#### ThinkPad Edge 11"Launch Awareness

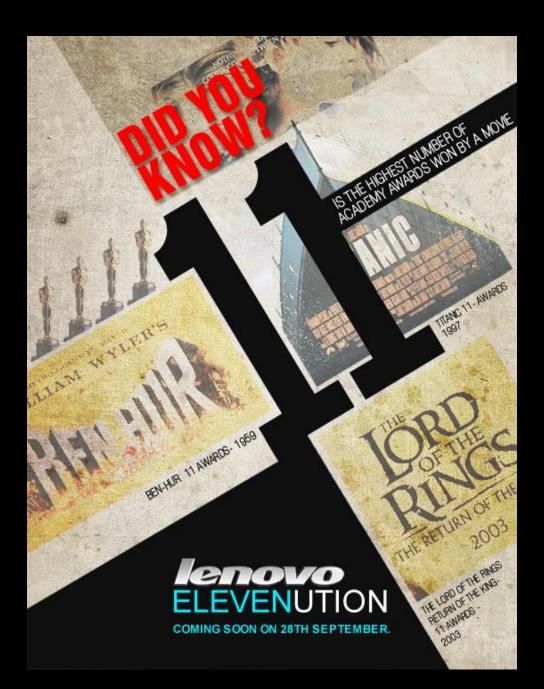
#### **LENOVO ELEVENUTION**

A teaser campaign was launched that comprised 3 teaser eDMs and 1 launch eDM.

## DID YOU KNOW? That World War I ended on the







### DID YOU KNOW?

A rocket travels above

to escape the gravity of earth.



# THE SMALLEST THINKPAD NOTEBOOK IS



#### Introducing the new ThinkPad Edge 11".

- nkPad Edge 11". ELEVENUTION
- 11.6" display
- · Less than 1.1" thin
- · Starting under 3 lbs
- · Thinner than an average man's wallet
- · Fits in a ladies purse
- · Up to 7hrs of battery life
- Spill resistant keyboard

Starts at only **\$449** 

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