

Lenovo Aims ThinkBooks at SMBs

Written by Frederick Douglas
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Lenovo launches ThinkBook at the Accelerate 2019 event-- a notebook sub-brand dedicated to SMBs featuring a line of ultra-slim Windows 10 products promising both portability and ease-of-use.



According to the company, ThinkBook is aimed specifically at SMBs buying consumer laptops for perceived design and price advantages, even as they lack extended services and warranties. In addition, ThinkBook notebooks feature a sleek, minimalist look, something the company says is in demand from young tech-savvy execs.

Currently the ThinkBook line offers the S series with a choice of 2 models, the 13s and 14s. As the name might suggest, the two notebooks are 13- and 14-inch respectively, and combine consumer-oriented design elements such as aluminium exteriors, narrow bezels and the ability to lay flat at 180-degrees, with "business-grade" security features.

On the more enterprise-relevant security side, the ThinkBook notebooks offer a touch fingerprint reader allowing both single-step authentication and power-on, discrete TPM 2.0 enabling Windows 10 security features and user data encryption, and a camera with a physical "ThinkShutter" for privacy control. In addition, the hinges have an Indium metal coating to reduce wifi interference, while a Windows Modern Standby feature allows for smartphone-style connectivity with the notebook receiving emails, Skype call alerts and app updates even as the lid is closed.

Inside the notebooks are 8th generation Intel Core processors, SSD storage and either Integrated Intel UHD 620 or discrete AMD Radeon 540X graphics. The 13s model also includes RapidCharge technology providing 80% battery capacity in 1 hour of charging. Skype for Business-certified dual-array microphones and dual Harman speakers provide clear conferencing audio.

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ThinkBooks also include built-in management features, such as Vantage tools for preventive hardware diagnostics, personalised hardware settings and update auto-install. In addition, Lenovo offers business-grade services such as warranty extensions, upgrades and an intentional warranty service.

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