

ContentCast™ - Inline Content Builder

Making your products come alive online.

- Build, edit, and syndicate Product Content from the comfort of your own computer
- See new and edited syndicated Product content on your partner pages in near real time (we would say instantly, but our advanced caching systems need some time to clear)
- Access reporting to help you identify which SKUs are hot and which are not
- Keep your brand police happy with consistent product and brand messaging

SYNDICATION OVERVIEW

CNET ContentCast™ syndicates manufacturer product content to online retailers around the globe. Retailer product pages that display rich, manufacturer content have been shown to increase conversions by 5 to 20%. Research also shows that 70 to 80% of consumers who buy offline in retail stores do online research beforehand.

Inline Content is your content displayed right on your partner's product detail page. Inline Content utilizes a flexible template to accommodate text, imagery, video, interactive demos, and pdf's to create a product page that represents your product and your brand.

Leading manufacturers and retailers around the world are utilizing ContentCast to enrich their customers' shopping experience.

HOW DOES IT WORK?

ContentCast utilizes the content assets that manufacturers already have. This content is packaged for web syndication and mapped to the product identifiers that partners use on their websites. The content is then delivered by a high availability web syndication system directly to your partners' product pages.

Lenovo ThinkPad® Tablet 2: The Tablet You've Been Waiting For.

Three of the world's leading technology companies collaborated to build the world's leading tablet experience. Featuring the best that Lenovo, Microsoft and Intel have to offer, the ThinkPad Tablet 2 redefines business, appealing IT manager and end user alike in one productive, mobile, reliable device.

DO LIST

- Extreme mobility, weighing only 1.3 lbs, just 0.34" thin and lasting more than 10 hours on a single charge
- Runs new visually rich and touch-optimized Windows® 8 Store apps, plus familiar multifunction Windows® desktop applications
- Runs Microsoft Word, PowerPoint, Excel & OneNote (must be purchased separately)
- Full Microsoft Office support including Outlook, Lync and SharePoint
- Full-sized USB port, Mini-HDMI port and Micro-SD card slot for expansion and data transfer
- Cloud-connected with Windows Live, Facebook, Twitter, LinkedIn and more
- Microsoft Live, iPhone/iOS, Android/Google Chrome, and Amazon compatibility
- Anytime, anywhere Connectivity WiFi, 3G, 4G LTE (US-only, with AT&T) and WiFi Direct
- Superior videoconferencing with HD display, stereo speakers, HD front and rear webcams and noise-cancelling microphones
- Lenovo Cloud storage
- Multi-user logins for private and secure device sharing with family and friends, or shared tablets in the workplace

Gallery

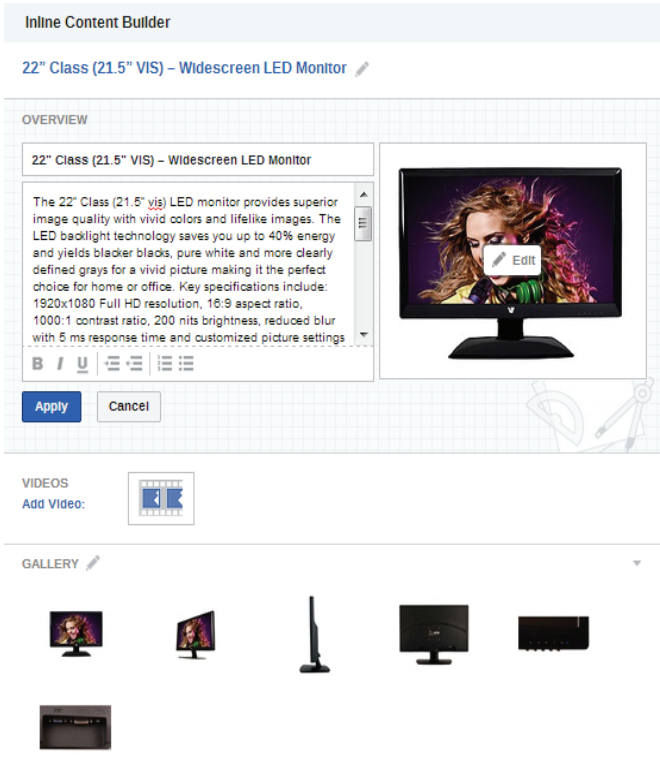
The Tablet You've Been Waiting For.

The 10.1" ThinkPad Tablet 2, powered by Windows® 8 and Intel® next generation CPU technology, defines an entirely new category of tablet and redefines expectations for business and personal computing on the go.

Extreme Mobility.

- The 10.1-inch ThinkPad Tablet 2 features an IPS (in-plane switching) display for nearly 180-degree viewing angles. Thin and light, it's less than 0.34" (10mm) thick, and weighs a scant 1.3 lbs (600gm).
- Perfect for on-the-go, ThinkPad Tablet 2 includes 10 hours of battery life, with an always-on smartphone-like experience.
- Near Field Communication (NFC)—simply tap to launch, send, receive, share, and set-up; tablet to tablet, tablet to PC, and tablet to TV
- Lenovo Cloud Storage protects your critical data, while also making access to information and file-sharing quick and convenient. Automatically back-up and synchronize data across the organization, while enabling access from multiple devices. Data is encrypted on transfer for an extra level of security.

Stop losing money. Start creating content.



ABOUT INLINE CONTENT BUILDER

CNET Content Solutions provides a Vendor Portal, allowing manufacturers to control the content that is syndicated to retail partners. From the Vendor Portal, manufacturers can build, edit, and manage their syndicated content. After Inline Content is built, content is syndicated to our comprehensive retailer network in near real time.

The Inline Content Builder within the Vendor Portal provides a WYSIWYG editor that enables you to enrich your product SKUs with content elements such as:

- image gallery
- videos
- visual key product features
- pdf documents

The Inline Content you build is then delivered to partner websites. With ContentCast's Inline Content Builder, you have the ability to create rich content for the product SKUs you want syndicated to our extensive retailer network. Detailed reporting within the Vendor Portal shows which retailers are requesting your product content, and which products are receiving the most traffic. Ensure brand consistency and improve conversion rates of your products with rich content.

Shouldn't your retailer pages look as good as your product?.

CNET Content Solutions is the world's leading independent source of product information.

With detailed content in 3 markets on over million technology products in languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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