1. Brief introduction of Lenovo
2. Lenovo’s views about modern education
3. Lenovo solutions and practices
1. Brief introduction of Lenovo
2. Lenovo’s views about modern education
3. Lenovo solutions and practices
Lenovo is ..... A $34B global leading personal technology company with 27,000 people and customers in 160+ countries.
New Record of Performance in FY12

- 52 million shipment in PC first time
- Reach 15.5% market share (historical high) with 2.6pts YoY growth
- New peak in revenue and profit

<table>
<thead>
<tr>
<th>FY201 WW PC Market Share (%)</th>
<th>FY09/10</th>
<th>FY10/11</th>
<th>FY11/12</th>
<th>FY12/13</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8.3</td>
<td>9.9</td>
<td>13.0</td>
<td>15.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rev (in $ B), Earnings (in $M) and PTI (in $M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 09/10</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>REV</td>
</tr>
<tr>
<td>PTI</td>
</tr>
<tr>
<td>Earnings</td>
</tr>
</tbody>
</table>

数据来源: IDC, 内部统计
Leading Position in Education Market – Market Share

PC market share trend in Edu. (Rev)

<table>
<thead>
<tr>
<th></th>
<th>FY10</th>
<th>FY11</th>
<th>FY12Q1-Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenovo</td>
<td>55.9%</td>
<td>57.7%</td>
<td>56.9%</td>
</tr>
<tr>
<td>Tongfang</td>
<td>7.7%</td>
<td>8.3%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Acer Group</td>
<td>5.9%</td>
<td>13.2%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Haier</td>
<td>20.2%</td>
<td>3.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>HP</td>
<td>2.0%</td>
<td>3.7%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Dell</td>
<td>-3.3%</td>
<td>-2.8%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Others</td>
<td>11.1%</td>
<td>12.4%</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

PC market share trend in Edu. (Unit)

<table>
<thead>
<tr>
<th></th>
<th>FY10</th>
<th>FY11</th>
<th>FY12Q1-Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenovo</td>
<td>44.9%</td>
<td>44.8%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Tongfang</td>
<td>12.7%</td>
<td>8.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Acer Group</td>
<td>3.4%</td>
<td>17.9%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Haier</td>
<td>16.1%</td>
<td>12.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>HP</td>
<td>13.8%</td>
<td>2.9%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Dell</td>
<td>22.1%</td>
<td>5.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Others</td>
<td>11.4%</td>
<td>2.7%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>
Lenovo History

- Established in 1984
- Established Micro Computer Department in 1994
- Became No.1 in China in 1997
- Became No.1 in Asia Pacific in 1998
- Purchase PCD of IBM in 2004
- Firstly became one of Fortune 500 Enterprise in 2009
- Established JV with NEC in 2010
- Purchased Medion in 2011 & become one of Fortune 500 Enterprises once again
- One of Fortune 500 Enterprises for three year with Strategic Cooperation with EMC in 2012
Lenovo acquired IBM global PC business in Dec 2004

Global PC business

Cash: $0.64 billion
Equity: $0.6 billion Stock
Global Innovation Triangle

- Largest team, and much the workload in product development. Many of Lenovo mainstream products are developed.
- Defines future technologies and products, set the priorities for Lenovo’s technology development and specify the functions and performances.
- Ensure the best designs and highest quality of products.

Every year, we spend hundreds of millions of dollars in R&D, which has provided a solid financial foundation for innovation programs. The golden triangle helps us to fully leverage the strengths of our R&D teams in different localities for synchronized innovation.
Innovative Product & Excellent Design

Classical

Innovative MIDH

Fashionable

Legendary Enterprise Product

Server
Excellent Designs

Lenovo LePhone

Lenovo LePhone Package

User Interface Design
The PC+ Era: The Time is Now
Bird’s Eye View of Customers
Lenovo’s View of Modern Education

Anywhere and Everybody Learning based on Mobile connection
- Mobile Learning
- One-to-one Computing
- One-to-many Devices

Abundant and Dynamic Content
- Personalized Learning
- Instruction and Students Generated Contents
- Educational Gaining
- Virtual tutoring

Real-time Collaboration Enabled by Cloud
- Just in time content access
- Real Time Assessment
- Manageability and Security
- Education Service
### Challenges of Traditional Education Model

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imbalance Resource</td>
<td>• Imbalance education resources among regions and schools</td>
</tr>
</tbody>
</table>
| High Education Cost       | • High cost of paper book in printing and maintenance  
                           | • Non-portability and uneasy to manage |
| Lack of Interaction       | • Lack of enthusiasm from “Cramming” instruction  |
| Lack of Personalization   | • Unable to timely and quick feedback on teaching results  |
| Assets Mgmt. Difficulty   | • Difficult asset management due to multi-sites  
                           | • Complicated process of assets repairing  |
The Benefits of “Mobile Education”

**To Students**
- Improve learning interest from rich variety of digital contents
- Increase efficiency due to more interaction among students, instructors, clients and contents
- Best learning result through more convenient information acquiring and plenty of learning resources

**To Educators**
- Deep dive for students learning results and define specific improvement plan
- More Diversity and effectiveness as result of rich learning resources and class interaction
- Improve instructors’ capability and information literacy

**To Schools**
- Quickly know the status of learning status for all students in all class with timely guidance and correction
- Improve overall education results due to specific improvement plan for middle and low grade students
- Reduce cost but more advanced instruction methodology

**To Countries and Society**
- Improvement of overall information literacy
- Reduce heavy burden from students and happy to learn
- Environmental protection without paper
What’s the best future ICT system?

**Stimulate interest**

- Build students’ capability of critical and creative thinking, problem solving and communication and collaboration
  - Interactive learning content
  - The data collection, visualization and analysis
  - Information collection and organization
  - Creation of multimedia content

**Convenient Instruction**

- Manage and ensure learning progress through class management tools
  - Send/receive course content
  - Monitor students’ screen
  - Timely assessment of learning effect
  - Personalized learning progress

**Simplify IT management**

- Ensure student safety and system stable
  - Access management
  - Anti-theft
  - Malicious software prevention

Important components of the learning environment in 21st century
Content

1. Brief introduction of Lenovo
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E-Classroom Solution - Environment map

Remote server
(Remote support services)

Platform
System

Local server

Study Client
• Electronic textbooks
• Test paper
• Out-of-class reading
• Terminal application software

Wireless Projection Equipment
• Multiple group synchronization projection
• Projector/computer/electronic whiteboard screen connection

• Content Dispatching
• Synchronize learning record, the electronic contact book & homework

Recharging Tank
Advantages of Electronic Classroom

- Student-computer & Educator - students interaction with installation of learning application, e-textbook on Lenovo mobile devices
- Synchronization of content and updating through interactive class management application on Lenovo mobile devices
- Cabinet charging and content transmission through Lenovo mobile devices recharging tank
- Dynamic learning contents dispatching through Lenovo mobile education management application for both HW & SW;
- Multiple interaction management through the connection between education cloud and Lenovo mobile devices
- Convenient centralized management of the assets & reduce cost of asset management
Application Architecture of Electronic Classroom

- **Press**
- **Library**
- **SW Developer**

**Education contents**

**APP**

- Education Cloud Platform
  - Interactive instruction
  - Interactive Test
  - Multi-media
  - E-Store

**Smart Classroom/Aft er-class Study**

- Whiteboard
- PAD
- Variety of after-class learning

**Tablet/System Carrier**

**Before Class**

- Digital textbook
  - Interactive teaching electronic editing
  - Test database and paper editing management

- Before Class
  - Before Class
  - ePub
  - MP4
  - Flash

- In Class
  - Wireless instruction broadcast
  - Interactive instruction
  - Innovative Learning
  - E-store

- After Class
  - Learning by doing
  - Android
  - Windows

**After Class**

- Whiteboard电子
- PAD
- Variety of after-class learning
Electronic Classroom Solution

- Content and service management platform (education cloud platform) – Upload, dispatch and manage learning resources
- Instruction & learning editing platform – Collect, store, edit and design digital resources
- Instruction application system - Meet needs of interactive learning and personalized learning with two different modules
Successful Story - Shanghai Minhang Electronic Schoolbag Project

Objective
- To optimize construction of digital school and improve education level of Minhang district

Result
- E-schoolbag has changed the traditional teaching mode. The classroom students interact with instructors out through the wireless way
- Students can explore and download online information any time
- Students upload homework to instructors’ client and instructor would grade and dispatch
- Instructors and students could learn, work and interact anytime, anywhere through campus wifi