

ThinkPad X1 Fold Wow Page

Browser title: ThinkPad X1 Fold | The world's first foldable PC |

SEO Description: Introducing the Lenovo ThinkPad X1 Fold: the world's first foldable PC: fold it like a book or lay it flat for a fully gorgeous 13.3" OLED display.

SEO Heading / Page title: ThinkPad X1 Fold

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Hero headline: **It all started with a question.**

Copy: What if the one thing on a laptop that could never bend suddenly could?

Blade 1

Heading: **Introducing the ThinkPad X1 Fold: the world's first foldable PC**

Tagline: **It doesn't get more revolutionary than this.**

Copy: Fold it like a book. Lay it flat for a gorgeous 13.3" OLED display. This compact device promises to forever change the way you work, play, create, and connect.

Blade 2

Heading: **It's one thing to dream it. And another to make that dream a reality.**

Copy:

To address the innovation required to produce a practical folding device, our engineers had to overcome mechanical, electrical, and structural challenges. The prototype only needed to show that the concept worked.

But to be a ThinkPad design, it needed to be driven by user experience while encompassing our legacy of durability.

The space inside the X1 Fold is smaller than any laptop we've created before, which raises unique engineering challenges. Where to put the processor? The memory? How do we keep it cool?

We had to design a completely new type of cooling system from the ground up. There's a fan, a heat sink, and a heat spreader, all of which sandwich the entire motherboard to keep it cool and reliable.

Blade 3—Explosion

1. The world's first folding 13.3" OLED display delivers a wide color range, high contrast & brightness, & low power consumption
2. Narrow black bezel frames the display
3. Customized motherboard fits space constraints & delivers powerful performance
4. Heat spreader (1 of 3) distributes the heat generated from internal components to create ideal temperature throughout
5. Frame & back cover provides an attractive casing that protects the X1 Fold & stands up to the rigors of life
6. Leather folio provides a stylish look & a functional design element, as it includes a stand for positioning the X1 Fold upright

Relentless innovation. Trusted quality. Purposeful design.

Blade 4

Heading: **Carry small. Use big.**

Copy: Whether you're a technology trendsetter, or someone whose busy schedule requires a highly mobile device that's always up and running, the ThinkPad X1 Fold delivers the experience you didn't know you were seeking.

It practically fits into your back pocket, and it's durable enough to endure rugged treatment on the road. But you'll probably want to keep it by your side as you're sure to turn heads.

Whether you're reading online, working on that big presentation, or even video-conferencing, it will transform throughout your day. With optional 5G you'll always be connected wherever there's a cellular tower—you can trust that your connection is super-secure with built-in encryption and ThinkShield protection.

Blade 5

Videos

The Future is Foldable

<https://www.youtube.com/watch?v=QARv3mp7ZDc&feature=youtu.be>

ThinkPad X1 Fold Story Main Tour

<https://youtu.be/Lg2mRNsBjec>

ThinkPad X1 Fold Story

<https://youtu.be/mJYfbZizIy4>

Blade 6

Heading: **Accessorize your ThinkPad X1 Fold**

Need to dash off an email or draft a project plan? Sketch a new design or present your big idea? Or maybe just zone to some chill music while you work—or play. We've got options to take your X1 Fold to the next level.

1. When you need to type, the Lenovo Fold Mini Keyboard is the perfect fit. It magnetically attaches to the X1 Fold, connecting via Bluetooth®. LED battery status displays on the side, and when you do need a more juice, simply fold the device around the keyboard to charge wirelessly.
2. Sketch or take notes with the Lenovo Mod Pen. It features precise pressure and tilt detection in a low latency stylus. Truly make it your own with customizable side barrel buttons using the Lenovo Pen App. Plus enjoy epic battery life—a 2-hour charge provides a month of usage. Chargeable via USB-C AC adapter.
3. Hear and be heard like never before. With the ThinkPad X1 ANC Headphones, you can lose yourself in rich, crystal-clear audio. Active noise-cancelling technology intelligently mirrors and mutes noise around you, so you can immerse yourself in sound whether on a call or listening to tunes.
4. A mouse. A remote control. A multitool. Say hello to your new partner for big presentations and own the room! With the ThinkPad X1 Presenter Mouse, you can connect to two devices at once. Use the virtual laser pointer to highlight or magnify content on shared screens.
