

# LYNX LEVIO NOTEBOOKS

## Positioning Card – March 2011



### POSITIONING

### CUSTOMERS

	LYNX LEVIO ESSENTIAL NOTEBOOK Entry Notebook	LYNX LEVIO BUSINESS NOTEBOOK Professional	LYNX LEVIO MED NOTEBOOK Medical Use	LYNX LEVIO INDUSTRIE NOTEBOOK Industrial Use
				
POSITIONING	<ul style="list-style-type: none"> <li>   Entry notebook</li> <li>   Attractive price</li> </ul>	<ul style="list-style-type: none"> <li>   Dockingstation support</li> <li>   Non-Glare LED-Back-light Display</li> <li>   Latest Intel Technology</li> <li>   Three different models for every demand</li> </ul>	<ul style="list-style-type: none"> <li>   Resistant and reliable</li> <li>   Optimized for medical use</li> </ul>	<ul style="list-style-type: none"> <li>   Military standard 810F</li> <li>   Resistant</li> <li>   Shock protected</li> <li>   Water resistant</li> <li>   Vibration-proof</li> </ul>
CUSTOMERS	<ul style="list-style-type: none"> <li>   Designer</li> <li>   Marketing agencies</li> <li>   Web agencies</li> <li>   Architects</li> </ul>	<ul style="list-style-type: none"> <li>   Designer</li> <li>   Marketing agencies</li> <li>   Web agencies</li> <li>   Architects</li> <li>   Managing director</li> <li>   Sales representative</li> <li>   Travelers</li> </ul>	<ul style="list-style-type: none"> <li>   Medical sector                             <ul style="list-style-type: none"> <li>- Practices</li> <li>- Medical facilities</li> <li>- Hospitals</li> </ul> </li> <li>   Pharmacies</li> <li>   Treatment rooms</li> </ul>	<ul style="list-style-type: none"> <li>   Architects</li> <li>   Industrial customers</li> <li>   Construction manager</li> <li>   Kindergarden, schools</li> <li>   Telecommunications</li> <li>   Engineering</li> <li>   Police (use in vehicles)</li> <li>   Logistics</li> </ul>