



A Shot Across the Bow of Dell and HP

“If you want to know where the market is going to be in two or three years, look at the ThinkPad today.”

And if you’ve come to Lenovo Worldwide Competitive Analyst Matt Kohut for minced words, look again. Kohut knows his machines are better, and can tell you why.

“This machine kicks butt.” He nods toward the ThinkPad T400s. “I’m not saying that because I work for the company. My PC needs to work for me, not the other way around. I can forget that the ThinkPad is there and just *use* it.”

Power and perseverance

“Thin and light” is only part of the T400s story. It’s what you can do with it that matters. Customers attracted by the package will stick around because it works better. The slim new machine offers the power of a normal-volt Intel® Centrino® 2 processor with vPro™ Technology. Not to mention robust battery life, full connectivity, a 14-inch screen — and an array of new VOIP-friendly features like microphone muting, a camera cutoff, and redesigned speakers.

The T400s also upholds the T Series’ heritage of extreme durability. It was Kohut who famously threw the machine out of a truck, in the rain, then had the truck run it over. As more than 2.2 million web viewers know, the system survived.

“Everyone will try to reverse-engineer this, but it’s going to be a while before anyone can approach it,” he says. “They don’t have our attention to detail.”

Someone else may meet the size and weight point, he explains, but without the performance or durability. Someone else might mimic the spec list, but only by cobbling together off-the-shelf parts — not by designing its own systems the way Lenovo does.

Kohut credits a strong partnership between Lenovo and Intel with the component at the heart of the T400s’ appeal: the processor. The two companies worked together to build on the advances found in the ThinkPad X300, and were able to outfit the T400s with a small form factor, normal-volt processor that achieves close to workstation performance.

Affordable, not cheap

At around \$500 less than the X300, Kohut calls the T400s a “volume play” that IT directors can supply to more people throughout their organizations. But price doesn’t trump quality. “If you want only the price point, this isn’t the system for you,” Kohut says.

He’s rolling now. “You’re going to get the best connectivity on the market. We’re the only vendor that can give you integrated 3G with WiMax, GPS, and Bluetooth. We’re going to have things you’d expect, like Intel vPro Technology, ThinkVantage tools, and Access Connections. We’ve done DDR3 across the line while everyone else is still on DDR2. You’re getting local phone support. *And* it’s built like a tank, and you’re getting the thinner and lighter package. I challenge anyone at Dell or HP to do that.”

Know thy competition

Dell and HP. Those are the Polaroids on Kohut’s dartboard. What about Mac?

“Let’s be honest,” he says. “A Mac diehard is only going to buy a Mac, no matter how many shortcomings it may have.”

“I mean, look at the MacBook Air. You’ve got one USB port, a dongle for the DVI port, the battery life was [poor]. But because it was a thin and light Mac, everybody went ‘ooh!’ So nothing would change that person’s mind.”

Know the market. Listen better. Win.

“It all comes back to customers and what they want,” Kohut says. “We know better what they want, and we’re more responsive to them. With this new box, we’re shooting a cannonball across the bow of our competition.”

ThinkPad T400s vs. the Competition

	ThinkPad T400s	Dell E6400	HP 6930p
Form Factor	3.85 lbs/.83"	4.7 lbs/1.0-1.2"	5.0 lbs./1.23"
Displays	14.1" wide LED WXGA+ (900x1440) WXGA+ (900x1440) Multi-Touch in 3Q09	14.1" wide CCFL: WXGA (1280x800) LED: Prem. Privacy WXGA LED: Privacy WXGA LED: WXGA+ (900x1440)	14.1" wide CCFL: WXGA (1280x800) CCFL: WXGA (1280x800) gloss CCFL: WXGA+ (900x1440)
Chipsets/Graphic	Intel 4500MHD	Intel 4500MHD & NVIDIA NVS 160M 256MB	Intel 4500MHD & ATI HD3450 128/256
CPUs	Intel Core 2 Duo, SV Small FF, 25W	Intel Core 2 Duo, SV 35W	Intel Core 2 Duo, SV, 35W
Optical Storage	9.5mm ODD: Combo, Rambo, Blu-ray	9.5mm ODD: Combo, DVD, Multi, bezel	12.7mm ODD: Combo, DVD, Multi, Blu-ray, lightscribe
HDD/SSD Storage	HDD: 1.8" 120 & 250 SSD: 80, 128, 160 & 256	HDD: 2.5" 5400: up to 250 HDD: 2.5" 7200: up to 250 FDE: 120 5400, 160 7200 SSD: 80, 128	HDD: 2.5" 5400: up to 250 HDD: 2.5" 7200: up to 320 SSD: 80
Ultra Bay	Hot Swap: battery, 2 nd HDD, bezel	2 nd HDD, bezel	Fixed Bay
Ports	2 USB, 1 USB/eSATA, VGA, DisplayPort, mic, headphone, RJ45	4 USB, 1394, DisplayPort, VGA, mic, headphone, RJ11 opt., RJ45, eSATA	3 USB, 1394, VGA, mic, headphone, RJ11, RJ45
Expansion	New Docks, 34mm Express Card	Docking, smartcard, 54mm ExpCard, 5-1 MM	Current Docking, SD 54mm Express Card, MMC
Batteries	Li Ion 6/bay	Li Ion 4/6/9/12 slice	Li Ion 4/6/9
Memory	1GB/2GB/4GB DDR3	1GB/2GB/4GB DDR2	1GB/2GB/4GB DDR2
Communications	BT, ethernet, WiFi, UWB, WWAN/GPS, WiMAX	BT, ethernet, modem, WiFi, WWAN, GPS	BT, ethernet, modem, WiFi, WWAN, GPS
AC Adapter	65W, 90W combo	65W, 90W combo	90W

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