

A DAY IN THE DIGITAL LIFE



61% students report regularly using laptops for school work, while 53% use tablets or hybrid devices.¹ With the average learner going digital over 10 ½ hours a day,² it adds up to more than half a billion hours of yearly use at school, home, and everywhere in between.

SO WHAT'S THE KEY TO BUILDING A LAPTOP THAT'S READY FOR 24/7 COMPUTING? DURABILITY



UPTIME VS. THE ALARM CLOCK

Growing teens see a shift in their sleep patterns, falling asleep at 9 becomes falling asleep at 11. At the same time, classes, especially in high school, start earlier. Logging off close to midnight means long days for students and their devices.

School Start Times³

Before 7:30	9%
7:30 - 7:59	33%
8:00 - 8:29	43%
8:30 - 8:59	11%
9:00 or later	4%



LONG COMMUTES

Nearly 500,000 school buses carry 25 million children every year⁴. Students are using devices here too; that's why almost 25% of administrators want to provide Wi-Fi on board.⁵



PESKY GRAVITY

Young learners can be a little too daring, over 55% of their device accidents are due to drops.⁶



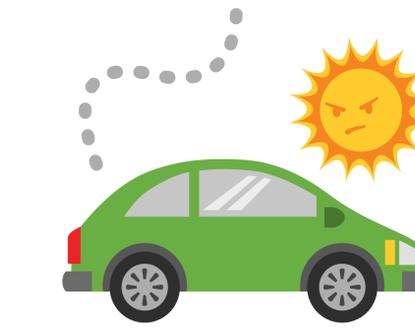
PUSHY PEOPLE

Laptop hinges go the distance on campus. Two opens and closes per class, eight or nine periods a day, all add up to over 3,000 workouts a year, extracurricular activities aside.



FORGETFUL USERS

Laptops can be vulnerable to damage even while closed. Packing the laptop too tight or closing it with an object on the keyboard can permanently damage the display and internal components.



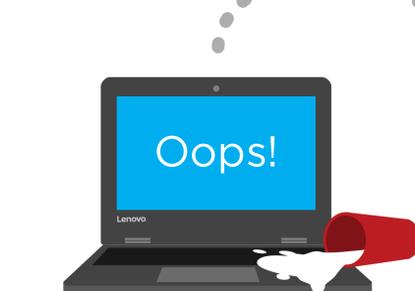
THERMAL CHAOS

Laptops left in cars are in for a long ride. 80° F outside can quickly mean 123° F inside,⁷ hot enough to damage critical components. Cold is equally risky, exposure to freezing temperatures can crack displays and weaken battery life.



DUST DANGER

Off-campus adventures and diverse school environments mean accumulated dust. This can raise the internal temperature of your computer dramatically, resulting in complete system failure.



EXPENSIVE MESSSES

Spills are a frequent and expensive oops. Almost one out of five accidents are due to spills,⁸ with an average repair cost of \$600.¹⁰

Kids cause havoc with drinks and sweets:¹¹

Milk	50%
Chocolate	18%
Candy	17%
Yogurt	15%

While adults favor grown-up beverages:¹²

Coffee	40%
Water	20%
Soda	12%
Wine	10%



LOSS OR THEFT

More devices in more places means more risk of loss or theft. One laptop is stolen every 53 seconds; 97% are never recovered.⁸



ENDING BIG

Even away from school, homework demands keep kids busy. Three hours a week by the average K-5 learner can quickly turn into nearly 20 for grades 9-12.¹³ It all adds up to nonstop learning that demands devices that are just as relentless.

EDUCATION-BUILT DURABILITY STARTS HERE

Lenovo designs for reliability first, creating education-built devices that meet eight military specifications for performance in hazardous conditions like liquid spills, extreme heat, dust, and vibration — and that's just the start.

EDUCATION-BUILT RELIABILITY, WINDOWS PRODUCTIVITY



ThinkPad® 11e Series

Lenovo 300e Available with optional Active Pen

LENOVO DURABILITY

- Windows security and manageability, including AppLocker® and BitLocker®
- Durable construction and materials, featuring rubber bumpers, reinforced corners, hinges, and ports
- Scratch-resistant displays
- Spill-resistant keyboards with anchored keys that make removal difficult
- Active Protection System keeps drives safe during drops
- Firmware-embedded Absolute® Data & Device Security for fast device recovery

LET LENOVO EMPOWER YOUR DIGITAL DISTRICT

Lenovo believes that richer everyday learning experiences are critical to encouraging the exploration and achievement required for long-term success in and out of school. Our devices are designed, built, and tested specifically for modern education environments. Featuring the safety and security of Windows 10, students and teachers can create and collaborate with confidence that devices are protected and data is secure.

For more information on rugged and reliable education-built products featuring Windows 10, visit www.lenovo.com/education.



UNLOCK LIMITLESS LEARNING

Microsoft Education helps deliver personalized learning for every student with devices built for the classroom and beyond starting at €274 for notebooks and €380 for 2-in-1 laptops with touch and Windows Ink.

Windows 7 support is ending in January 2020. Over 700 million devices actively run Windows 10 every month, and it's easy to switch.¹ Are you ready to make the switch to modern Windows 10 devices?

Top 5 Reasons to Switch:

- 1 - Increase reading and language skills with built-in accessibility tools in Office 365 enabled by latest technology of the new Lenovo education portfolio.
- 2 - Reduce security issues and the time to resolve them by 33%² with end-to-end privacy and security protection
- 3 - Free up as much as 30% of a teacher's time so they can spend more time with students²
- 4 - Reduce IT management time by up to 20%³
- 5 - Choose from a wide variety of Lenovo price points.

¹ Microsoft Customer Usage Data, November 2018.
² Forrester, Total Economic Impact™ of Microsoft Windows 10, 2018.
³ The Total Economic Impact™ of Microsoft Windows 10, Forrester, December 2016

⁷ <http://noheatstroke.org/>
⁸ <http://www.govtech.com/magazines/gt/Portable-Protection.html>
^{10,12} <http://www.sewelltech.com/top-10-liquid-spills-kill-laptop-computers/>
¹¹ <https://www.squaretrade.com/press/half-of-american-parents-say-kids-have-damaged-a-mobile-phone-laptop-or-tablet>
¹³ <http://www.phoenix.edu/news/releases/2014/02/survey-reveals-how-much-homework-k-12-students-are-assigned-why-teachers-deem-it-beneficial.html>