## PART 1: CONTENT LOCALIZATION IN 4 STEPS

### STEP 1: Features and specifications

- Please check the following content on both pages and make sure they are available in your market, else please localize:

  1. Features
  2. Specifications
  3. Accessories and corresponding images
  4. Services

- Please update the last section on the second page on which other relevant product categories the customer should look at if they feel the current product does not suit their requirement

### STEP 2: Call-to-action changes

- The toll-free number included on each page is a dummy number. Please customize it to your market.

- Please ensure that all the hyperlinks are appropriately working

### STEP 3: Localize legal footnotes

- We try our best to provide guidance on legal footnotes in the WW version especially on standard footnotes and any product claims being made. But it is not practically possible at a WW level to cover all the guidance that can work across multiple geos. It is the responsibility of the local team to check the legal footnotes on both pages and add/remove footnotes per their local legal requirements.

- If you are making any additional product/feature/customer claims, please make sure you support it with the right legal footnotes within the datasheet.

### STEP 4: Alliance compliance

**a. MANDATORY:** Local MDA approvals: The WW version has been made MDA compliant. However, it is the responsibility of the geo/region/country team adapting the datasheet to ensure it's uploaded again for MDA compliance after localization.

**b. ALLIANCE FUNDING:** If the datasheet is funded by an alliance partner, please adapt the datasheet to those guidelines. You may choose to remove the Intel logo from both pages if the tactic is not being funded by Intel.

## PART 2: SEO COMPLIANCE IN 5 STEPS

Pdfs can get indexed by search engines just like a normal webpage. It's important that we optimize them for search, else they may not rank very high in search results. Or may not get indexed and found at all.

Once you have localized the datasheet content (from PART 1 above) and have the pdf ready, we recommend you follow these simple steps to make this datasheet more SEO-friendly, before you upload the datasheet online. It should take you all of 5 minutes.

You need the full version of Adobe Acrobat (NOT Adobe Reader) to be able to do this. Please request your agency to take care of this.

### STEP 1: Is the file name clear and self-explanatory?

If you're changing the file name from what is used for the WW file, then make sure it is not too long and gives an easy indication to the reader what the file is about, eg: **Lenovo_Z40-50_Notebook.pdf** is fine, but "Lenovo _Vietnam_ Hires_53627_convertible.pdf" is not clear.

### STEP 2: Has your file metadata been updated?

Go to File›Document properties›Description and update the fields as below:

<u>File</u> – automatically takes the file name you have chosen

<u>Title</u> – Please use **Lenovo_Z40-50_Notebook**

<u>Author</u> – Lenovo

<u>Subject</u> – Please use - **The Lenovo Z40 / 50 is a slim and light multimedia notebook with an integrated DVD drive and Dolby®-enhanced audio.**

<u>Keywords</u> – **Multimedia, Notebook, DVD, Dolby, Audio, HD, Display, Performance, Graphics, Processor, Stereo, Intel, Power, Battery, Windows, Memory, Software, Applications, Connectivity**

Under Additional metadata (if available in your Adobe Acrobat version), update as follows:

Copyright Status: Choose 'Copyrighted'

Copyright Notice: Copyright (c) 2014 by Lenovo Corporation

Copyright Info URL: http://www.lenovo.com/legal/copytrade.html

Under Advanced metadata(if available in your Adobe Acrobat version), update as follows:

Language – choose the appropriate language from dropdown list

### STEP 3: Is the reading order correct?

- Select Advanced›Accessibility›Add Tags to Document
- Then, select Advanced›Accessibility›Touch Up Reading Order
- The "reading order" of the PDF is displayed. This shows you what content will be displayed first in a search result. If this is not fixed, sometimes even the legal line can get picked up to display in a search result.
- You can use the same 'Touch Up Reading Order' tool to change the reader order.
- Reading order can be fixed as below – Headline followed by Body copy followed by Why buy section followed by Who buys section.

### STEP 4: Have your pdf elements been tagged correctly?

- Go to File›Document properties›Description
- Run an Accessibility Full Check to look for non-compliance.
- Is the body copy on page 1 tagged as text?
- Is the main product image on page 1 tagged as Image/Figure?
- Add the product name as Alt Text to the main product image.

### STEP 5: Pdf size and version

1. Total web page weight should not be much more than 1-2MB. If it is more, then go to Advanced›PDF Optimizer and 'right-size' the document.
2. Then select Preferences›General Settings›Optimize for Fast Web View (this allows the PDF to be "loaded" a page at a time, rather than waiting for the whole PDF to download to be able to read)
3. For datasheets which don't have an animated product image on page 1, save your PDF as version 1.6 (Acrobat 7) or lower

**Lenovo® recommends Windows 8.**

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# LENOVO® Z40 / 50

## THE DO EVERYTHING NOTEBOOK.

The Lenovo Z40 / 50 is a slim and light multimedia notebook with an integrated DVD drive and Dolby®-enhanced audio. Its optional Full HD display, powerful processor and latest graphics provide unparalleled multimedia performance.

**WHY BUY THE Z40 / 50?**

### 1 EXCEPTIONAL DISPLAY

Optional Full HD (1920 x 1080), display on both the 14" and 15.6" models is perfect for any multimedia content.

### 2 IMMERSIVE MEDIA

Stereo speakers with Dolby® Home Theater® deliver immersive sound for movies or games on DVD.

### 3 POWERFUL PERFORMANCE

Responsive Intel® 4th Generation Core i7 Processor, fast SSHD, and GPU-accelerated graphics make these notebooks powerful multimedia performers.

### 4 POWER THAT LASTS

Energy Manager uses advanced energy-saving technology to ensure long battery life and maximum time between charges.

**0800 123 1234**

**WWW.LENOVO.COM**

intel® inside™ CORE™ i7

**Lenovo® recommends Windows 8.**

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# SPECIFICATIONS

## PERFORMANCE

**Processor**
Up to Intel® 4th generation Core™ i7 processor (Quad-Core)

**Operating System**
Windows® 8.1

**Graphics**
Up to NVIDIA® Geforce 840M

**Memory**
Up to 16GB DDR3

**Webcam**
HD 720p camera (1M pixel)

**Storage**
Up to 1TB HDD or 1TB SSHD
with 8GB NAND flash

**Audio**
Stereo speakers with Dolby® Home Theater®

**Battery**
Up to 4 hours

## DESIGN

**Display**
**Z40:** Up to 14" FHD* (1920 x 1080);
16:9 widescreen
**Z50:** Up to 15.6" FHD* (1920 x 1080);
16:9 widescreen

**ODD**
Integrated ODD

**Dimensions (W x D x H)**
**Z40:** 13.74" x 9.6" x 0.97"
(349 mm x 245 mm x 24.8 mm)
**Z50:** 15.11" x 10.43" x 0.98"
(384 mm x 265 mm x 25.0 mm)

**Weight:**
**Z40:** 2.1kg (4.62 lbs)
**Z50:** 2.4kg (5.29 lbs)

## CONNECTIVITY

**Bluetooth®**
Bluetooth® 4.0*, 802.11 a/c or 802.11 b/g/n, WiFi, 10 / 100 / 1000M LAN

**Ports**
1 x USB 3.0, 2 x USB 2.0, Audio Combo Jack, HDMI-out, 2-in-1 (SD / MMC) card reader

## PRELOADED SOFTWARE

**Security and Support**
· McAfee® Internet Security™ (30-day free trial)
· VeriFace® Pro
· Lenovo® Companion
· Lenovo® Support

**Entertainment**
· Zinio® Online Newsstand
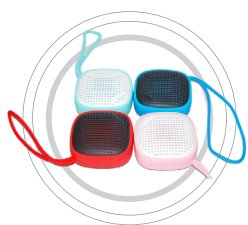· Amazon Kindle for PC

**Productivity**
· Microsoft Office 365 Home Premium 30-day trial
· Evernote®

* Optional

# ACCESSORIES

Lenovo® Bluetooth® speaker

Top-loading carry-bag

Headset

# LENOVO SERVICES

**Warranty Upgrades – On-site/In-Home Service**
Maximizes PC uptime and productivity by providing convenient, fast repair services in your own home

**Accidental Damage Protection**
Avoid the hassles of unexpected repair costs. Provides coverage for non-warranted damage incurred under normal operating conditions, such as minor spills, drops or damage to the integrated screen.

**Warranty Extensions (1-to-3 Years Total Duration)**
This fixed-term, fixed-cost service helps accurately budget for PC expenses, protect your valuable investment and potentially lower the cost of ownership over time.

**PART NUMBER XXXXX**
**PRICE: XXX**

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