

# A DAY IN THE DIGITAL LIFE



**61%** of K-12 students report regularly using laptops for school work, while 53% use tablets or hybrid devices.<sup>1</sup> With over 50 million students in the U.S., and the average learner going digital over 10 ½ hours a day,<sup>2</sup> it adds up to more than half a billion hours of yearly use at school, home, and everywhere in between.

## SO WHAT'S THE KEY TO BUILDING A LAPTOP THAT'S READY FOR 24/7 COMPUTING? DURABILITY



### UPTIME VS. THE ALARM CLOCK

Growing teens see a shift in their sleep patterns, falling asleep at 9 becomes falling asleep at 11. At the same time, classes, especially in high school, start earlier. Logging off close to midnight means long days for students and their devices.

### School Start Times<sup>3</sup>

Before 7:30	9%
7:30 - 7:59	33%
8:00 - 8:29	43%
8:30 - 8:59	11%
9:00 or later	4%



### PESKY GRAVITY

Young learners can be a little too daring, over 55% of their device accidents are due to drops.<sup>6</sup>



### LONG COMMUTES

Nearly 500,000 school buses carry 25 million children every year,<sup>4</sup> more than half of the K-12 population. Students are using devices here too; that's why almost 25% of administrators want to provide Wi-Fi on board.<sup>5</sup>



### FORGETFUL USERS

Laptops can be vulnerable to damage even while closed. Packing the laptop too tight or closing it with an object on the keyboard can permanently damage the display and internal components.



### PUSHY PEOPLE

Laptop hinges go the distance on campus. Two opens and closes per class, eight or nine periods a day, all add up to over 3,000 workouts a year, extracurricular activities aside.



### DUST DANGER

Off-campus adventures and diverse school environments mean accumulated dust. This can raise the internal temperature of your computer dramatically, resulting in complete system failure.



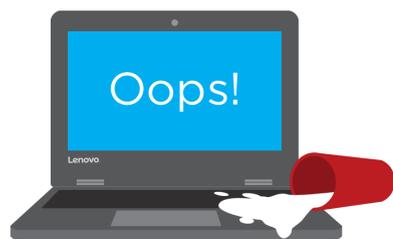
### THERMAL CHAOS

Laptops left in cars are in for a long ride. 80° F outside can quickly mean 123° F inside,<sup>7</sup> hot enough to damage critical components. Cold is equally risky, exposure to freezing temperatures can crack displays and weaken battery life.



### LOSS OR THEFT

More devices in more places means more risk of loss or theft. One laptop is stolen every 53 seconds; 97% are never recovered.<sup>8</sup>



### EXPENSIVE MESSSES

Spills are a frequent and expensive oops. Almost one out of five accidents are due to spills,<sup>9</sup> with an average repair cost of \$600.<sup>10</sup>

#### Kids cause havoc with drinks and sweets:<sup>11</sup>

Milk	50%
Chocolate	18%
Candy	17%
Yogurt	15%

#### While adults favor grown-up beverages:<sup>12</sup>

Coffee	40%
Water	20%
Soda	12%
Wine	10%



### ENDING BIG

Even away from school, homework demands keep kids busy. Three hours a week by the average K-5 learner can quickly turn into nearly 20 for grades 9-12.<sup>13</sup> It all adds up to nonstop learning that demands devices that are just as relentless.

## EDUCATION-BUILT DURABILITY STARTS HERE

Lenovo™ designs for reliability first, creating education-built devices that meet eight military specifications for performance in hazardous conditions like liquid spills, extreme heat, dust, and vibration — and that's just the start.

### EDUCATION-BUILT RELIABILITY, WINDOWS PRODUCTIVITY



ThinkPad® 11e Series

Lenovo 300e

Available with optional Active Pen

### LENOVO DURABILITY

- Windows security and manageability, including AppLocker® and BitLocker®
- Durable construction and materials, featuring rubber bumpers, reinforced corners, hinges, and ports
- Scratch-resistant displays
- Spill-resistant keyboards with anchored keys that make removal difficult
- Active Protection System keeps drives safe during drops
- Firmware-embedded Absolute® Data & Device Security for fast device recovery

### LET LENOVO EMPOWER YOUR DIGITAL DISTRICT

Lenovo believes that richer everyday learning experiences are critical to encouraging the exploration and achievement required for long-term success in and out of school. Our devices are designed, built, and tested specifically for modern education environments. Featuring the safety and security of Windows 10, students and teachers can create and collaborate with confidence that devices are protected and data is secure.

For more information on rugged and reliable education-built products featuring Windows 10, visit [www.lenovo.com/education](http://www.lenovo.com/education) or contact [eduteam@lenovo.com](mailto:eduteam@lenovo.com) for more details.



<sup>1</sup> <http://www.pearsoned.com/wp-content/uploads/2015-Pearson-Student-Mobile-Device-Survey-Grades-4-12.pdf>  
<sup>2</sup> <https://kaiserfamilyfoundation.files.wordpress.com/2013/04/8010.pdf>  
<sup>3</sup> [https://nces.ed.gov/survey/sass/tables/sass1112\\_2013sl\\_sln.asp](https://nces.ed.gov/survey/sass/tables/sass1112_2013sl_sln.asp)  
<sup>4</sup> <http://www.americanschoolbuscouncil.org/issues/environmental-benefits>  
<sup>5</sup> <http://www.tomorrow.org/speakup/pdfs/speak-up-2015-homework-gap.pdf>  
<sup>6</sup> <https://www.squaretrade.com/press/squaretrade-2015-kids-and-device-accidents-study>

<sup>7</sup> <http://noheatstroke.org/>  
<sup>8</sup> <http://www.govtech.com/magazines/gt/Portable-Protection.html>  
<sup>9</sup> <http://www.sewelltech.com/top-10-liquid-spills-kill-laptop-computers/>  
<sup>10</sup> <https://www.squaretrade.com/press/half-of-american-parents-say-kids-have-damaged-a-mobile-phone-laptop-or-tablet>  
<sup>11</sup> <http://www.phoenix.edu/news/releases/2014/02/survey-reveals-how-much-homework-k-12-students-are-assigned-why-teachers-deem-it-beneficial.html>