convertershoppers into buyers

Content Solutions

DataSource™
Powering websites with the most comprehensive product information in the industry

- Increase online revenue by becoming the first and only destination for detailed product information
- Enhance the online experience by empowering your customers to find the right products through easier search, product comparisons and related products
- Decrease e-commerce costs by outsourcing product content creation and maintenance with a solution that will scale with your business

OVERVIEW

DataSource™ converts non-standardized product information from multiple sources into consistent content for electronic product catalogs. By taking product information from multiple manufacturers, processing it into a standard product data model, and storing the standardized data in a structured data repository, DataSource delivers the most accurate, complete, and trusted product content solution in the industry. With more than 12 years of proven expertise and global partnerships with major distributors and industry vendors, DataSource has more product information from more vendors and supports more languages than any other provider, and quickly delivers it at a lower cost and a greater level of detail than any internal team.

FEATURES

- Comprehensive product information
  With timely, complete, and accurate professional content covering 6 million product SKUs in 36 markets and 18 languages, CNET Content Solutions is the #1 source for product content in Information Technology, Consumer Electronics, and Appliances/White Goods.

- Advanced search capabilities
  Guide consumers through refined searches to find the desired products with searchable attributes.

- Side-by-side product comparisons
  Provide compelling and detailed feature comparisons between products.

- Related products and accessories
  Offer recommendations of complementary products to also consider at the time of purchase.

- Compatibility choices
  Help consumers find accessories that are compatible with a specific product.
### Data Source Content Components

#### Standardized Description

Lenovo ThinkPad T420 4178 - Core i5 2520M / 2.5 GHz - Windows 7 Pro 64-bit - 4 GB RAM - 160 GB - 14" wide 1600 x 900 - NVIDIA NVS 4200M / Intel HD Graphics 3000 - 3G upgradable - TopSeller

#### Categorization & Identification

- **Category**: Notebooks
- **Manufacturer**: Lenovo
- **Part Number**: 4178A53
- **Model**: Xw6400
- **Product Line**: Lenovo ThinkPad T420
- **SKU**: 5228190

#### Product Features

**Smart PC power and performance management**
The laptops incorporate self-aware and adaptive technologies to sense where power is needed most to ensure priority components receive power for improved overall performance and battery life. Intel Turbo Boost Technology 2.0 dynamically increases processor speed during performance intensive tasks such as video editing, data analysis and 3D applications.

**Video and voice calling**
The laptops include a variety of technologies for enhanced video and voice conferencing. Private chat and conference call microphone modes allow users to switch easily between modes with a single mouse click. Private chat mode can also use noise canceling technology to focus on a single voice, while conference call mode opens the audio capture field to 360 degrees around the notebook, allowing for multiple user interaction in the room. The laptops also include keyboard noise suppression technology to help eliminate the distracting keyboard clicking that often occurs while typing during PC-based voice calls.

**Designed for enterprise**
Built upon a platform of advanced industry technologies, the ThinkPad laptops offer enterprise IT managers high reliability and easy deployment and manageability. For example, the ThinkPad T Series share the same docking station to simplify deployment, reduce costs and allow hardware sharing among employees. The laptops also share common batteries for lower cost and easy component management.

#### Key Selling Points

- Smart PC power and performance management
- All-day battery life
- Video and voice calling
- Designed for enterprise

#### Marketing Description

The ThinkPad T420 maximizes performance and offers a higher level of productivity for today’s mobile business professionals. These laptops are built upon a platform of Lenovo innovations that respond to key business needs including: video and voice calling, smart PC features for power and performance management, all-day battery life, enterprise management and an intuitive, easy-to-use computing experience.

#### Main Specifications

<table>
<thead>
<tr>
<th><strong>Product Description</strong></th>
<th>Lenovo ThinkPad T420 4178 - 14&quot; - Core i5 2520M - Windows 7 Pro 64-bit - 4 GB RAM - 160 GB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>System Type</strong></td>
<td>Notebook</td>
</tr>
<tr>
<td><strong>Operating System</strong></td>
<td>Windows 7 Pro 64-bit</td>
</tr>
<tr>
<td><strong>Processor</strong></td>
<td>Intel Core i5 2520M / 2.5 GHz [3.2 GHz] / 4 MB Cache</td>
</tr>
<tr>
<td><strong>Memory</strong></td>
<td>4 GB DDR3</td>
</tr>
<tr>
<td><strong>Storage</strong></td>
<td>160 GB</td>
</tr>
<tr>
<td><strong>Display</strong></td>
<td>14&quot; LED backlight wide 1600 x 900 / WXGA++</td>
</tr>
<tr>
<td><strong>Graphics</strong></td>
<td>NVIDIA NVS 4200M / Intel HD Graphics 3000 - 1 GB</td>
</tr>
<tr>
<td><strong>Networking</strong></td>
<td>802.11 a/b/g/n, Bluetooth 3.0, fax / modem</td>
</tr>
<tr>
<td><strong>Wireless Broadband</strong></td>
<td>3G upgradable</td>
</tr>
<tr>
<td><strong>Battery</strong></td>
<td>6-cell - up to 9 hour(s)</td>
</tr>
<tr>
<td><strong>Integrated Options</strong></td>
<td>Stereo speakers, wireless LAN antenna, ThinkLight, Bluetooth antenna, cellular antenna, SIM card reader</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Fingerprint reader</td>
</tr>
<tr>
<td><strong>Dimensions [WxDxH]</strong></td>
<td>13.4 in x 9.2 in x 1.2 in</td>
</tr>
<tr>
<td><strong>Weight</strong></td>
<td>.4 lbs</td>
</tr>
<tr>
<td><strong>Mfr Selling Program</strong></td>
<td>TopSeller</td>
</tr>
<tr>
<td><strong>Environmental Standards</strong></td>
<td>ENERGY STAR Qualified</td>
</tr>
<tr>
<td><strong>Manufacturer Warranty</strong></td>
<td>3 years warranty</td>
</tr>
</tbody>
</table>
EXTENDED SPECIFICATIONS

GENERAL
- System Type: Notebook
- Operating System: Microsoft Windows 7 Professional 64-bit Edition
- Manufacturer Warranty: 3 years warranty

PROCESSOR/CHIPSET
- CPU: Intel Core i5 2520M / 2.5 GHz
- Max Turbo Speed: 3.2 GHz
- Multi-Core Technology: Dual-Core
- Cache: L3 - 4 MB
- 64-bit Computing: Yes
- Chipset: Mobile Intel QM67 Express
- Features: Hyper-Threading Technology, integrated memory controller, Intel Turbo Boost Technology 2.0

MEMORY
- CRAM: 4 GB (1 x 4 GB)
- Max RAM Supported: 8 GB
- Technology: DDR3 SDRAM
- Speed: 1333 MHz / PC3-10600
- Form Factor: SO DIMM 204-pin

STORAGE
- Hard Drive: 160 GB
- Interface: Serial ATA-300

RELATED ACCESSORIES
- UPS & POWER DEVICES
  - 57Y4186: Lenovo ThinkPad Battery 55++ - Notebook battery - 1 x lithium ion 9-cell 94 Wh
  - 57Y4185: Lenovo ThinkPad Battery 55+ - Notebook battery - 1 x lithium ion 6-cell 57 Wh - for ThinkPad
  - 40Y7663: Lenovo ThinkPad 90W AC Adapter - Power adapter - 90 Watt - Saudi Arabia, Europe

SYSTEM ACCESSORIES
- 55Y9258: Lenovo Easy Reach Monitor Stand - Monitor stand - for ThinkPad T420; X220 Tablet
- 45K1620: Kensington Twin Head Cable Lock from Lenovo - Security cable lock - 6 ft

HARD DRIVES
- 45K1689: Lenovo Portable USB 2.0 Hard Drive - Hard drive - 320 GB - external - Hi-Speed USB

SEARCHABLE ATTRIBUTES
- ATTRIBUTE: Audio Input / Type
  - VALUE & UNIT: stereo microphon
  - ATTRIBUTE ID: A00276
  - VALUE ID: K007060
  - UNIT ID: NNV

- ATTRIBUTE: Audio Output / Type
  - VALUE & UNIT: sound card
  - ATTRIBUTE ID: A00264
  - VALUE ID: K01264
  - UNIT ID: NNV

- ATTRIBUTE: Battery / Run Time (Up To)
  - VALUE & UNIT: 9 hour(s)
  - ATTRIBUTE ID: A00341
  - VALUE ID: K02021
  - UNIT ID: NNV

- ATTRIBUTE: Battery / Technology
  - VALUE & UNIT: lithium ion
  - ATTRIBUTE ID: A00332
  - VALUE ID: K0497
  - UNIT ID: NNV

- ATTRIBUTE: Cache Memory / Installed Size
  - VALUE & UNIT: 4 MB
  - ATTRIBUTE ID: A00400
  - VALUE ID: K02147
  - UNIT ID: NNV

- ATTRIBUTE: Dimensions & Weight / Depth
  - VALUE & UNIT: 9.2 in
  - ATTRIBUTE ID: A00355
  - VALUE ID: K03660
  - UNIT ID: NNV

- ATTRIBUTE: Dimensions & Weight / Height
  - VALUE & UNIT: 12 in
  - ATTRIBUTE ID: A00356
  - VALUE ID: K02921
  - UNIT ID: NNV

- ATTRIBUTE: Dimensions & Weight / Weight
  - VALUE & UNIT: 4.4 lbs
  - ATTRIBUTE ID: A00357
  - VALUE ID: K02097
  - UNIT ID: NNV

- ATTRIBUTE: Dimensions & Weight / Width
  - VALUE & UNIT: 13.4 in
  - ATTRIBUTE ID: A00354
  - VALUE ID: K04172
  - UNIT ID: NNV

- ATTRIBUTE: Display / Diagonal Size
  - VALUE & UNIT: 14 in
  - ATTRIBUTE ID: A00340
  - VALUE ID: K02679
  - UNIT ID: NNV

SUPPLIER METAMAP
- Supplier 1 part number: 79651G
- Supplier 2 part number: 1748199

UNSPSC
- UNSPSC Commodity: Notebooks Computers
- UNSPSC Code: 43211503

GREEN DATA
- EPEAT Gold
- EPA Energy Star
- Blue Angel

UPC/EAN CODES
- UPC and EAN codes are included for those consumer products where this information is made available by the manufacturers.

EXTENDED SPECIFICATIONS
The extended specifications contain a more granular level of specifications for end-users that need to know every detail of the product.

RELATED ACCESSORIES
Package your most popular products with a complete listing of high-margin OEM accessories. Now you can maximize each customer’s sales potential at the peak of buying interest, and deliver added value and intelligence with each product listing.

SEARCHABLE ATTRIBUTES
For each product category we provide a set of granular, normalized attributes that enable parametric search, side by side product comparison, and extended categorization for your website.

SUPPLIER METAMAP
Part numbers assigned to a product by the leading US and European suppliers/distributors.

UNSPSC
The UNSPSC is a single global classification system used by a variety of businesses for spend analysis, procurement optimization and ecommerce. CNET supports the latest UNSPSC version as well as most of the previous versions.

GREEN DATA
Environmental product certifications and compliant standards.

UPC/EAN CODES
UPC and EAN codes are included for those consumer products where this information is made available by the manufacturers.
BENEFITS

- **Decrease e-commerce costs**
  Remove the cost of in-house development of product catalog content and maintenance of SKUs and redeploy resources to support your areas of core competency and differentiation.

- **Increase e-commerce revenues**
  Increase sales to existing customers by becoming their first and only destination for product information, and enable them to expand into new countries and product categories.

- **Improve productivity across the organization**
  Empower customer service and inside sales to drive business instead of answering routine product questions and spending time identifying missing or erroneous product information in catalogs.

- **Enhance the customer experience**
  With easier searches and product comparisons and compelling packaging and visual representation of products, you can simplify access to the right product information and convert shoppers into buyers.

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"CNET was definitely the obvious choice for us. We looked closely at three or four other players, but nobody else that we identified could give us the breadth and depth of products – as well as the multi-lingual and multi-national capability."

− Mike Beral, E-commerce Program Manager, Computacenter