

PLEASE READ: IMPORTANT ADAPTATION INFORMATION FOR REGIONS

This datasheet is a WW version and several parts may not be relevant to some markets. It is the responsibility of the local teams to ensure it is thoroughly checked and updated with locally relevant content before it can be used in market. Some areas you need to check are listed below.

PLEASE REMEMBER TO REMOVE THIS PAGE BEFORE YOU RELEASE THE DATASHEET IN MARKET

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

- 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.
- 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_A7_50_Tablet.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: File – automatically takes the file name you have chosen

Title – Please use **Lenovo_A7_50_Tablet**

Author – Lenovo

Subject – Please use **-_The Lenovo® TAB A7-50 is your affordable on-the-go reading companion.**

It's an ultra-portable tablet you'll want to take with you everywhere

Keywords – **Tablet, Read, Browse, Socialize, Portable, quad-core, Processor, camera, Video, Responsive, e-book, Music, Movies, games, HD, Display, Speakers, Applications, Android, Jelly Bean, Software, Connectivity**

Under Additional metadata (if available in your Adobe Acrobat version), update as follows: Copyright Status: Choose 'Copyrighted'

Copyright Notice: Copyright (c) 2014 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 TAB A7-50

READ, BROWSE, SOCIALIZE.

AN ULTRA-PORTABLE TABLET YOU CAN TAKE ANYWHERE.

The Lenovo TAB A7-50 is your affordable on-the-go reading companion. It's an ultra-portable tablet you'll want to take with you everywhere. The 7-inch, wide-view HD display reveals sharper text and web pages. Powered by a quad-core processor and equipped with a 2MP front-facing camera, it's the perfect companion to read, surf, and stay connected with friends.



WHY BUY THE
A7-50 TABLET?



1 SHARP, BRIGHT SCREEN
The 7-inch, wide-view HD display ensures sharper text and brightest colours for reading, web browsing, or video chatting with the 2MP front-facing camera.

2 SMOOTH AND RESPONSIVE
Equipped with a powerful quad-core processor, the A7-50 is smooth and responsive to enhance your enjoyment.

WHO NEEDS THE
A7-50 TABLET?

1 Avid e-book readers and web surfers who want an ultra-portable tablet that goes anywhere.

2 Social butterflies who love video chatting and social networking.

3 Anyone who wants an ultra-portable tablet for movies, music, games, and more.

SPECIFICATIONS

DESIGN



Weight: 320g (0.70 lbs)

Operating System

Android v4.2 Jelly Bean
(Includes free upgrade to Android KitKat 4.4, detailed timing TBC)



Display

Size: 7" HD (1280 x 800) IPS
Type: Capacitive touchscreen
Multitouch



Color

Midnight blue



SIM

One regular SIM bay,
available on select models



Integrated Cameras

Rear
5 MP Fixed-focus
Front
2 MP Fixed-focus



Sensors

G-Sensor (Accelerometer)
Vibration
Includes Proximity Sensor on 3G models

PERFORMANCE

Processor

MTK 8382(3G)/8121(WiFi)
1.3GHz Quad Core

Sound

1x Speaker / 3.5mm Jack

Memory

RAM: 1GB, ROM: 16GB
Expandable up to 32GB

Battery

Type: 3450 mAh Li-Po, fixed
Standby Time: Up to two weeks
Usage Time: Up to 8 hrs



CONNECTIVITY

Connectivity/Radios

3G Network:
WCDMA 2100/900MHz

2G Network:
GSM/EDGE 900/1800/1900MHz

Speed: HSPA+ 21Mbps(DL) / 5.76Mbps(UL)

Data: GSM, GPRS, EDGE, WCDMA

WLAN: Wi-Fi 802.11 b/g/n, Wi-Fi hotspot

Bluetooth: Bluetooth® 4.0

Satellite, A-GPS



SOFTWARE

Applications Included

Social Networking: Skype™

Utilities/ Cloud/ Navigation/ Security: UC
Browser, Evernote, Route 66 Navi + Maps, Kingsoft
Office, AccuWeather, Norton Mobile Security, Txttr
ebooks, SHAREit



ACCESSORIES



Protective Folio Case



Portable Bluetooth
Speakers



Trans-Sleeve

What's in the box:

Tablet, Travel Power Adaptor, USB Cable, Warranty Card, User Guide

LOOKING FOR A BIGGER 8" TABLET
WITH WIDE COLOR OPTIONS?

Consider the Lenovo A8-50



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