PART 1: CONTENT LOCALIZATION IN 4 STEPS

STEP 1: Features and specifications

• Please check the following content on both pages and make sure they are available in your market, else please localize:

1. Features
2. Specifications
3. Accessories and corresponding images
4. Services

• Please update the last section on the second page on which other relevant product categories the customer should look at if they feel the current product does not suit their requirement.

STEP 2: Call-to-action changes

• The toll-free number included on each page is a dummy number. Please customize it to your market.

• Please ensure that all the hyperlinks are appropriately working.

STEP 3: Localize legal footnotes

• We try our best to provide guidance on legal footnotes in the WW version especially on standard footnotes and any product claims being made. But it is not practically possible at a WW level to cover all the guidance that can work across multiple geos. It is the responsibility of the local team to check the legal footnotes on both pages and add/remove footnotes per their local legal requirements.

• If you are making any additional product/feature/customer claims, please make sure you support it with the right legal footnotes within the datasheet.

STEP 4: Alliance compliance

a. **MANDATORY:** Local MDA approvals: The WW version has been made MDA compliant. However, it is the responsibility of the geo/region/country team adapting the datasheet to ensure it's uploaded again for MDA compliance after localization.

b. **ALLIANCE FUNDING:** If the datasheet is funded by an alliance partner, please adapt the datasheet to those guidelines. You may choose to remove the Intel logo from both pages if the tactic is not being funded by Intel.

PART 2: SEO COMPLIANCE IN 5 STEPS

Pdfs can get indexed by search engines just like a normal webpage. It's important that we optimize them for search, else they may not rank very high in search results. Or may not get indexed and found at all.

Once you have localized the datasheet content (from PART 1 above) and have the pdf ready, we recommend you follow these simple steps to make this datasheet more SEO-friendly, before you upload the datasheet online. It should take you all of 5 minutes.

You need the full version of Adobe Acrobat (NOT Adobe Reader) to be able to do this. Please request your agency to take care of this.

STEP 1: Is the file name clear and self-explanatory?

If you're changing the file name from what is used for the WW file, then make sure it is not too long and gives an easy indication to the reader what the file is about, eg: **Lenovo Chromebook C330_DS.pdf** is fine, but "Lenovo _Vietnam_Hires_53627_convertible.pdf" is not clear.

STEP 2: Has your file metadata been updated?

Go to File>Document properties>Description and update the fields as below:

<u>File</u> – automatically takes the file name you have chosen

<u>Title</u> – Please use – **Chromebook C330**

<u>Author</u> – Lenovo

<u>Subject</u> – Please use - **Meet the Lenovo Chromebook C330, Designed for Those Who Do.**

<u>Keywords</u> – **Lenovo, Chromebook C330, MediaTek MTK8173C Processor, HD IPS Display, MediaTek Integrated Graphics, Sleek and Stylish, Durable Champagne Gold or Blizzard white Convertible Design, eMMC Storage, 4 GB LPDDR3 Memory, Free 100 GB Google Drive, USB-C, MicroSD, USB 3.0, WiFi ac with Bluetooth 4.1, 1M HD 720p Array Microphones.**

Under Additional metadata (if available in your Adobe Acrobat version), update as follows:

Copyright Status: Choose 'Copyrighted'

Copyright Notice: Copyright (c) 2017 by Lenovo Corporation

Copyright Info URL: http://www.lenovo.com/legal/copytrade.html

Under Advanced metadata (if available in your Adobe Acrobat version), update as follows:

Language – choose the appropriate language from dropdown list

STEP 3: Is the reading order correct?

- Select Advanced>Accessibility>Add Tags to Document
- Then, select Advanced>Accessibility>Touch Up Reading Order
- The "reading order" of the PDF is displayed. This shows you what content will be displayed first in a search result. If this is not fixed, sometimes even the legal line can get picked up to display in a search result.
- You can use the same 'Touch Up Reading Order' tool to change the reader order.
- Reading order can be fixed as below – Headline followed by Body copy followed by Why buy section followed by Who buys section.

STEP 4: Have your pdf elements been tagged correctly?

- Go to File>Document properties>Description
- Run an Accessibility Full Check to look for non-compliance.
- Is the body copy on page 1 tagged as text?
- Is the main product image on page 1 tagged as Image/Figure?
- Add the product name as Alt Text to the main product image.

STEP 5: Pdf size and version

1. Total web page weight should not be much more than 1-2MB. If it is more, then go to Advanced>PDF Optimizer and 'right-size' the document.
2. Then select Preferences>General Settings>Optimize for Fast Web View (this allows the PDF to be "loaded" a page at a time, rather than waiting for the whole PDF to download to be able to read).
3. For datasheets which don't have an animated product image on page 1, save your PDF as version 1.6 (Acrobat 7) or lower.

Lenovo™ Chromebook C330

MEET THE LENOVO CHROMEBOOK C330.

DESIGNED FOR THOSE WHO DO.

Faster, simpler, and more secure, the Lenovo Chromebook C330 brings the latest Chromebook features to you in a sleek, stylish, and durable Champagne Gold or Blizzard White convertible design. Offering the latest multimedia in high-definition, this convertible Chromebook features a 10-point touchscreen IPS display for easy viewing in tent, tablet, stand, or laptop mode. Never slowing down and always up-to-date, the Lenovo Chromebook C330 offers the latest in digital security while delivering perfect day-to-day performance via powerful processing with integrated graphics, eMMC storage, and LPDDR3 memory—all with over 10 hours of battery life.

WHY YOU SHOULD BUY THE LENOVO CHROMEBOOK C330

Designed for those who dream bigger

The Lenovo Chromebook C330 is the best Chromebook has to offer in tent, tablet, laptop or stand mode. This sleek and stylish convertible is only 19.6 mm thin and 1.2 kg light with an 11" IPS Touch Display perfect for day-to-day computing and multimedia, on or offline. Available in Blizzard White or Champagne Gold.

Performance for years to come

Perfect for all your daily computing needs, the Lenovo Chromebook C330 delivers a host of performance features. Enjoy powerful processing for daily tasks, LPDDR3 memory for multitasking, eMMC storage for quick boot-ups, fast software loading and additional 100 GB of cloud storage via Google Drive.

Built to connect us

Full I/O support comes standard on the Lenovo Chromebook C330 with USB-C, microSD™ and USB 3.0 for effortless connectivity. Further this Chromebook also features powerful 2 x 2 WiFi ac with Bluetooth® 4.1, a 720p webcam and two 2W speaker systems for effortless collaboration, all supported via a suite of collaborative apps via Chrome OS.

Chromebooks

The Lenovo Chromebook C330 is easy to use, offers built-in virus protection and keeps going with long battery life. Further no setup is needed, just a Google account so your stuff stays with you via cloud storage of your emails maps, docs pics and more.

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Lenovo™ Chromebook C330

SPECIFICATIONS

DESIGN

Dimensions (W x D x H)
(mm)   : 292 x 215.39 x 19.6
(inches): 11.49″ x 8.48″ x 0.77″

Display
11.6″ HD (1366 x 768) IPS

Ports
1 x USB 3.1 Type-C™
1 x USB 3.0
HDMI™
microSD™ Card Reader
Audio Jack

Weight
Starting at 2.6 lbs (1.2 kg)

Color
Blizzard White
Champagne Gold

Additional Features
Free 100 GB Google Drive*

Operating System
Chrome OS

PERFORMANCE

Processor
MediaTek MTK8173C Processor

Graphics
MediaTek Integrated Graphics

Camera & Microphones
1M HD 720p Array Microphones

Audio
Stereo Speakers

Memory
4 GB LPDDR3

Storage
32 GB/64 GB eMMC 5.1

Battery
Up to 10 Hours

CONNECTIVITY

Wireless Connectivity
WLAN   : 2 x 2 WiFi 802.11 ac
Bluetooth®: Bluetooth® 4.1

SOFTWARE

Preloaded Applications
• Google Chrome Web Browser
• Google Suite of Apps

*   Sign up with Google Drive to enjoy this feature.

ACCESSORIES

Lenovo 300
Wireless
Compact Mouse

Lenovo 500
Extra Bass In-ear
Headphone

Lenovo 15.6″ Laptop
Backpack B210

RECOMMENDED LENOVO SERVICES

Warranty Extensions (1-to-3 Years Total Duration)* The fixed-term, fixed-cost service helps accurately budget for PC expense, protect your valuable investment and potentially lower the cost of ownership.

Accidental Damage Protection* Avoid the hassles of unexpected repair costs. Provides coverage for non-warranted damage incurred under normal operating conditions, such as minor spills, drops or damage to the integrated screen.

*   Not available in all countries.

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