## lenovo联想

## Technology sets you free

For Legend, 2002 was a year of technological innovation. The Group is committed to applying the latest technology to deliver the very best products and services. By totally satisfying our customers' needs, we will make better life and work styles, and create a freer, richer and more efficient environment. These achievements are well embedded in Legend's new logo **lenovo**联想.

"lenovo" meant to communicate a key facet of Legend's profile. The initial "le" presents the connection with "Legend", while "novo" is a Latin word meaning "innovation and novelty". The combination has created a word capturing the sense of Legend as a highly progressive and innovative company. The new logo also represents Legend's four superb attributes, including "Trustworthy", "Innovative and Energetic", "Superior Professional Services" and "Easy".

## 科技創造自由

2002年是聯想技術創新的一年,集團致力於運用先進的現代科技為客戶 提供最稱心的產品及服務,全面滿足客戶需要,使他們的生活及工作更 加簡便、高效,創造一個更自由、豐富多彩的生活空間及更廣闊的商務 領域,全面配合新標識 **lenovo** 联想 的寓意。

「lenovo」是由聯想創造的一個單字,「le」代表現有的「Legend」,而「novo」是一個拉丁詞根,代表「新意、創新」,名稱的寓意為「創新的聯想」。新標識包含四個頂尖特性,分別為「誠信」,「創新有活力」,「優質專業服務」及「容易」。

Trustworthy 誠信 Innovative and Energetic 創新有活力

Superior Professional Services 優質專業服務

Easy 容易

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