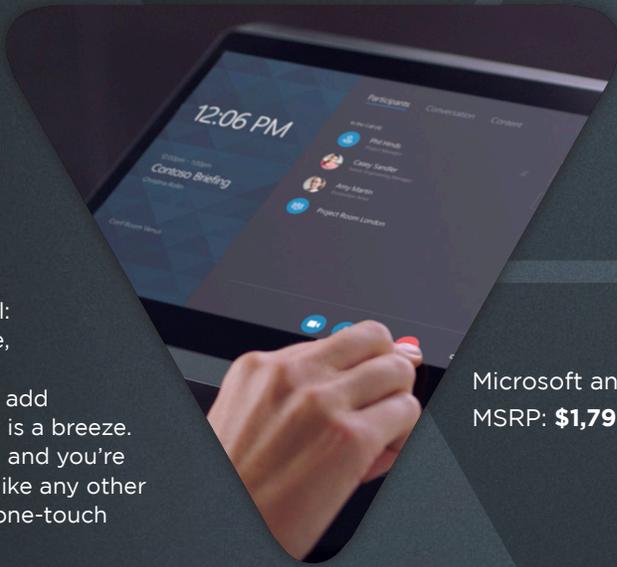


# ThinkSmart Hub 500 Conference Room Solution

## THE SIMPLEST, ALL-IN-ONE, EASY-TO-SELL CONFERENCE SOLUTION

For Huddle Rooms, Intermediate Rooms, and Large Conference Rooms

Introducing the ThinkSmart Hub 500, built to do one thing well: start Skype, Microsoft Teams, or Zoom Room meetings on time, every time. With the audio, control panel, wakeup sensor, and pre-loaded software built into one device, all you need to do is add a monitor and camera for a full meeting experience. And setup is a breeze. Simply unpack the ThinkSmart Hub 500 and the power supply, and you're good to go. Getting started is also easy, apply credentials just like any other user, and begin inviting participants to meetings. Welcome to one-touch meetings, without the 10+ minutes of startup stress.



Microsoft and Zoom  
MSRP: **\$1,799**

### Features:

- All-in-one design with two Dolby speakers, two 360 mics, wakeup sensor, and touch screen control panel pre-imaged with Windows 10 IoT and Microsoft Teams or Zoom Rooms Software
- All participants can easily share content within the meeting app or via the Hub 500's HDMI plugin
- Supports dual monitors, one for content sharing and one for participant video images
- 360° rotatable display with white (idle), green (busy), red (muted) indicator ring
- Ideal by itself for 15x15 rooms and highly expandable with 4 USB-A, 2 HDMI out, and an audio out port
- Clean, secure cable management and Kensington Lock ready
- Easy invite and join in one-touch meeting capabilities
- Powered by Intel® Core i5 processor



## THE PROBLEM LENOVO IS SOLVING

Most meeting rooms today suffer from IT issues that hamper productivity and creativity.

### Problems like:

- Outdated, overly complex technology
- Speakers, microphones, control panel, and computers that all require separate connections
- Meeting delays of 10+ minutes due to "tech issues"
- Unstable, unreliable content sharing capabilities
- External participants find it hard to connect

## WHO TO TARGET

From Small Businesses to Large Enterprises, the ThinkSmart Hub 500 is a perfect solution



IT-Managers



Audio visual experts



Facilities teams



Business leaders

## COMPETITIVE ADVANTAGE

So, how do you position this communication solution to your customers? Use the following general competitive points below in conversations with potential purchasers.

- **Lenovo Brand** – Global IT Leader with established, IT decision-maker-trusted relationships, ThinkSmart Brand quality promise
- **Partnerships** – Partnered with industry, channel, and technology thought leaders, such as Intel, Microsoft, Zoom, Logitech, Huddly, and Avocor
- **Workplace Transformation** – Passionate about enabling people to easily collaborate across intelligent spaces

### And more specifically:

- Simplest, all-in-one design with one-touch meeting join
- Cost-effective compared to piece-parts approaches
- Simple, expandable out of the box for larger room sizes
- Cleaner, more secure cable management

## CONVERSATION STARTER

“With the emergence of the modern, open workspace, intelligent meeting rooms are a vital part of boosting productivity. Who can I speak with about your plans to streamline collaboration and support creative innovation?”

## QUESTIONS

### Conversation starters to warm up the lead and introduce the ThinkSmart Hub 500 Solution:

- Do you often find meetings get delayed because of technical problems?
- Is your business looking to simplify the way it runs meetings?
- Are you looking to cut down on clutter in the workplace?

## SALES CONVERSATIONS

### When you're ready to deepen the conversation with a potential buyer, consider using the following points:

- “Lenovo has the #1 selling and easiest-to-use Microsoft and Zoom conferencing solutions. The ThinkSmart Hub 500 is designed to simplify and modernize meeting spaces of any size. Would this be of interest to you?”
- “It’s an all-in-one solution with integrated mics, speakers, and preloaded software. Simply:
  - Connect it to power and the network
  - Plug it in a monitor and a video camera
  - Enter User ID and password via the touchscreen
  - And invite it to meetings just like any other participant in the call”
- “As your customers walk into their meeting room, the ThinkSmart Hub 500 wakes up. As soon as they tap on their scheduled meeting, they’re in the call instantly. No messy start-up problems!”
- “It’s expandable with external mics, speakers, and even supports dual displays!”
- “Would you like some more information?”

## PLACING THE ORDER AND CLOSING THE DEAL

**The ThinkSmart Hub 500 for Skype and Microsoft Teams, Mfr. P/N: 10V50000US**

**The ThinkSmart Hub 500 for Zoom Rooms Mfr. P/N: 10V50006US**

**Warranty:** Base warranty includes Premier Support for all Smart Office products

- Premier Support on Smart Office is different from other Think products
- Premier Support will not be advertised or marketed. It is simply the default support

### In Scope for Premier

- Hardware diagnosis
- Lenovo provided preload and software (Drivers, OS, etc)
- Hub Software
- Basic setup related to assessing functionality

### Out of Scope for Premier

- Network, Proxies, Backend and Infrastructure issues (these services provided by Smart Office Professional Services)