Lenovo Yoga Book

Beautifully engineered, the Lenovo Yoga Book is a first of its kind 2-in-1 tablet designed to handle the creative and productive demands of life on the go.
Getting to know trnd and Lenovo

We're delighted to welcome you to our latest project with the Lenovo Yoga Book 2-in-1 tablet.

If you’ve ever wanted more from your tablet then you’re in the right place. With a host of brand new productivity features that you won’t have seen on a tablet before, you’ll wonder why you ever settled for anything else. Over the next few weeks we’re going to try out this tablet, leave online reviews and share feedback with the brand.

This booklet will provide you with the low down on this innovative new tablet and share some hints and tips for leaving great reviews.

The Yoga Book 2-in-1 tablet uses a lot of brand new technology and we want to make sure that you have all the info you need. [Click here] to check out a handy how-to guide, for the essential tips to get going with your Yoga Book straight away!

Let’s get started!
Our trnd project

As the next few weeks unfold we will:

1. Try out the Lenovo Yoga Book (with 100 other specially-selected trndsters) and get to grips with the first 2-in-1 tablet of its kind.

2. Share our personal thoughts and opinions on the Yoga Book via the two online surveys.

3. Leave reviews online so that other buyers can make an informed decision when purchasing.

4. When the project is up, a courier will collect the Yoga Book directly from you. Keep an eye on the blog for future discounts.

What’s in your starter kit?

First things first! In week one you’ll receive a starter kit full of interesting information, ideas and triggers to help us to leave the best reviews possible. Your kit will include:

For you to try out...
- 1 Lenovo Yoga Book
- 1 Real Pen
- 1 Book Pad
- 20 Paper Book Pad Refills
- 1 Real Pen Stylus Tip
- 3 Real Pen Ink Refills

So far so good?
Share first impressions of the product on our project blog: www.trnd.co.uk/lenovo
Email any questions you have to us at: aaronay@trnd.co.uk, we’ll get back right away.
Get unpacking!

1 Time to get testing

If your starter kit has arrived then why not learn how to use your Lenovo Yoga Book right away? Head to the trnd website and read over the notes on how to operate your Halo keyboard, Real Pen and more.

This handbook goes through the wealth of features that the Lenovo Yoga Book has to offer. The folks at Lenovo might use your feedback in future marketing campaigns so make sure your voice is heard.

Capture the moment.

Take photographs of your kit and capture the initial reactions. You can upload your photos to www.trnd.co.uk/lenovo.

2 Have your say

You can send us your opinions on the Lenovo Yoga Book via two online surveys that will take place during the eight weeks of the project:

There’s an initial survey

And a final survey

We’ll be sure to send you reminders via email when each survey is live.

3 Share your thoughts

In this day and age, most of us read online reviews to help us choose the right products, especially if a product is new to the market. As a specially-selected Lenovo expert with insider info, this is your chance to help others who are thinking of buying a tablet, so be sure to have your say! The Lenovo team will read all of your feedback and reviews and may even use them for future marketing campaigns.

Where should I write reviews?
We’d like you to leave a review on amazon – see the next page for more details!

What should I say?
Once you’ve read the instructions and given the tablet a couple of test drives you can leave a review. If you’re stuck for what to write, a good place to start might be:
• What do you think of the design?
• What do you think of the writing and sketching experience with the Real Pen?
• Did you find the Yoga Book easy to carry around with you?
• Was the Halo keyboard easy to use?

Share links to the reports:
Important – make sure you let us know where we can find your review by sending us the links! It’s easy to do using our test report tool, which you’ll find within your trnd dashboard. All of the instructions will be sent to you via email so remember to check your email account regularly.
A guide to leaving reviews

Step 1
[Click here] to leave a Lenovo Yoga Book review on Amazon.

Step 2
Give the Yoga Book an honest star rating.

Step 3
Click on the text box to leave your expert review for future tablet shoppers.

Step 4
Now let’s find the link to your review! Simply [click here] to see all your Amazon reviews.

Step 5
Find your freshly penned Yoga Book review, then right click on “Permalink”, click “copy link location” and send this link to us via your mytrnd area so we know what a great team member you are!

Our top three review tips

Our Top 3 Tips:

1. **Quality over quantity**
   A review doesn’t need to be a huge block of text describing, in great detail, every single aspect of the product! The message you get across is much more important than the amount you write, so think about what you would like to know when you’re looking at reviews and simply jot that down. e.g. “Easy to carry with impressive battery life!”

2. **What to write about**
   If you’re stuck for what to write, a good place to start with most products might be:
   - How easy is it to use?
   - Is it comfortable and safe?
   - Do you like the colour and design?
   - How efficiently did it accomplish the task in hand?
   - How long do you think it will last?

3. **Star ratings**
   A star rating is a great snapshot of your opinion, but it’s important to remember that what might be a 4/5 to you could be 5/5 to someone else! Star ratings become really useful to a reader when in context, so make sure you detail what it is that you really like about the product. e.g. “5 stars! Makes designing on the go a doddle which is the most important thing for me!”
21st Century productivity

Being productive doesn’t just mean typing into a PC, these days it means taking notes, drawing sketches and uploading images to social media.

The problem is, to be able to do this we’d probably need to carry a laptop, a note pad, a pen and pencil crayons everywhere we went. Or would we?

The Lenovo 2-in-1 tablet is perfect if you plan to take notes during a morning meeting, send emails over lunch, draw spur of the moment sketches to illustrate a point in the afternoon and then settle down to watch a film in the evening.

Ideal for those who are always on the go, the Yoga Book allows us to have many of the productivity features of a laptop without the hassle of carrying one around.

The Yoga Book redefines what a tablet looks like, how it functions and what we can do with it.

Welcome to the future.

“Hey good lookin’”

‘Tablets all look the same’, said someone who had never seen the Lenovo Yoga Book.

This is the beautiful device that you can take with you wherever you go and look great as you do so. Made using a combination of magnesium and aluminum alloys, this sturdy little number is the thinnest (measuring 9.6mm tapering to a tiny 4.05mm) 2-in-1 tablet on the market with two stylish panels that open up like an ultrathin notebook.

We don’t think we’re getting carried away when we say this is unlike any tablet you’ve seen before but with a capacity for productivity and creativity that simply hasn’t been possible on a tablet until now… it’s much more than just a pretty face.
On the go

Not only is the Yoga Book the thinnest 2-in-1 device on the market, it’s also the lightest (weighing just 690 grams), making it the perfect companion to a busy, mobile lifestyle.

Busy commuter train? Packed waiting room? Hectic coffee shop? No place is a match for the Yoga Book. Pop it into your handbag or rucksack and, thanks to the up to 15-hour battery life you will have the option to draw, design and create anytime, anywhere.

Four Modes:

- Lie-flat in **Create Mode** for note taking and drawing
- Close over in **Browse Mode** as a compact 10.1” tablet
- Open in **Type Mode** and use as a productive laptop or
- Relax in **Watch Mode** and catch up with the best of Netflix

The Yoga Book has a distinctive watchband-style hinge, meaning you get a smooth, seamless 360 degree opening to transition between the four modes that you use most:

The Halo keyboard

Put aside any ideas you have about tablet keyboards because the Halo is different.

The first of its kind, the Halo is not a simple accessory or add-on but a fully integrated, fundamental part of this 2-in-1 tablet that appears only when you want it to.

The backlit, full touchscreen Halo keyboard is what makes the thin and light design possible and offers a typing experience that feels a whole world away from typing on any other tablet screen. Made from toughened, anti-glare glass, the keyboard doesn’t have physical keys, instead showing up as a solid white outline on the Yoga Book’s second panel when you want it. What’s more, the haptic feedback keyboard combines the best of software and hardware to offer an experience like using a real keyboard and it ‘learns about and adapts to’ your typing habits with built-in prediction and artificial learning software, meaning the more you use it, the more you’ll love it.

And finally, the best bit? When you’re done, simply switch off the keyboard function and you’re back to your sleek and streamlined tablet. What’s not to love?
The Real Pen

These days, most of us type faster than we write, meaning when you take notes on a laptop you probably capture more information than you would if it was all handwritten, but quantity and quality are very different beasts.

You could probably write everything verbatim on your laptop but when writing by hand you’re far more likely to understand and reinterpret the material. So, while laptop users may make more notes, those who write by hand have a stronger understanding of the material.

Of course, this is all well and good until your dog gets hold of your notepad and rips it to shreds. The answer? Writing notes digitally of course.

The Yoga Book’s unique and highly-sensitive real pen allows you to draw or write anything you want, so unlike the clumsy stylus of the past, it feels the same as writing.

Stop Press: The Yoga Book can make you smarter

You’ve probably heard the phrase “the pen is mightier than the sword” but stay with us as we explain how, thanks to the Lenovo Yoga Book, the Real Pen is mightier than the laptop.

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Digitise your notes

Place paper on the Create Pad (the bottom panel of your Yoga Book), write with Real Pen and see your notes instantly digitalised on screen. Perfect for students or people who have a habit of being struck by a great idea when on the go! In fact, you don’t even need to use the screen, simply scribe onto the panel using the stylus and feel safe in the knowledge that everything is being safely stored in the Lenovo note-saving app.

Draw like a pro!

Perfect for sketchers, artists and designers, Real Pen and ArtRage mean you can draw, paint and sketch with incredible precision and a wealth of features. The stylus, which will never run out of charge FYI, has 2,048 pressure levels and 100 degrees of angle detection so you can draw with the precision of a paintbrush or pencil. Choose to use the Create Pad (simply hold down the pen button and close the Note Saver window and your image will show immediately on the screen in front of you so you never have to worry about your hand blocking the image!

For more guidance and information the Halo keyboard and Real Pen, [click here] to check out Lenovo’s handy “quick use” guide!

Inspired by the simplicity of a good, old-fashioned pen and paper, the Real Pen can hold real ink tips and can be used on paper covering your tablet or as a stylus when used directly onto the panel. From notes to doodles to drawings, every last pen stroke will be captured.
Good things come to those who wait

When you encounter perfection it has a tendency to come across as effortless but the designers at Lenovo encountered a host of challenges when creating the 2-in-1 Yoga Book tablet. We got the inside scoop from one of Lenovo’s top designers:

Did you always know how you wanted the Yoga Book to look?

“Early prototypes of the Yoga Book had 12-inch and 13-inch screens, with different shapes and sizes that quickly morphed into new ideas about the tablet’s potential. The Halo Keyboard, Real Pen and Create Pad were features that have never been attempted before.”

What difficulties did you encounter when designing the Real Pen?

“We had to design the pen so that its structure allowed for easy replacements and consistent performance. This led to many tests and lots of tweaking. We tried over 200 samples before we found the right pen.”

Was it the same with the Halo Keyboard?

“We had to test with over 100 different samples, with constant software optimisations before we got it right. We spent almost 18 months trying over 100 different samples to get the right touch keyboard solution.”

As a designer, what are you most proud of?

“The Yoga Book is the thinnest convertible tablet with a one-of-a-kind hinge that is both attractive and versatile. It also has a premium aluminum-magnesium alloy chassis and weighs merely 690g.”

Sounds good to us!

What’s inside?

The Yoga Book UI with Android 6.0

Now, you can be more productive than ever thanks to the specially-customised Android 6.0. Multitasking on the go? You’ve got it. Run multiple apps at once, stay organised with a taskbar and drag and drop text from one app to another. With optimised support for built-in trackpad and Halo keyboard, using Android for work is now as effortless as you have always wished it to be.

Yoga Book with Android has:
• Book UI Task bar & notifications customisation
• Multi-window support (run apps in phone layout)
• Lenovo Note Saver App for notes and drawing
• Enablement of digitising when screen is off
• TouchPal software for Auto-correct, auto-complete and word-prediction for typing

You’ll be amazed at what you can do on the Lenovo Yoga Book tablet.
Meet our Lenovo contact

Say hello to Markus and the rest of the Lenovo marketing team! They’ll be keeping up with the project and can’t wait to hear what you have to say! Content generated by trnders could be used by Lenovo for future marketing campaigns so make sure you have your say!

The Lenovo Yoga Book fact sheet

Four Modes: Browse, Watch, Create, Type

Screen: 10.1” IPS FHD

Power: INTEL® ATOM™ x5 / 4GB RAM

Storage: 64GB ROM + microSD™

Battery: 8500 mAh battery – 15 Hours on One Charge

Sound: DOLBY ATMOS®

Cameras: 8MP + 2MP

Design: 690g / 9.6mm fully closed, 4.05mm on slimmest side

Colours: Champagne Gold, Gunmetal Grey or Carbon Black*

RRP: £449.99 on Android

*some colours may not be available.

For even more Lenovo Yoga Book facts, [click here](#) to read the Yoga Book Reviewer’s guide!