

ThinkPad X1 Fold Campaign page <https://www.lenovo.com/ck/en/globalref/grmasterb2cstore/thinkpad-x1-fold>

Browser title: ThinkPad X1 Fold | 16.3" foldable device with seamless OLED display

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 (16" Intel)

Persistent nav:

Dare to Think Big	Love the planet	Transforms with your day	Coming this fall Notify Me
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[Hero]

ThinkPad X1 Fold

Tagline: **Wait to see what unfolds next...**

[For launch, let's update background image but keep the "Teaser" video/copy to start.]

[Blade 1—currently "Introducing..."]

ThinkPad X1 Fold (16" Intel)
Where your boldest ideas take shape

One device. So many ways to use.

Fold it like a book for side-by-side pages. Lay it flat for a seamless 16.3" OLED display. Use the on-screen haptic keyboard to type, or snap into the ThinkPad keyboard for detailed work. Use the precision pen to take notes, sketch, sign documents. Then, when you're done, simply fold it to the 12" carry size and slip it in your bag or tuck it under your arm. This compact, lightweight device promises to reshape the way you experience a laptop.

[Blade 2—currently "It's one thing to dream it..." note more sections than original, so we'll need to re-think how best to parse the copy]

Dare to think big.

You talked. We listened.

And then we re-engineered. Redesigned. Improved the usability.

We built a bell-shaped hinge for a seamless, fold-flat design. We expanded the OLED display to a massive 16.3" panel that you can use horizontally or vertically—even with the detachable keyboard. This next-level X1 Fold has plenty of power too. To ensure full-sized CPU performance, we partnered with Intel®, building on the Intel® Evo™ design.

Now with the choice of Intel® vPro® with 12th Gen Intel® Core™ processors, the ThinkPad X1 Fold delivers super responsiveness and high performance where you need it most.

Performance is further enhanced by thermal engineering without fans—not only does this disperse the heat to keep the device running cooler, but it also prevents the possibility of dust and debris from entering the system.

Finally, we added full-sized productivity features to power through your day. Like a dual-battery design that yields all-day-plus battery life. Remarkable responsiveness with instant waking in less than a second. Notable amounts of memory and storage. Options for the speediest connectivity available. And smarter security.

We dared to think big so that you might too.

[Add processor here—note this is a blade lower than existing: 12th Gen Intel Core i7 with vPro®]

[Blade 3—keep copy / pillars but create new image. Possible to build copy? If yes, start with just "ThinkPad" logo and then have pillars fly in alongside each, so all on final screen.]

Relentless innovation. Trusted quality. Purposeful design.

[Blade 4—currently exploded image with callouts—can we possibly re-use functionality of blade 2 with new copy / images? IF we can change the headings, we could also include the next section as part of this too, rather than a separate blade. That way, shorter scroll and visitors can still access via up/down arrows.]

You love the planet. We do too.

The X1 Fold chassis boasts magnesium alloy, with a 100% recycled PET* Woven Performance Fabric cover. Internally, the speaker chamber—which houses top-of-the-line Dolby Atmos® certification—is made of 97% post-consumer content (PCC). Likewise, the battery enclosure includes 97% PCC as well, while the AC adapter relies on 90-95% PCC. Even the packaging is 100% rapid-renewable made from bamboo sugarcane fiber—and it's compostable.

* Polyethylene terephthalate

[Blade 5—currently Carry small...—possibly re-use functionality of blade 2 or better yet, include as part of Blade 4 but with its own new heading?]

Keep your business your business

The X1 Fold delivers seamless protection with our suite of ThinkShield Security Solutions from the moment you log in, whether it's with facial recognition using the infrared camera and Windows Hello or the secure fingerprint reader on the detachable keyboard. You can also choose the optional Computer Vision human-presence detection technology that both alerts you and blocks the display when someone looks over your shoulder. And firmware [TPM?] encrypts your critical data so your business stays secure.

[Blade 6—let's use the Carry small functionality with the persistent headline below—section blends messaging with accessories since no lifestyle images]

Transforms with you throughout your day

[Show specialty keyboard shots—w/ kickstand, portrait mode, landscape mode—multiple images if needed but moving images better]

When you need a powerhouse to tackle demanding workloads, the full-sized **ThinkPad Bluetooth TrackPoint Keyboard & Stand** snaps into the X1 Fold via magnets. Attach the giant 16.3 OLED display in either portrait or landscape mode, depending on the task at hand. This keyboard also boasts a kickstand to reliably support the display, as well as a fingerprint reader for biometric security. And, of course, for streamlined navigation, the renowned red TrackPoint and haptic TrackPad are included.

[Show pen—ideally 3 images: in use on screen, attached via portrait, attached via landscape]

Fine details are easily rendered with the **Lenovo Precision Pen** with 4K pressure sensitivity and tilt detection. Whether you're sketching, taking notes, or signing documents electronically, the epic battery life keeps pace with your tasks. It's rechargeable when magnetically attached, and conveniently, it attaches in two different places depending on how you're using the X1 Fold—whether in landscape or portrait mode.

[Show Hub -- https://www.lenovo.com/us/en/p/accessories-and-software/hubs/hubs_hubs/4x90v55523 if you can't find images on AEM]

With the **Lenovo USB-C 7-in-1 Hub**, you get travel-ready productivity. Easily connect and charge all of your USB-C devices. The compact one-stop travel dock fits unlimited productivity right inside your everyday bag.

[Blade 7—Videos: add placeholders for Product Tour Video and Innovation video, which will need to be added in late August]

[Final Blade—picked up from Z Series campaign]

X1 Fold (16" Intel) Key Tech Specs

Processor	Up to 12 th Gen Intel® Core™ i7 with vPro®
Operating System	Up to Windows 11 Pro
Graphics	Intel® Iris® X®

+ See more specs

Commented [DR1]: Do we message this as optional or no because bundled? Above, where we've been vague and not named, I think it's okay to just reference detachable.

PLUS, we need images.

Commented [DR2]: I think this is explicit about attach=in use and the product availability is still a bit down the road; on product page for launch, we can be explicit about not keeping pen attached when transporting.

Plus, we need images. Is this exclusive to X1F? Can you provide link?

Commented [DR3]: Please confirm that what's here are the key specs that are also highly unlikely to change (hence, no battery yet)?

Display	<ul style="list-style-type: none">• 16.3" folding OLED HDR QSXGA (2560 x 2024), 4:3 aspect ratio, 600 nits• 12" when folded
Memory	Up to 32GB LPDDR5
Storage	Up to 1TB PCIe Gen 4
Weight	Starting at 1.3kg / 2.86lbs
Dimensions (H x W x D)	Folded: 176.2mm x 276.2mm x 17.4mm / 6.9" x 10.87" x 0.68" Unfolded: 8.6mm x 276.2mm x 345.7mm / 0.34" x 10.87" x 13.61"