

# **Best Buy Brand Store Hero Banner – Storyboard**

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# Concept

## "Zoom"

The banner space will be a collage of all the various products. Text/messaging will appear over it. On moving the mouse over the banner, the cursor will look like a "magnifying glass". It will zoom into the area of the cursor and show a product. The rest of the banner will become hazy and text will appear over it.

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## HIGH DEFINITION GRAPHICS MINUS THE HIGH PRICE TAG.

- Intel® Pentium® E5800 processor
- HD graphics support
- Lenovo Rescue System



IdeaCentre K300



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IdeaPad B560



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LAPTOPS/DESKTOPS

AS SAFE AS A BANK.

- Built-in fingerprint reader
- Full-sized ergonomic keyboard
- Easy-to-use Lenovo Security Suite

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⦿ IdeaCentre Q150 nettop

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NETTOP/DESKTOP

**TINY IN LOOKS.  
BIG IN ENTERTAINMENT.**

- Ultra-slim design
- Full HD Support
- NVIDIA ION graphics processor



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IdeaCentre A700



## ENTERTAINMENT AT A TOUCH.

- Touch screen display
- Dolby Home Theatre
- Full HD Widescreen display

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LOOKS GOOD.  
PERFORMS EVEN BETTER.

- Slender design
- HD Widescreen display
- Built-in 4G WIMAX mobile broadband

© IdeaPad V560



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Lenovo C200

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LETOPS/DESKTOPS

## A PERFECT FIT FOR SMALL SPACES & SMALL BUDGETS.

- Space saving design
- Large 18.5" widescreen display
- Extra storage space