

## FAREFORE CO.

THE DIGITAL DESIGN FIRM USES LENOVO THINKCENTRE® M90z ALL-IN-ONE PC TO ACHIEVE THE NEXT LEVEL OF PRODUCTIVITY.



### CUSTOMER PROFILE

Farefore Co. is a cutting edge digital design firm that delivers interactive applications and information visualizations for some of the largest Fortune 500 firms. Farefore's portfolio includes generative visual art, Flash videos, brand logos, interactive games and website interfaces. The company uniquely integrates deep cultural insights with end user research to create customized interactive design solutions that resonate with Chinese consumers. The founder and CEO, Wang Hailei, has over ten years of software development experience and is a former interaction designer at Microsoft China.

### BUSINESS SITUATION

Farefore uniquely combines designers, artists, and technologists to produce commercial digital visualizations that balance beauty with functionality. Working on several, hardware intensive design applications requires the latest Windows based PCs with powerful processing to handle demanding design applications and render multiple visualizations at the same time.

**BUILT FOR BUSINESS, ALL-IN-ONE PC SUPPORTS DIGITAL DESIGN FIRM'S INNOVATIVE VISUALIZATIONS.**

"At Farefore I do a lot of commercial visualizations for clients, I need a PC that can support multiple tasks well that I can code at the same time and see the results of the graphics almost instantly."

- Mr. Wang Hailei  
 Founder and CEO

" As a user interaction designer I value the intelligent engineering and design of the ThinkCentre M90z and I care about the design of the machines I use. The ThinkCentre looks quite strong and fits my style. "

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Mr. Wang Hailei,  
Founder and CEO, Farefore Co.



## INTRODUCTION

Global software, automotive and financial companies have engaged the Farefore team to design product visualizations and visually engaging websites with cultural characteristics. This case demonstrates how the Lenovo ThinkCentre® M90z enhances digital design productivity with its blend of features and performance.

## SITUATION

Farefore uniquely combines designers, artists, and technologists to produce commercial digital visualizations that balance beauty with functionality. Working on several, hardware intensive design applications requires the latest Windows® based PCs with powerful processing to handle demanding design applications and render multiple visualizations at the same time. Multitouch functionality was required to zoom in and out, scroll faster and interact with the visualization applications. In addition, the look and feel of the PC needed to fit well with the design aesthetics of the creative work place.

## CHALLENGES

- No reasonably priced AIO built specifically for business use
- No AIO equipped with powerful Intel® Core™ vPro™ Processor family to perform multiple applications
- No Windows® 7 touch enabled software for interacting with visualizations
- No Intel® Turbo Boost Technology to speed up processor performance during complex visualization rendering
- No Intel® Hyper-Threading Technology for stable performance while working on multiple tasks at the same time
- No Dual-Independent-Display function to project notebook files onto a larger desktop PC monitor
- No built-in energy saving features
- No Intel® vPro Technology for remote service support capability
- No Globally available Service and Support
- No user expandable storage or memory with modular design for expanding capacity when business demands grow

## SOLUTION

By answering each of these challenges, the new ThinkCentre M90z all-in-one multi-touch PC allowed Farefore to substantially increase its creative output. The powerful Intel® Core™ vPro™ Processor family delivered excellent rendering performance quality even when running two large visualization applications such as Adobe® Flash® and Illustrator® at the same time. Farefore design programmers create intuitive interface solutions customized to individual customers, which require precise attention to detail. A standard PC LCD screen cannot perform the job as effectively as the large HD touch screen display of the Lenovo ThinkCentre M90z. With the flick of fingers, programmers can quickly zoom in to see the finest visual details of their work. Any fingerprints on the glass screen are easily wiped clean with a lightly dampened cloth. And the auto dimming screen adapts to the light in the room to better protect programmer's eyes from prolonged strain.

The firm's designers often move between meetings which requires portable notebook PCs like the ThinkPad® T410s. Using the Dual-independent-Display feature, Farefore designers can instantly project their ThinkPad screen onto the larger 23" screen of the ThinkCentre M90z using a standard VGA cable and the push of a button. Designers cannot afford poor visualization playback when showcasing work to clients and colleagues. The Intel® Hyper Threading Technology consistently runs multiple programs at the same time without slowing down the responsiveness of the PC. Also the Intel® Core™ vPro™ Processor family includes Intel® Turbo Boost Technology to automatically increase processor speeds when programmers run graphic and memory intensive programs.

## BUSINESS RESULTS

Hailei says "At Farefore I do a lot of commercial visualizations for clients, I need a PC that can support multiple tasks well that I can code at the same time and see the results of the graphics almost instantly". Like poets, Farefore engineers passionately design the most elegant codes for the job. Software programmers strive to build user behavior into their designs. The ThinkCentre M90z has one of the easiest and most intuitive modular design layouts which allows any team member to add more memory or hard drive storage in line with the project or business needs. The ThinkCentre® M90z is backed up by Lenovo's top rated customer support and service so team members are assured that any issues will be handled swiftly and efficiently.

"I believe that the Lenovo ThinkCentre M90z delivers more possibilities than a traditional desktop computer."

- Mr. Wang Hailei  
Founder and CEO



The Lenovo ThinkCentre® M90z All-in-One PC powered by all-new 2010 Intel® Core™ vPro™ Processor family with Turbo Boost Technology



"As a user interaction designer I value the intelligent engineering and design of the ThinkCentre M90z". Hailei elaborates, "I'm a designer and I care about the design of the machines I use. The ThinkCentre looks quite strong and fits my style." The sleek M90z is an all-in-one PC design that is built for business performance and reliability. The bold black color, subtle red highlights, and strong stainless steel instantly reflect the ThinkPad heritage – the weapon of choice for CEOs. "The Intel Core i Processor really performs when producing complex graphical visualizations, just like it does on my ThinkPad T410s. The peace of mind offered by the superbly engineered ThinkCentre M90z allows me to focus on my projects like Emerging Visions – complex computer generated visualizations which integrate history, literary philosophy, and local culture into artistic commercial designs that resonate with target audiences."

### LOOKING AHEAD

As the China market continues to grow to new heights, local digital design firms are becoming critical to multinational brands. Keeping pace with expanding business demands, the company's development work has been streamlined and productivity enhanced with the M90z's superior, consistent performance and configuration that enables design multi-tasking. Forefore is confident of delivering to ever increasing customer expectations using the multi-touch M90z. Hailei affirms, "I believe that the ThinkCentre M90z delivers more possibilities than a traditional desktop computer."

### ABOUT LENOVO

Lenovo (HKSE: 992) (ADR: LNVGY) is dedicated to building exceptionally engineered personal computers. Lenovo's business model is built on innovation, operational efficiency and customer satisfaction as well as a focus on investment in emerging markets. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the company develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services worldwide. Lenovo has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina.

### CONTACT US

For more information on Lenovo, visit [www.lenovo.com](http://www.lenovo.com)

### VIDEO TESTIMONIAL

See the video testimonial here:

<http://www.youtube.com/watch?v=p6nD43Wjmug>

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