

Smarter technology for all

# New vision with AI PC ready

Lenovo

# Brand Mission

# Smarter AI for all

Modern devices that enhance your ability to work, play, study and create while offering incredible value and versatility.

Consistently deliver powerful performance with new consumer-centric technology.

# Hybrid AI for all



Smarter technology for all

# 2024 Context

Lenovo

# Market Trends – Big Three



# Transformational Shifts in Computing Landscape

Speed of Transformations Accelerating

2010's

Cloud Becomes  
Ubiquitous

2000's

Modern Cloud Platforms  
Emerge

2020's

Lockdowns Drive  
Remote Work &  
Accelerate Digital  
Transformation

Hybrid Work  
and Modern IT are  
the New Normal

Future

Generative A.I. Tools  
Propagate Driving New  
Demands on Devices  
and Connectivity

2022-2023

Generative A.I.  
Based Application  
Rapid Adoption

# Microsoft will unlock a new era of productivity with AI

## 2023 Cloud AI

Fundamental change to how people find information

- \$10B investment to OpenAI
- AI integration into many products
  - Windows Copilot
  - Microsoft 365 Copilot
  - Bing Chat plugins
  - Microsoft Security Copilot
  - GitHub Copilot
  - ...



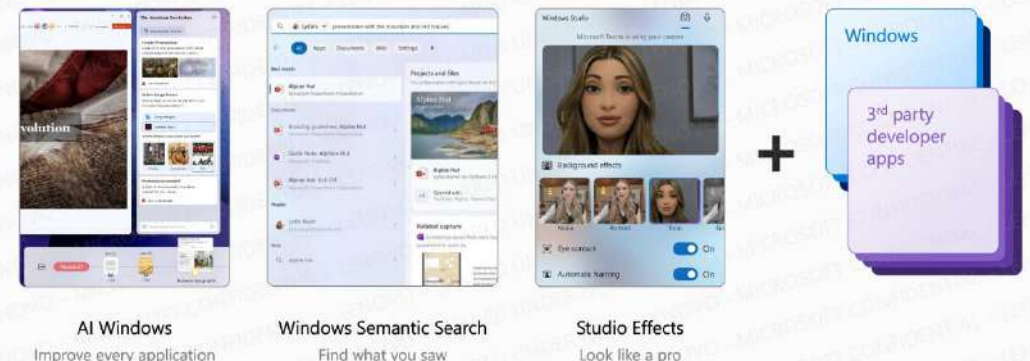
## 2025+ Local Client AI -> Hybrid AI

Best AI experience with predictable cost

- Next Gen PCs with 40+ TOPS NPU
- Offload to local Client Hardware has many benefits.
  - Reduced Latency
  - Improved security & privacy
  - Lower Datacenter costs

### Transforming your experience with AI

Examples of NPU powered experiences



# AI Revolution and the Limitations of Public AI

The AI revolution is already happening and impacting the way we live and work. With the public foundation models (FM) bringing a great leap in technology, there are also some limitations...



**Network  
speed**



**Cloud  
efficiency**



**Cost  
consideration**



**Energy  
consumption**



**Security  
& privacy**

# Build Full-Stack AI Capability



## Smart Devices

The vehicles for AI to reach  
its users



## Smart Infrastructure

The race track for AI to  
run on



## Smart Solutions

The destinations for  
customer to reach

With “Smarter AI for All”, Lenovo is unleashing the power of AI to bring it to every household and every industry – covering three pillars, from pocket to cloud with purpose-built AI-enabled, AI-ready, and AI-optimized devices, infrastructure, solutions, and services that help build a smarter and more sustainable world

# AI in real life



LG OLED AI ThinQ

**1995**

---

This way to the I-way



**No one really knew what internet was about**

**There were not @ symbol yet available**

**“There’s something that some people use”**

**“I don’t want to get hooked and be away from my family”**

**Too much information, and I cannot choose when or how to be contacted**

# What can an AI PC/device do for you?

- ⦿ Hyper-personalization
- ⦿ Local processing of AI tasks
- ⦿ More privacy and security

# New Processor Component to drive AI Model Utilization

Fast Response – ideal for  
low-latency workloads



CPU



NPU



GPU



High Throughput - Ideal  
for digital content creation  
/ consumption



Low Power – Ideal for sustained AI workloads, capable for handling multiple operations  
in real time and able to lead based on accumulated data.

Performance of NPU chip is measured in “TOPS” (Tera Operations per Second) – it  
tells how many computing operations an AI chip can handle in one second

# What's an AI PC?



Personal Intelligent Agent using  
Natural Interaction & Personalized LLM



Personalized Knowledge Base



Heterogeneous Computing  
with CPU/GPU/NPU



Open Ecosystem of AI Applications

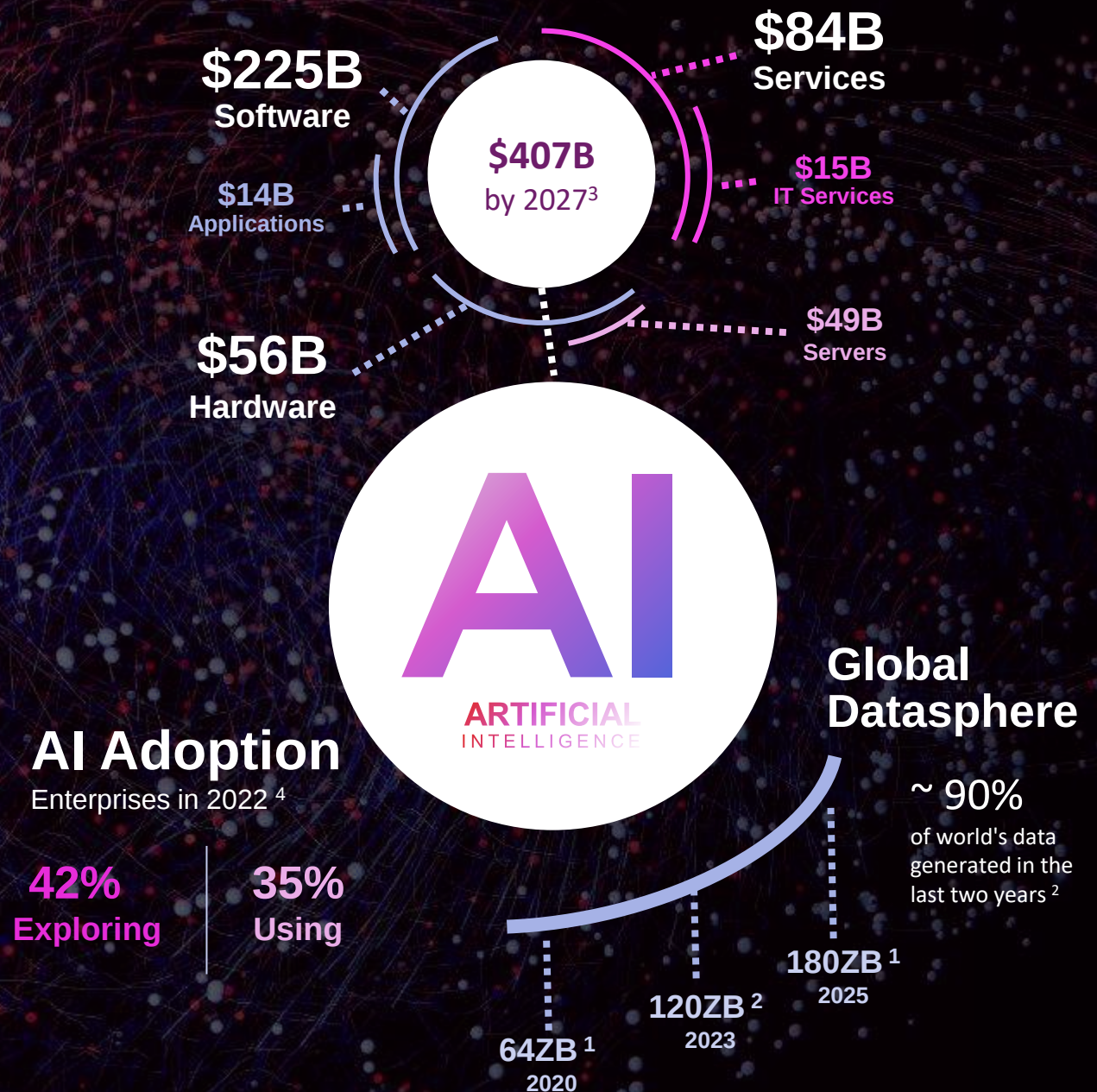


Privacy & Security Protection



Lenovo

# The AI revolution is radically changing the IT landscape



# Lenovo AI PC puts you in command.

There's powerful potential locked up in your data. That's power to predict your needs, to enhance your creative projects, and to automate mundane tasks.



## Personalized

Harness AI capabilities to streamline workflows, optimize performance, and enhance your UX.



## Productive

Evolve your workday with AI-driven content creation, predictive experiences, and intelligent decisioning.



## Protected

Bolster digital defense with predictive and proactive security, fraud detection, and cyber-resiliency.

Lenovo

# Lenovo AI Now



**Daily Assistant**  
Get daily usage done quicker & better



**Device Assistant**  
PC has never been so simple



**Service Assistant**  
Get professional support in no time

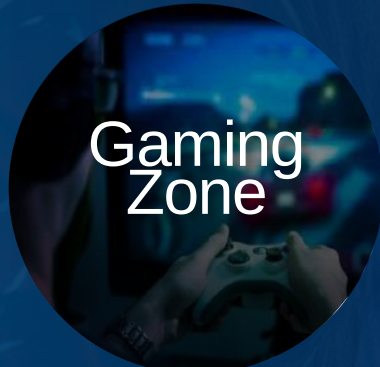
Vertical Scenarios  
Coverage



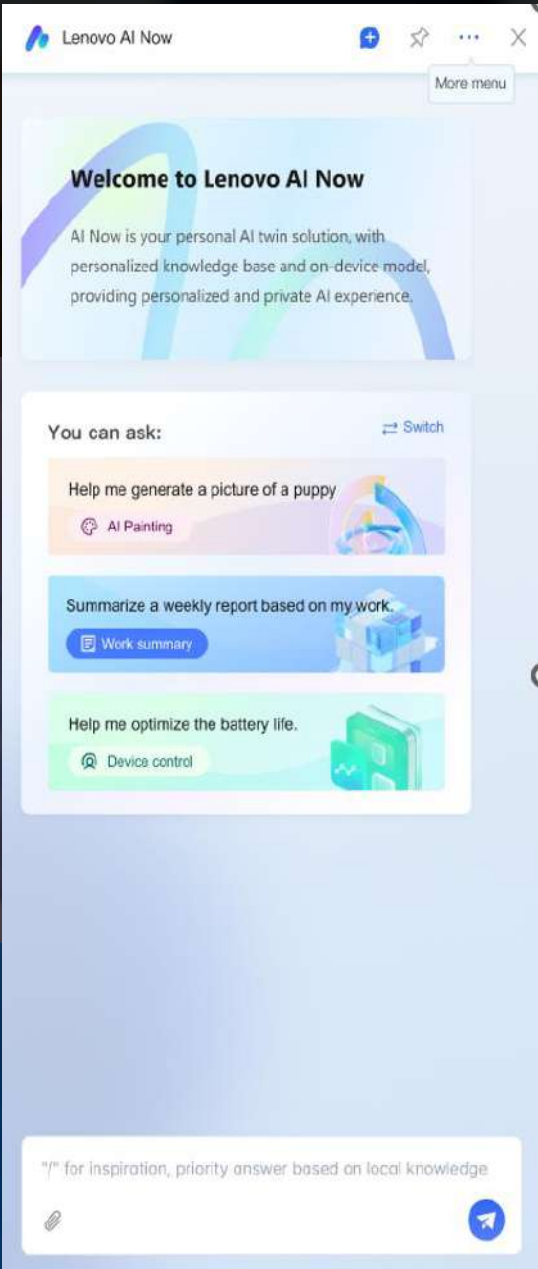
Creator  
Zone



Learning  
Zone



Gaming  
Zone



# Daily Assistant

Highly efficient | High professional | Highly personalized & secure

Local & Personalized  
Summarization/Generation

Precise Inquiries  
for Complex Information

Easily Search Through  
Massive Data

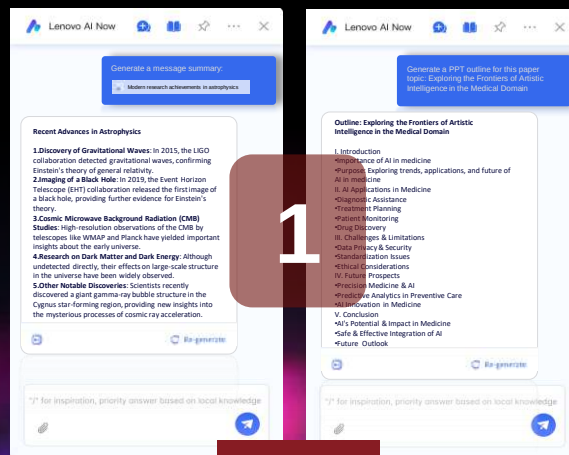
Manageable Personalized  
Knowledge Base

Summary | Polishing | Professional Gen. | Translation

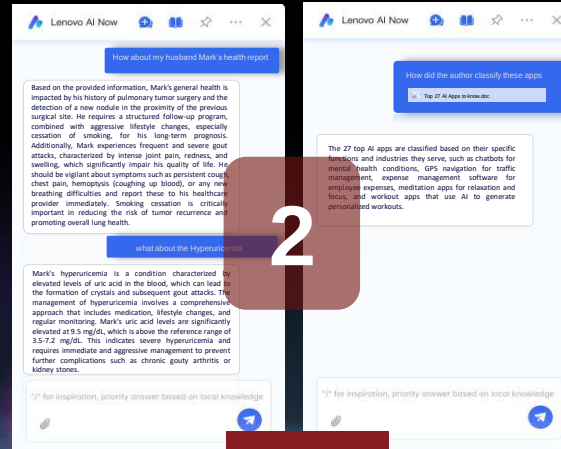
Cross-file knowledge Q&A | Selected file Q&A

Semantic search | Key info. Search in file

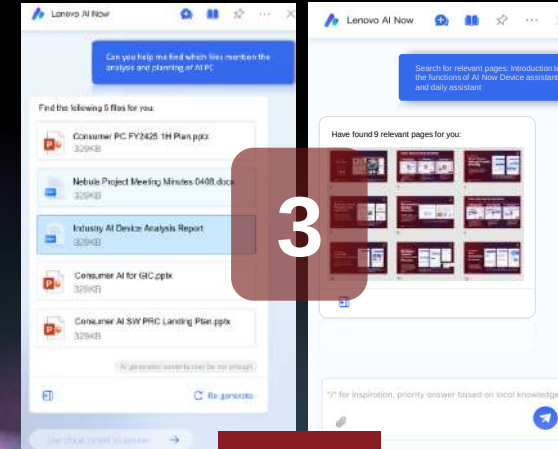
Keep Update to Latest | Add/Delete on demand



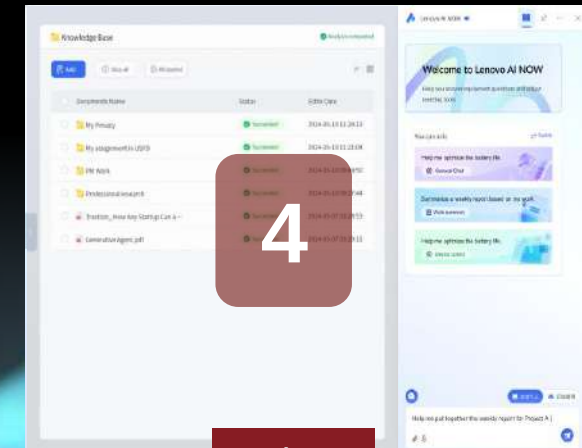
Unique



Unique



Unique



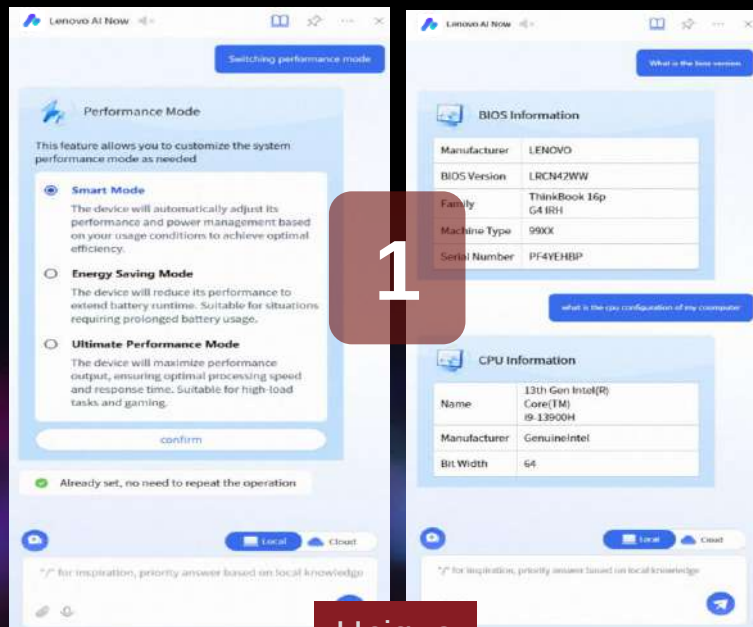
Unique

# Device Assistant

No professional PC skills needed | Easy & Convenient | Automatic & Adaptive

## Natural Language Direct Operation

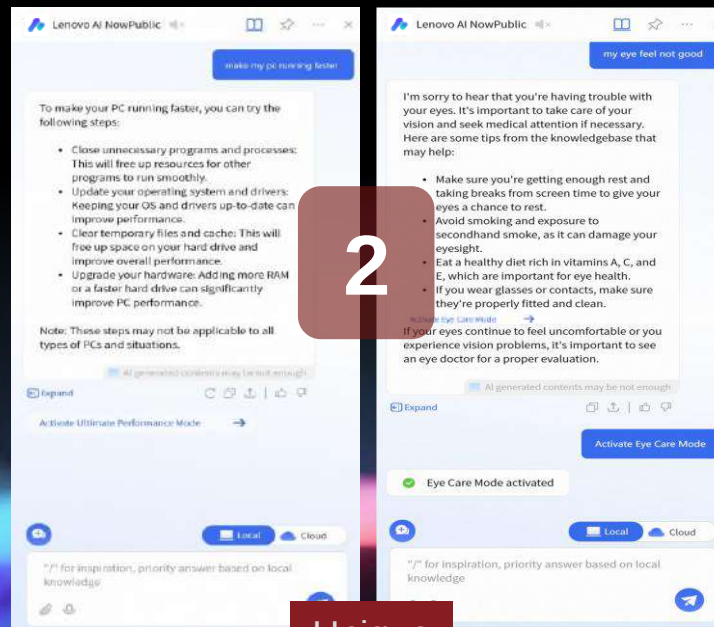
Directly Device Control | Quick System Inquiry



Unique

## Quick Issue Fix & Recommend

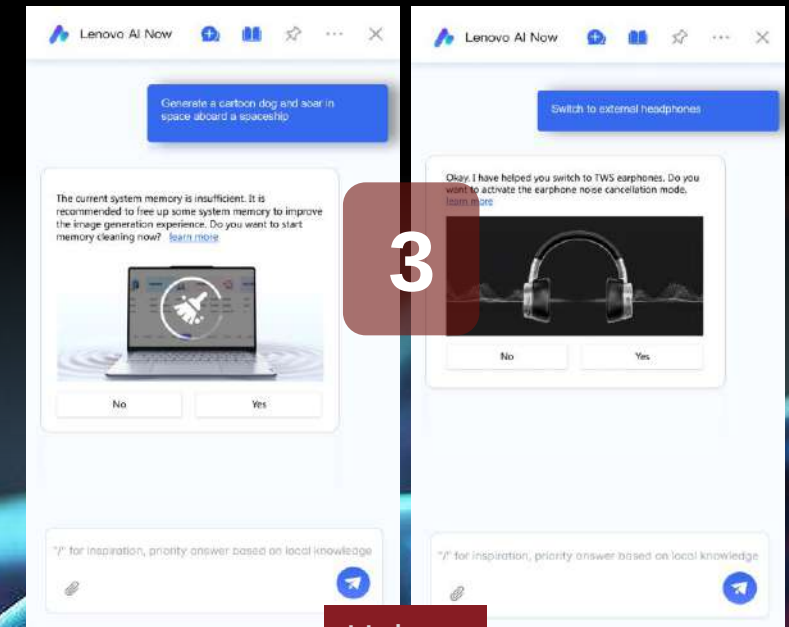
Recommend on-Demand | Quick Issue Fix



Unique

## Scenario Based Proactive Solution

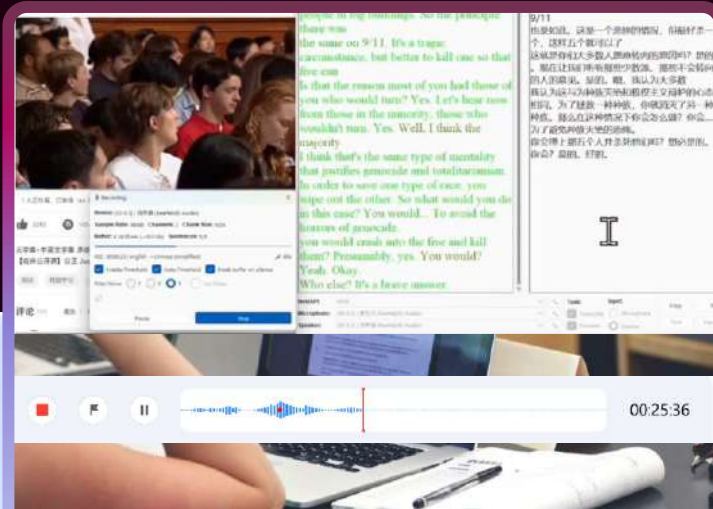
Auto scenario detection | Requirement prediction



Unique

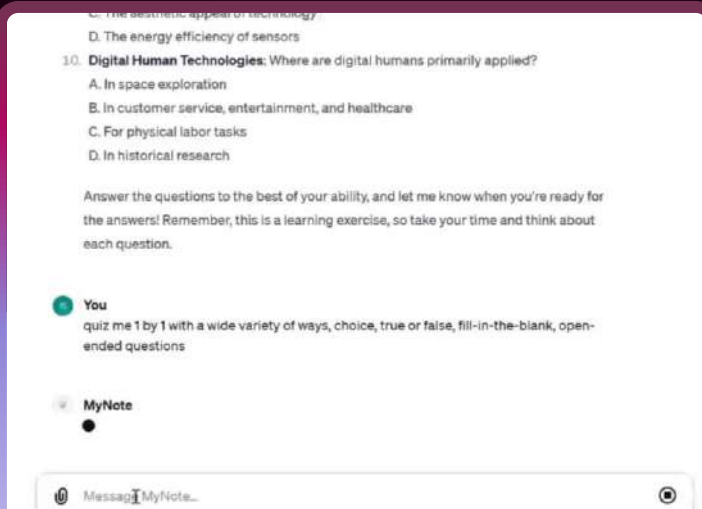
# Learning Zone Maximize ability of LLM to facilitate typical task through entire journey

## In class



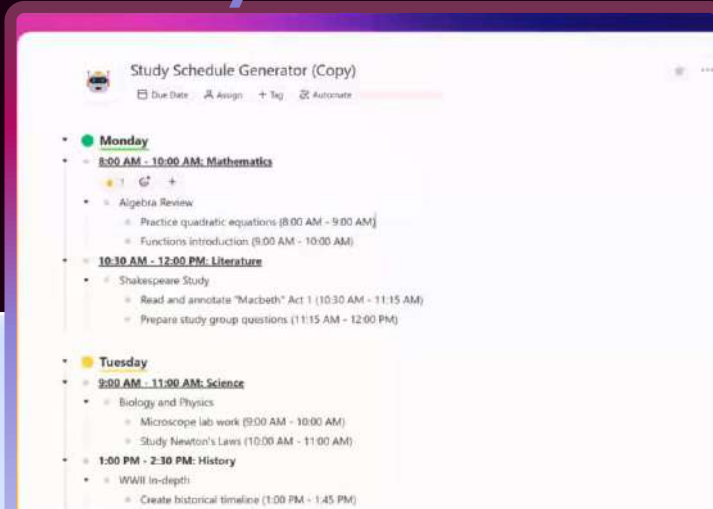
## Record & Transcribe Lecture

## After class



## Gen AI Notes / Questions ...

## Beyond class



## AI Personalized Tutoring

by using hybrid device + cloud Language Models and Ai-combined solutions

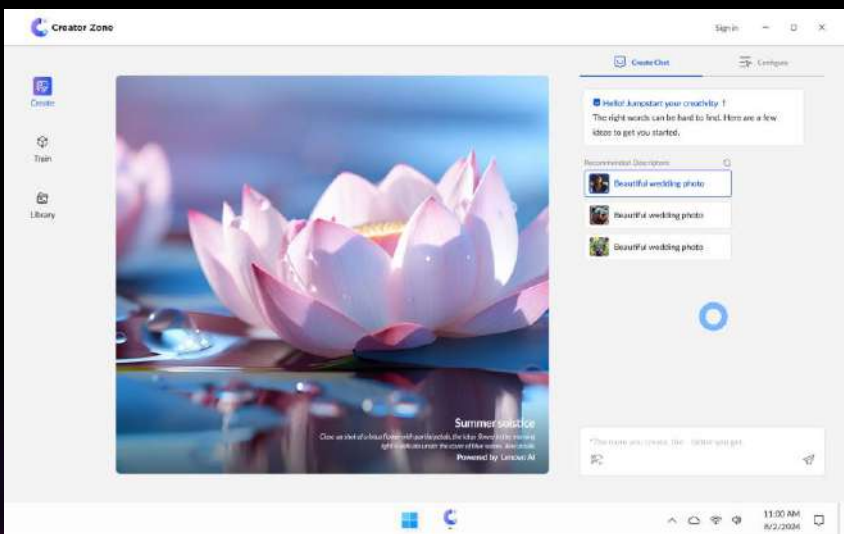
# Creator Zone

## Hybrid AI Editor For Your Full Scenario Needs

Low Threshold

Close Loop Experience

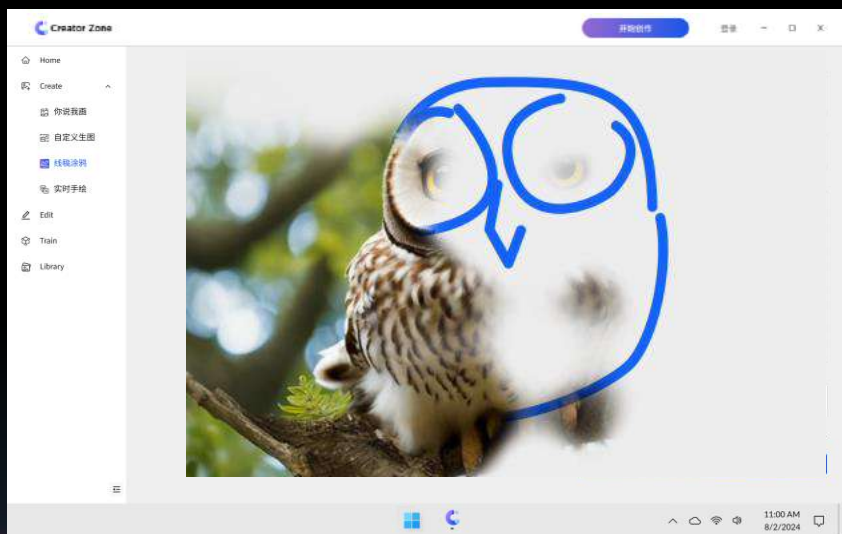
Controllability



### Image Generation

CES Demo

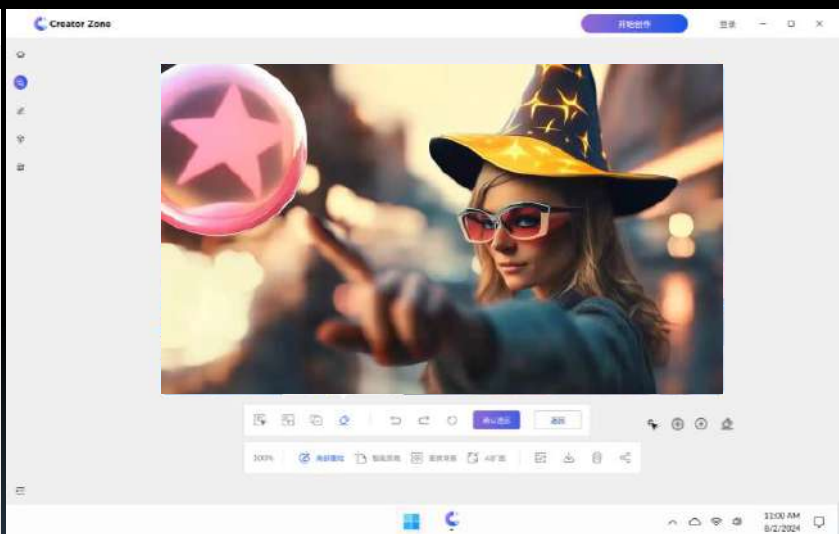
Text To Image | Image Training



### Live Paint

IFA

Sketch To Image | LCM Generate

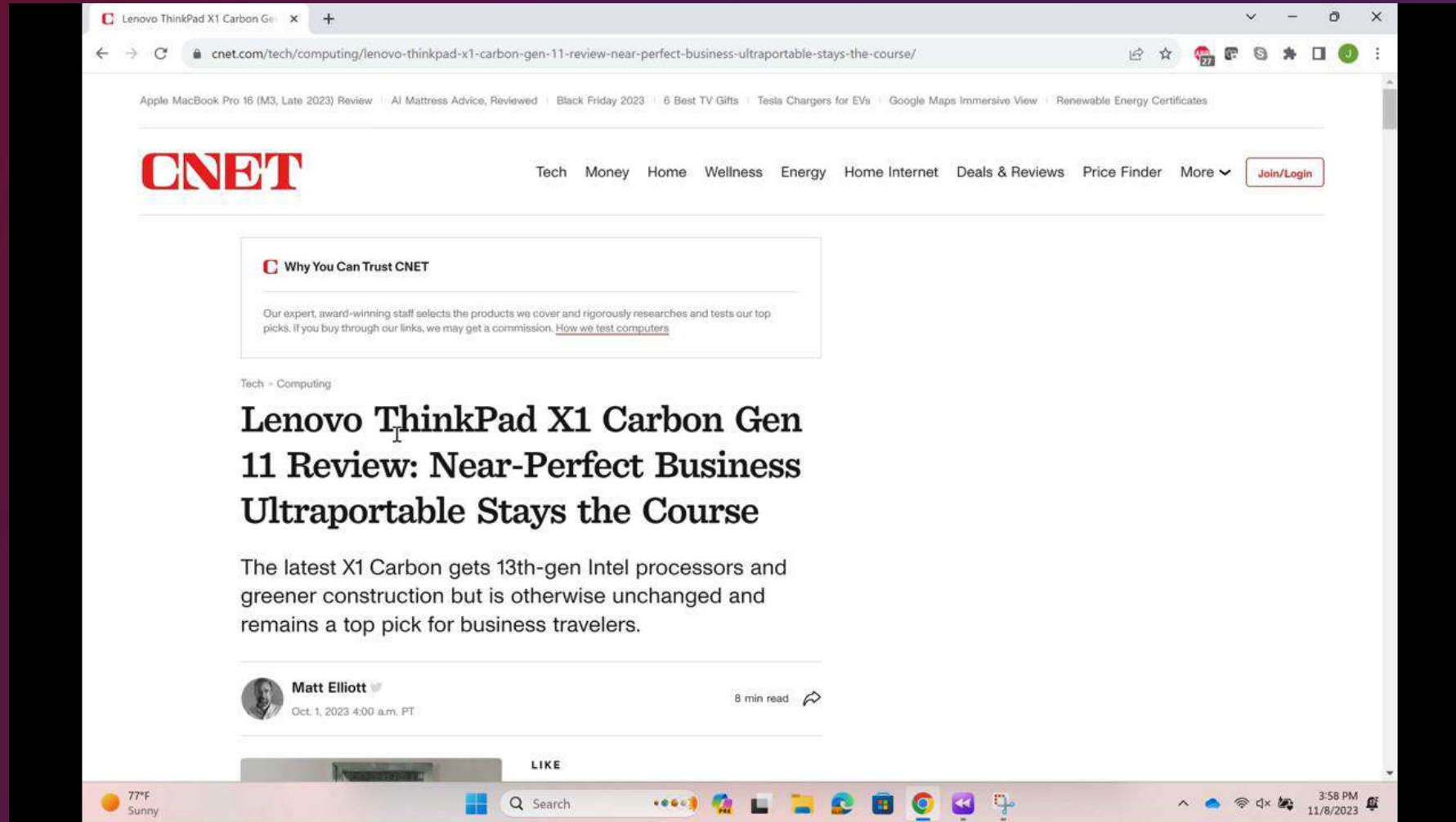


### Image Editor

IFA

Mix | Local Re-draw | Uncrop

# Demo on 11 TOP NPU – Capturing Realtime Content (Rewind.AI)



# Stable Diffusion – Why On Device NPU matters?





Personalized

# Lenovo drives personalized AI experiences.

assist



personalization  
& engagement



search &  
information retrieval



productivity &  
collaboration



sales &  
marketing



automation &  
optimization

transform



personalization  
& prediction



alerts &  
notifications



trend  
analysis

Lenovo



Personalized

# AI personalization in action.

assist

Personalized Responses

Contextual Search

Meeting Assistant

Smart Search

Personal Chatbot

Smart Scheduling

Customized Dept. Tools

Customer Service Bots

Recommenders / Recommendation Engine

Sales Enablement Tools

Intelligent Automation & Reporting

Device Assistant

Information Retrieval

Training

Organizational Communications

transform

Smart Notifications

Predictive Text

Predictive Search

Contextual Recommendations

Market Trends

Talent Management

Lenovo



Productive

# Lenovo is expanding the boundaries of efficiency.

create



creative &  
generative AI



editing &  
collaboration



business &  
predictive analytics



data science &  
machine learning



software & app  
development

assist



information  
processing & mgmt



reporting &  
analytics



automation &  
workflow optimization



sales &  
marketing



resource &  
operational mgmt

transform



predictive  
modeling

Lenovo



Productive

# AI productivity in action.

create

Text to Image   Text to Video   Optimized Smart Editing   Video/Audio Editing   Enhanced Audio / Video Collaboration  
Design & Writing Assistants   Smart Business Intelligence   Feature Engineering   Regression Classification  
Data Science   Build Apps / SW development   Predictive Analytics   Model Training / Fine Tuning   Financial Modeling  
Data Analysis / Analytics   Business Intelligence   Generative Product Design & Prototyping   Content Curation  
Generative Material Design / Design for MFG   Turing Bots for Development & Dev Insights   Competitor insights  
Software Development   LLM Training / Fine Tuning   ML / Dev Ops   Better Data Management   AI Development

assist

Summarization   Knowledge Base Q&A   Reporting & Dashboards   Invoice Processing   Report Generation  
Marketing & Sales Automation   Data Entry   Content Generation   Engineering Knowledge Management  
Legal Document Management   Process Optimization & Automation   Resource Allocation

transform

Predictive Modeling

Lenovo

Lenovo

2024 Lenovo Internal. All rights reserved.



Protected

# Lenovo is elevating intelligent security.

assist



security & threat  
management



device & system  
management



quality  
assurance

transform



risk & fraud  
management



maintenance & lifecycle  
management

Lenovo



Protected

# AI protection in action.

assist

Proactive Security

Device Management

Patch Management

Quality Control

PC Lifecycle Management

Data Security

Anomaly Detection

transform

Risk Assessment

Proactive Security

Better Cyberesiliency

Fraud Detection

Predictive Maintenance

PC Lifecycle Management

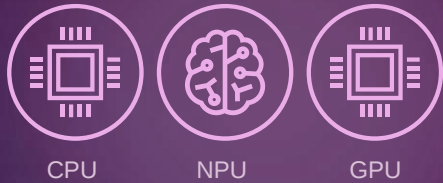
Advanced Threat Detection

Lenovo

Lenovo

2024 Lenovo Internal. All rights reserved.

# Today's AI takes more than advanced software.



**Supercharged processors** with a dedicated AI engine for power efficiency

+



**AI-driven apps** to take productivity and security to the next level

+



**Reliable Lenovo hardware and services** to put it all together

Lenovo

# Why AI with Lenovo is Different?



**Smarter  
technology  
for all**

**Lenovo**

**thanks.**