

Evaluating/Selling the ThinkPad 380/380D



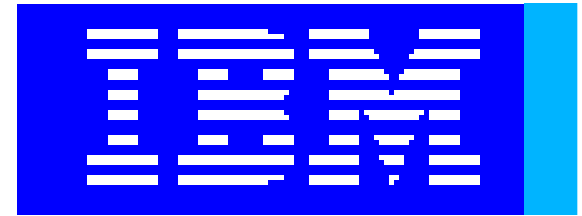
ThinkPad



Purpose of This Document

- **The purpose of this document is to provide you with the information to effectively evaluate or sell the ThinkPad 380 by describing**
 - **Positioning within the ThinkPad family**
 - **System description**
 - **Feature, function, benefits**
 - **Competition**
 - **Selling tools**
- **There are two sections in this document**
 - **The Short Course - A quick overview**
 - **The Long Course - In-depth information**

ThinkPad



ThinkPad 380/380D

The Short Course

ThinkPad



Highlights

- **Target Market:**

- ▶ Mainstream commercial customers looking for industry standard hardware and preloads.

- **Key Messages:**

- ▶ All-in-one convenience with ThinkPad power and useability
- ▶ Competitive core features combined with attractive capabilities all at an affordable price

- **The Distinguishing Characteristic of the ThinkPad 380:**

"All-in-One Integration"

- ▶ Integrated floppy drive
- ▶ Integrated hard disk drive
- ▶ Integrated CDROM drive
- ▶ Big, bright screens
- ▶ Multimedia ready
- ▶ ThinkPad style and quality

- **Typical ThinkPad 380 Opportunities:**

- ▶ A user looking to upgrade from an older desktop with some need for mobility
- ▶ A commercial rollout requiring competitive core features in a simple package
- ▶ A SOHO user on a limited budget seeking sufficient technology to be productive over the life of the system

ThinkPad

Highlights

- **Core Features:**

- ▶ Pentium 150/150MMX with L2 cache
- ▶ 12.1" DSTN/TFT SVGA screens with 64K colors
- ▶ 1.08/1.35/2.1GB Hard Disk Drives
- ▶ 16MB standard upgradeable to 80MB RAM

- **Multimedia Capabilities:**

- ▶ 8X CD-ROM models
- ▶ 128-bit Video Graphics Subsystem for great screen performance
- ▶ 16-bit Stereo Audio In/Out
- ▶ Supports Sound Blaster Pro Applications
- ▶ Integrated Speaker provides great audio
- ▶ MPEG1 video playback for great video
- ▶ PC Card slot ZV Port enabled for 3rd party video cards

- **Other Capabilities:**

- ▶ NiMH or Li-Ion batteries
- ▶ 4Mbps Infrared
- ▶ Industry standard ports
- ▶ Enhanced Port Replicator with PC Card support
- ▶ 1 Year limited warranty

ThinkPad

ThinkPad 380 Model Comparison

| | 2635- | 380 10U | 380D 2AU | 380D 3AU |
|------------------------------------|--------------|--------------------|---------------------|---------------------|
| Pentium | | 150MHz | 150MHz | 150MHz w/MMX |
| SVGA Display | | 12.1"DSTN | 12.1"DSTN | 12.1"TFT |
| HDD | | 1.08GB | 1.35GB | 2.1GB |
| CD-ROM | | Upgrade | 8X | 8X |
| Battery (Std/Opt) | | NiMH/ Li-Ion | NiMH/ Li-Ion | Li-Ion |
| Battery Life (hrs.) | | 2.2 | 2.0 | 2.6 |
| Weight | | 6.6 lb 2.96 kg | 7.1 lb 3.19 kg | 6.9 lb 3.05 kg |
| Estimated Reseller's Price* | | \$2399 | \$2799 | \$3999 |

ThinkPad

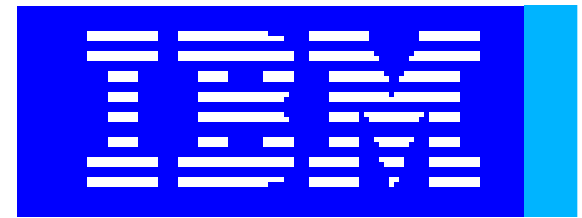
*Not to Exceed

ThinkPad 380 Competition

| | ThinkPad 380 | Toshiba 420/430 | Compaq 4100 |
|----------------------------------|-------------------------|----------------------------|-------------------------|
| Pentium | 150, 150MMX | 100, 120 | 100,120,133 |
| L2 Cache | Yes | No | Yes |
| Bus Architecture | PCI | VESA | PCI |
| SVGA Display | 12.1"DSTN 12.1" TFT | 11.3"DSTN 11.3" TFT | 11.3" DSTN 12.1" TFT |
| VRAM | 1.125MB | 2MB | 1MB |
| Max HDD | 2.1GB | 1.35GB | 1.44GB |
| CD-ROM | 8X | 10X | 8X |
| Memory (Std - Max) | 16 - 80MB | 16 - 48MB | 16 - 48MB |
| Battery | NiMH/Li-Ion | Li-Ion | Li-Ion |
| Sound Blaster Pro Support | Yes | Yes | Yes |
| Infrared | 4Mbps | 115Kbps | 115Kbps |
| ZV Port Support | Yes | Yes | Yes |
| Enhanced Port Replication | Yes | Yes | Yes |
| Weight | 6.6 to 7.1 lb | 7.1 to 7.4 lb | 7.8 lb (CD) |

Most current models as of 3/17/97.

ThinkPad



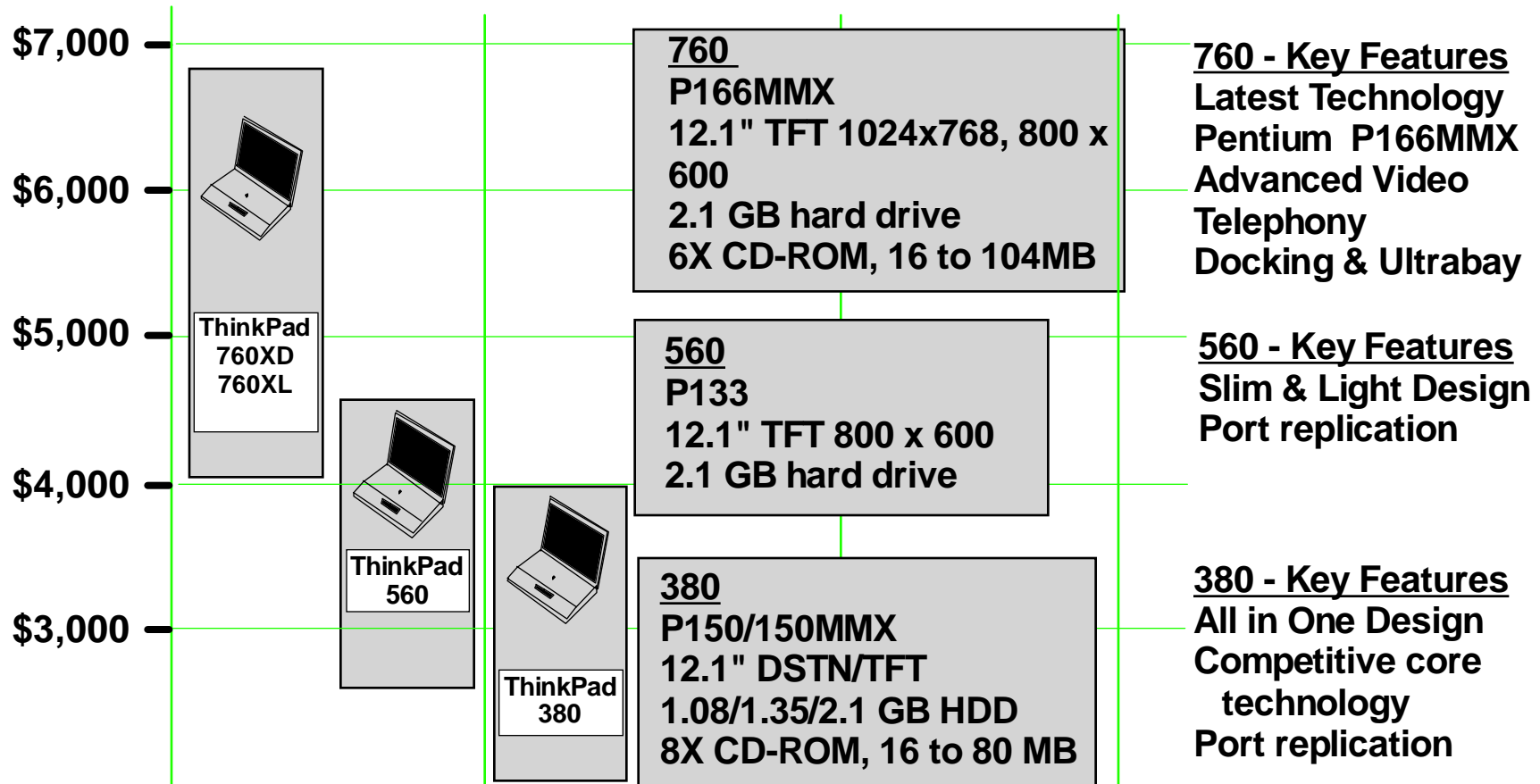
ThinkPad 380/380D

The Long Course

ThinkPad



ThinkPad Family Positioning



ThinkPad

Positioning vs. ThinkPad 760XL

ThinkPad 380

Unique Features

Pentium 150/150MMX
16MB to 80MB (1 slot)
1.08/1.35GB HDD
12.1" DSTN SVGA
1.125MB VRAM
64K colors DSTN/TFT
NiMH
128-bit graphics
Enhanced Port Replicator
ZV Port enabled
4Mbps Infrared
1 Yr warranty

Common Features

256K L2 Cache
2.1GB HDD
8X CDROM
12.1" TFT SVGA
Sound Blaster Support
Li-Ion on TFT model
MPEG1 capable
Port Replicator

ThinkPad 760XL

Unique Features

Pentium 166MMX
16MB to 104MB (2 slots)
64-bit graphics
1MB VRAM
64K colors TFT
256 colors DSTN
Full Docking
Ultrabay
1.15Mbps Infrared
3 Yr warranty

ThinkPad 380

Key Customer Considerations

Desktop alternative
Trade size/weight for integration
Right balance of technology and price
Notebook replacement
Simplicity (no loose parts)

ThinkPad 760

Key Customer Considerations

Stay on edge of technology curve
Configurability of UltraBay
Full docking
3 yr warranty

ThinkPad

Positioning vs. ThinkPad 365

ThinkPad 380

Unique Features

Pentium 150/150MMX
256K L2 Cache
2.1GB HDD
16MB to 80MB (1 slot)
12.1" DSTN/TFT SVGA
1.125MB VRAM
64K colors DSTN/TFT
8X CDROM
NiMH/Li-Ion
128-bit graphics
Enhanced Port Replicator
PC Cardbus on Port Rep
ZV Port enabled
4Mbps Infrared
Larger size/weight
380 Enhanced Port Replicator
560 Port Replicator

Common Features

1.08/1.35GB HDD
Sound Blaster Support
MPEG1 capable
1 Yr warranty

ThinkPad 365

Unique Features

Pentium 120/133
8MB to 40MB (1 slot)
10.4"/11.3" TFT SVGA
11.3" DSTN SVGA
32-bit graphics
1MB VRAM
64K colors TFT
256 colors DSTN
6X CDROM
NiMH
External FDD on CD models
115Kbps Infrared
Smaller size/weight
365 Port Replicator

The ThinkPad 380 replaces the 365 in the ThinkPad family. It provides upgraded technology in almost every category.

ThinkPad

Physical Specifications

| | 380 | 560 | 760XL |
|-------------------------------------|-------------------------|------------|--------------|
| Width (in.) | 11.8 | 11.7 | 11.7 |
| Depth (in.) | 9.2 | 8.7 | 8.3 |
| Height (in.) | 2.4 | 1.2 | 2.14 |
| Weight (lb.) (no CD-ROM) | 6.6 | 4.1 | 6.7 |
| Weight (lb.) (w/ CD-ROM) | DSTN - 7.1 TFT - 6.9 | N/A | |

ThinkPad

Positioning - Comments

The ThinkPad 380 is targeted at two markets--the mainstream commercial customer looking for industry standard hardware and preloads and the SOHO customer looking to purchase a full featured system that allows for convenient mobility. It replaces the ThinkPad 365. Depending on their criteria, some ThinkPad 760EL customers might consider migrating to the ThinkPad 380D Model 3AU rather than the ThinkPad 760XL.

The previous charts show where the 380 fits with the ThinkPad 760 and 560 families. Competitive positioning will be addressed later in this document.

A retail version (ThinkPad 385D) will also be offered in the US and Canada with a different preload.

ThinkPad

System Description - Highlights

● Power

- ▶ Pentium 150/150MMX with L2 cache
- ▶ 16MB standard upgradeable to 80MB RAM (1 slot)
- ▶ 1.08/1.35/2.1GB hard disk drives
- ▶ 128-bit video graphics for great screen performance

● Innovation

- ▶ All-in-one integrated FDD, CDROM and HDD
- ▶ 12.1" DSTN/TFT SVGA screens
- ▶ Supports both NiMH and Li-Ion batteries
- ▶ 4Mbps Infrared for wireless data transfer, printing and LAN connect

● Multimedia

- ▶ 8X CD-ROM models (non-CD model is upgradeable)
- ▶ Supports Sound Blaster Pro applications
- ▶ MPEG1 video playback

● Connectivity

- ▶ Two PC Card slots
- ▶ Enhanced 380 Port Replicator with CardBus Support (2 slots)

ThinkPad

All-In-One Convenience

- **3 Spindle Integration**
 - 3.5" 1.44MB FDD
 - 1.08/1.35/2.1GB HDD
 - 8X CDROM (or 8X CDROM capable)
- **Large SVGA Displays**
 - 12.1" TFT
 - 12.1" DSTN
 - 1.125MB VRAM for support for 65,536 colors
- **Forward Keyboard with Palm Rest and Trackpoint Integrated Pointing Device**
- **Fast 4Mbps Infrared for wireless printing, data transfer and LAN connect**

ThinkPad

Multimedia Features

- Pentium processor with MMX Technology model
- 8X CD-ROM models (non-CD model upgradeable)
- Supports Sound Blaster Pro Applications
- 16-bit Stereo Audio In/Out
- Integrated Speaker with great sound
- Full Duplex Speaker & Microphone
- Headphone/Speaker Jacks
- MPEG1 video playback
- ZV Port enabled for 3rd party video adapters
- 128-bit Video for great screen performance



ThinkPad

Ports

- **Serial**
- **Enhanced Parallel**
- **Mouse/Keyboard**
- **External Monitor**
- **Infrared**
- **Headphone/Speaker Out**
- **Microphone**
- **Port Replicator**
- **PC Card Slots**
 - **Bottom slot ZV Port Enabled**
 - **2 Type II**
 - **1 Type III**

Port Replicators

- **Enhanced 380 Port Replicator**
 - Serial, Enhanced Parallel, Mouse/Keyboard, External Monitor, IBM Lock Slot
 - 2 PC Card32 (Cardbus) slots, supports 2 Type II or 2 Type III cards
 - Headphone/Speaker jacks
 - Microphone jack
 - Midi/Joystick connector
 - Two Locks
 - Lock port replicator to anchor and PCMCIA card in slot
 - Lock ThinkPad 385 in the port replicator
- **560 Port Replicator**
 - Serial, Enhanced Parallel, Mouse/Keyboard, External Monitor, IBM Lock Slot (No PC Card slots)

Selected Options

- **New ThinkPad 380 Options**
 - 8X CD-ROM (for non-CDROM model) 73H9795
 - IBM ThinkPad 380 Port Replicator with PCMCIA 84G1316
 - IBM ThinkPad 380 2.1GB HDD 73H9797
 - Li-Ion Battery 73H9793
- **Common Options with other ThinkPads**
 - **Memory (70ns EDO SO DIMM)**
 - ▶ 8MB 92G7340
 - ▶ 16MB92G7341
 - ▶ 32MB92G7342
 - ▶ 64MB76H0268
 - IBM ThinkPad 560 Port Replicator 46H4106
 - AC Adapter 76H0139
 - **PCMCIA Communications Adapters**
 - ▶ 33.6Kbps Modem (25H6420)
 - ▶ 28.8Kbps Intl. Data/Fax Modem (42H4319)
 - ▶ 33.6Kbps Modem with XJACK (55H6759)
 - ▶ Ethernet II 10Base-T (0934331)

ThinkPad

Included Software

- Windows 95
- Plus a special bonus for ThinkPad buyers: Lotus SmartSuite at no additional cost!
- Network management through Netfinity
- Operating Systems Supported
 - ▶ MS Windows 95 - preloaded
 - ▶ MS Windows NT Workstation V3.51 and V4.0
 - ▶ MS Windows V3.11
 - ▶ MS Windows for Workgroups V3.11
 - ▶ IBM PC DOS 7
 - ▶ IBM OS/2 Warp V4
 - ▶ IBM OS/2 Warp Connect with/without WinOS/2
 - ▶ MS DOS V6.22



**CD-ROM or license free with product; diskette copies, hardcopy publications charged separately.*

ThinkPad

Included Software

- **Windows 95 with support for:**
 - MPEG1 video playback
 - ActiveMovie and QuickTime movie playback
 - DirectX v2.0
 - NetMeeting (a voice and data conferencing application)
 - Internet Mail and Internet News
 - FAT 32 (File Allocation Table) allows disks over 2GB to be formatted as a single disk
 - Zip drives or 120MB Floptical drives
 - PC Card32 (CardBus)
 - Advanced Power Management v1.2
- **IBM Global Network and Netscape Navigator**
- **Tranxit, FaxWorks, Intellilink Connect**
- **IBM AntiVirus**

ThinkPad

ThinkPad 380 Model Comparison

| | 2635- | 380 10U | 380D 2AU | 380D 3AU |
|----------------------------------|--------------|----------------------|----------------------|----------------------|
| Pentium | | 150MHz | 150MHz | 150MHz w/MMX |
| 256K L2 Cache | | Yes | Yes | Yes |
| SVGA Display | | 12.1"DSTN | 12.1"DSTN | 12.1"TFT |
| HDD | | 1.08GB | 1.35GB | 2.1GB |
| CD-ROM | | Upgrade | 8X | 8X |
| Memory | | 16 - 80MB | 16 - 80MB | 16 - 80MB |
| Battery (Std/Opt) | | NiMH/Lilon | NiMH/Lilon | Li-Ion |
| Battery Life (hrs.) | | 2.2 | 2.0 | 2.6 |
| Audio Support | | Sound Blaster Pro | Sound Blaster Pro | Sound Blaster Pro |
| Infrared | | 4Mbps | 4Mbps | 4Mbps |
| Weight | | 6.6 lb 2.96 kg | 7.1 lb 3.19 kg | 6.9 lb 3.05 kg |
| ZV Port (bottom slot) | | Yes | Yes | Yes |
| Enhanced Port Replication | | Yes | Yes | Yes |

ThinkPad

System Description - Comments

The ThinkPad 380 provides competitive core technology as well as a very attractive set of features, all at a surprisingly affordable price. The three models provide a range of performance at three distinct price points.

The model 1OU provides an entry price point with full upgradeability to the function of a 2AU by an authorized service provider.

The 2AU adds the integrated CDROM and a larger hard drive. This model will have the most supply in the ThinkPad 380 family. It should be very attractive when a simple desktop alternative is needed.

The 3AU contains the largest hard drive and an active matrix screen as well as an MMX processor. This system will be an alternative for the customer seeking this technology under \$4000.

The 380 is slightly larger than its predecessor, the 365, but is the same or lighter than comparable competitive models such as the Toshiba Satellites. The larger case provides room for the key benefit of all-in-one integration. The ThinkPad 380 continues the award-winning industrial design tradition with its clean lines and seamless effect when closed.

ThinkPad

Feature/Function/Benefit

| Feature | Function | Benefit |
|---|--|---|
| Pentium 150/150MMX 256K L2 Cache 128-bit graphics | Processor and screen performance | The power to run today's demanding applications as well as tomorrow's |
| 16MB to 80MB | Memory to hold operating systems and programs | Operating system ready for Win95 or OS/2 with the capability to expand in the future. |
| 12.1" SVGA displays 1.125MB VRAM | Big, bright displays capable of showing 64K colors at 800x600 resolution | A mobile screen as big, as bright and as vivid as the monitor back in the office |
| Integrated FDD Integrated HDD Integrated CDROM | All the storage options needed in one integrated package | All the mobile functions equivalent to the desktop system back in the office |
| 4Mbps Infrared port | Wireless printing, data transfer and LAN connection | The convenience of cable free connection, enhancing the mobility of the user |

ThinkPad

Feature/Function/Benefit

| Feature | Function | Benefit |
|--|---|--|
| NiMH/Li-Ion Batteries | Rechargeable battery capability | Run your applications for over 2 hours before recharging. All models support either NiMH or Li-Ion for cost/performance. |
| Integrated 8X CDROM | Fast program loads and audio/video playback | The ability to load and run audio and video for optimal playback. Support for the latest CDROM applications. |
| Enhanced Port Replication (with PC CardBus capability) | "Snap on" for quick connectivity, security, and convenience | Cable convenience as well as network connectivity with the latest PC Card capability and function |
| Port Replication (with no PC CardBus) | Cable management | Cable convenience at a low price. |
| Serial, enhanced parallel, mouse/kybd, external monitor, audio I/O, infrared | Industry standard ports | Connect to industry standard peripherals with no proprietary restrictions |

ThinkPad

Feature/Function/Benefit

| Feature | Function | Benefit |
|--|---|--|
| Win95 (preloaded), Win NT 3.51/4.0, Windows 3.11, OS/2 Warp V4, IBM PC DOS 7.0 | Support for the leading operating systems in the industry | Load and run the wealth of applications written for these operating systems |
| 8X CDROM, Sound Blaster support, 128-bit graphics, speaker, microphone, stereo I/O | Multimedia capable with excellent graphics performance | Great performance to load and run the latest multimedia applications and experience all the audio, video and color |
| MPEG1 video playback using Win95 Media Player | Runs industry standard MPEG1 videos | Load and run the high quality MPEG1 video format. Get good performance due to the power of the ThinkPad 380 |
| System PC Card slot is ZV Port enabled (bottom slot only) | Support ZV Port PC Card adapters from third parties | The ability to exploit this emerging technology as it matures. |
| It's a ThinkPad! | Black casing with great industrial design, excellent keyboard, TrackPoint | It's the brand your customers want and the industry has showered with awards. |

ThinkPad

ThinkPad 380 Competition

| | ThinkPad 380 | Toshiba 420/430 | Compaq 4100 |
|----------------------------------|-------------------------|----------------------------|-------------------------|
| Pentium | 150, 150MMX | 100, 120 | 100,120,133 |
| L2 Cache | Yes | No | Yes |
| Bus Architecture | PCI | VESA | PCI |
| SVGA Display | 12.1"DSTN 12.1" TFT | 11.3"DSTN 11.3" TFT | 11.3" DSTN 12.1" TFT |
| VRAM | 1.125MB | 2MB | 1MB |
| Max HDD | 2.1GB | 1.35GB | 1.44GB |
| CD-ROM | 8X | 10X | 8X |
| Memory (Std - Max) | 16 - 80MB | 16 - 48MB | 16 - 48MB |
| Battery | NiMH/Li-Ion | Li-Ion | Li-Ion |
| Sound Blaster Pro Support | Yes | Yes | Yes |
| Infrared | 4Mbps | 115Kbps | 115Kbps |
| ZV Port Support | Yes | Yes | Yes |
| Enhanced Port Replication | Yes | Yes | Yes |
| Weight | 6.6 to 7.1 lb | 7.1 to 7.4 lb | 7.8 lb (CD) |

Most current models as of 3/17/97.

ThinkPad

380 Competitive Features

- **Fast, cached Pentium processors**
- **Large, high quality displays**
- **Choice of active matrix or dual scan**
- **64K colors at 800x600 resolution**
- **All-in-One convenience of 3-spindle integration**
- **Operating system ready with 16MB RAM**
- **16-bit stereo SoundBlaster Pro audio support**
- **Built-in microphone & speaker**
- **8X CD-ROM; non-CD-ROM model upgradeable to 8X**
- **Supports MPEG1 video playback, DirectX v2.0 and ActiveMovie**

ThinkPad

380 Competitive Features

- **Fast 4Mbps infrared (IR) transceiver for file transfer, wireless docking and printing**
- **Lotus SmartSuite included**
- **All models are Li-Ion capable**
- **Ease of use with TrackPoint**
- **PC Card slots (bottom slot ZVPort enabled)**
- **Choice of port replicators**
 - ▶ **Optional enhanced port replicator with PC CardBus slots**
 - ▶ **Optional 560 port replicator**
- **PCI architecture and 128-bit video acceleration**
- **OS/2 Warp/WinNT certified, Win95 preloaded with compelling applications**

ThinkPad

PartnerInfo Sales Tools

- **Announcement Presentations**
 - 380
 - ThinkPad Family
- **Brochures**
 - 380
 - Family Fanfold
- **Product Guide**
- **Product Information Guide**
- **Transition Planning**
 - HW/SW Compatibility Matrix at <http://www.pc.ibm.com/support/tps/refs.html>
- **ThinkPad 380 Video**
- **ThinkPad 385 Preloaded Demo**
- **ThinkPad Essential CDROM**
- **Appearance at Spring Comdex**
- **WWW page = www.pc.ibm.com/thinkpad**
- **Faxback**

ThinkPad

Important Notices

- (c) International Business Machines Corporation 1997
- 5-97
- All Rights Reserved

- IBM continues to enhance products and services as technologies emerge and reserves the right to alter product information without prior notice. References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries.
- IBM, ThinkPad and HelpWare are registered trademarks and Total Image Video, TheatreSound, EasyServ, UltraBay, SelectaDock and ThinkPad Proven are trademarks of International Business Machines Corporation. Microsoft, Windows and the Windows 95 logo are registered trademarks of Microsoft Corporation. Other company, product and service names may be trademarks or service marks of others.
- Not all features available on all models.
- *MHz indicates processors internal clock speed. Application performance will be less.
- *When referring to hard drive capacity, MB stands for million bytes and GB stands for one thousand million bytes. Total user-accessible capacity may vary depending on operating environments.
- *Battery life (and recharge times) will vary based on screen brightness, applications, features, power management, battery conditioning, and other customer preferences. CD-ROM and HDD usage may also have a significant impact on battery life.
- *Weights are approximate, and may vary based on vendor components.
- Limited warranty includes Warranty Service in those countries where this product is sold by IBM or IBM Business partners (registration required). For terms and conditions or a copy of IBM's limited warranty, call 1-800-772-2227 or in Canada 1-800-465-7999

- INTERNATIONAL BUSINESS MACHINES CORPORATION PROVIDES THIS PUBLICATION "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. SOME STATES DO NOT ALLOW DISCLAIMER OF EXPRESS OR IMPLIED WARRANTIES IN CERTAIN TRANSACTIONS, THEREFORE, THIS STATEMENT MAY NOT APPLY TO YOU.

ThinkPad