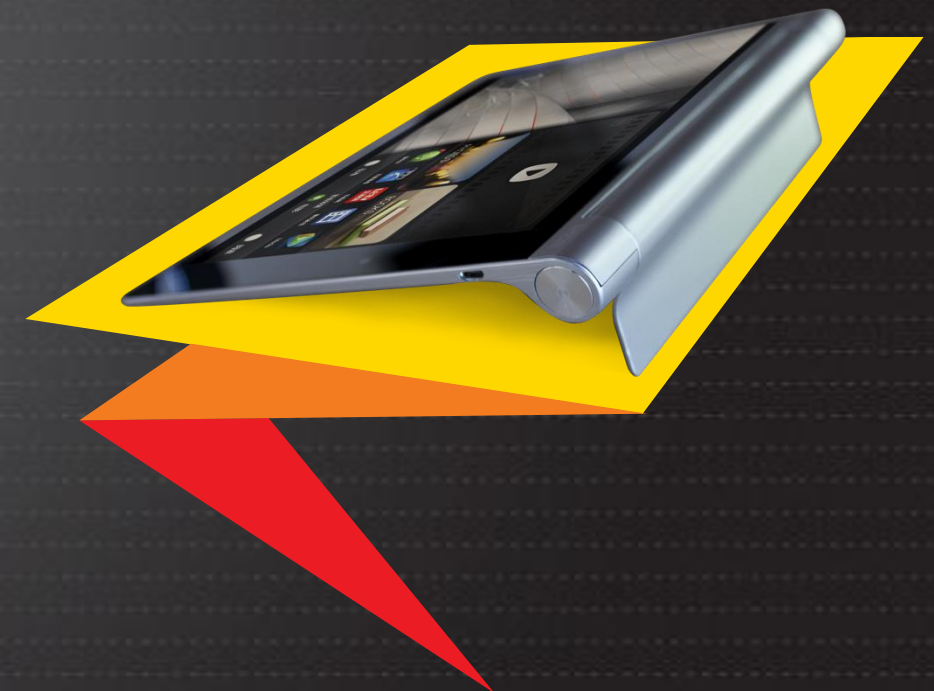
HOLD MODE



STAND MODE



TILT MODE



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INTRODUCING THE WORLD'S FIRST MULTI MODE TABLET



HOLD – LIKE NEVER BEFORE
Social Media, Reading, Shopping

THE YOGA TABLET
IS AN ENGINEERING MARVEL
THAT REDEFINES AN ENTIRE
PRODUCT CATEGORY

lenovo [®] **FOR**
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INTRODUCING THE WORLD'S FIRST MULTI MODE TABLET



HOLD – LIKE NEVER BEFORE
Social Media, Reading, Shopping



STAND – ANYWHERE YOU WANT
Movies, Music & Video Chat

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INTRODUCING THE WORLD'S FIRST MULTI MODE TABLET



HOLD – LIKE NEVER BEFORE
Social Media, Reading, Shopping



STAND – ANYWHERE YOU WANT
Movies, Music & Video Chat



TILT – LIKE YOU'VE ALWAYS WANTED TO
Web Browsing, Gaming & Typing

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THAT REDEFINES AN ENTIRE
PRODUCT CATEGORY

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HOLD MODE



TAKE HOLD OF TOMORROW'S
TABLET TECHNOLOGY TODAY

The YOGA TABLET eliminates
twisting force and creates
comfortable one-handed holding
with its unique battery cylinder.

READING



SOCIAL
NETWORK



SHOPPING



STAND MODE

MOVIES



MUSIC



VIDEO CHAT



A TABLET THAT TAKES A STAND

With its unique kickstand, you can let go and enjoy the comfort of a hands-free viewing experience.



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TILT MODE

WEB
BROWSING



GAMING



TYPING



TILTING TABLET EXPECTATIONS FORWARD

The YOGA TABLET'S battery cylinder provides the perfect angle for touch interaction.



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THE YOGA TABLET BATTERY

2X



THE LIFE OF A TYPICAL TABLET

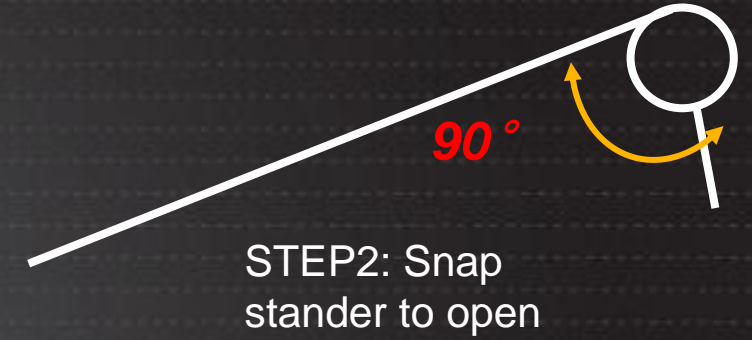
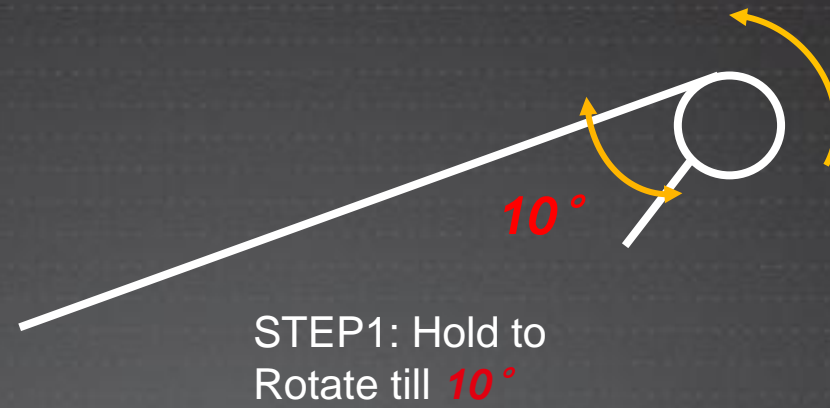


UP TO 18 HRS OF BATTERY LIFE
FOR ALL DAY COMPUTING
ALWAYS ON WHEN YOU'RE ON
CHARGE SMARTPHONE AND
OTHER DEVICES!

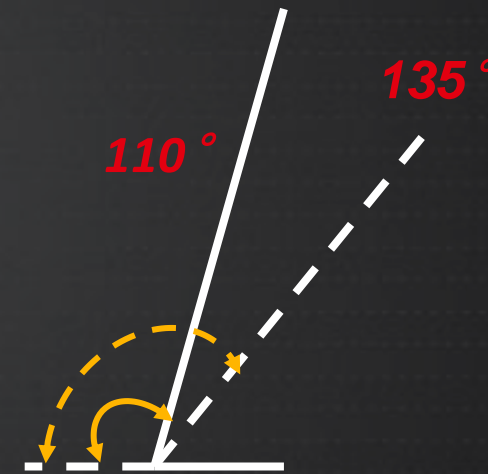
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YOGA TABLET'S INNOVATIVE HINGE DESIGN

EFFORTLESS
OPEN



EASY VIEWING
ANGLE ADJUSTMENT



110° - 135° Free-stop
view angle

DUAL TILT
ANGLE SELECTION

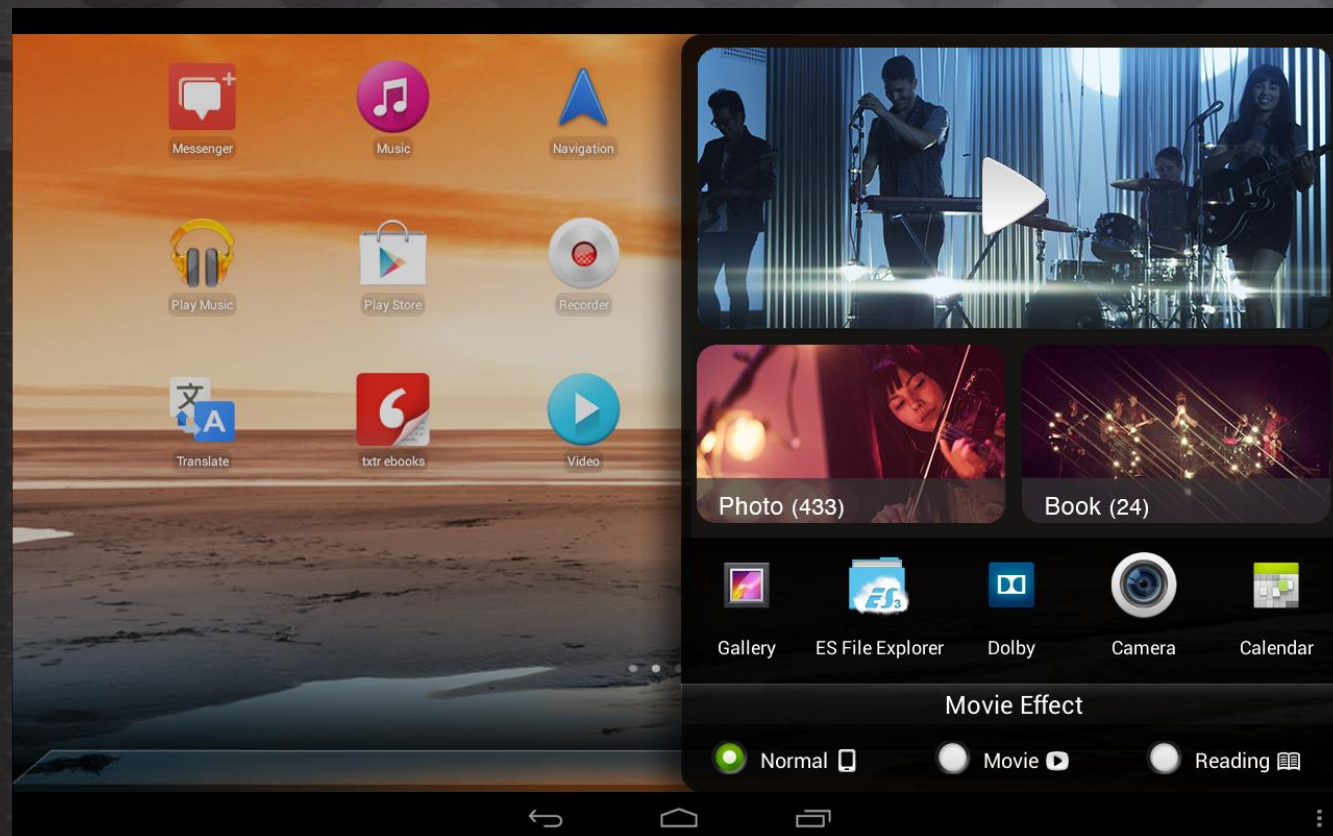


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UNIQUE MULTI-MODE DESIGN: SMART SIDE BAR



STAND
MODE



HOLD
MODE



SMART SIDE BAR Apps on hold and stand mode can pop up automatically.

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DELIVERING THE TABLET 2.0 EXPERIENCE



DESIGNED FOR EVERY USAGE SCENERIO

- HOLD MODE
- STAND MODE
- TILT MODE

TRUE FULL DAY
COMPUTING POWER

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WHO DO.



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A #BETTERWAY IS HERE



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