

acer

PRODUCT SUMMARY

Acer TravelMate P4

Marketing Name

Acer TravelMate P4

Model Name

TMP414-51, TMP414-51G

Project Name

OBOE_TL

FCS

2020/09/22

Type

Focus

Project Team

YM Yen, Product Marketing

Liliane Lin, Graphic Design

Harry Huang, Animator

Chris Grosardt, Copywriting
















Acer TravelMate P4

1. Product Lineup
2. Key Visual & Statement
3. Target Audience
4. Top 3 Selling Points
5. Additional Selling Points
6. Feature Summary
7. I/O & Color, Material, Finish
8. Image Gallery
9. Key Differentiator



eCommerce Hero Shot

	11.6"	14"	15.6"
TravelMate P (Business Professional)		TMP614-51 	
		 TMP414-51, TMP414-51G	 TMP414RN-51
		TMP214-52/TMP214-52G TMP249 	TMP215-52/TMP215-52G TMP259 
TravelMate X (Portability & Style)		TMX514-51 	
		TMX314-51 	
TravelMate B (Education)	 B3 (TMB311-31)	 Spin B3 (TMB311R-31, TMB311RN-31)	
	 TMB118-M	 TMB118-R(N)	



Acer TravelMate P4

Boasting an up to the latest 11th Gen Intel® Core™ i7 processor¹, get mobility and performance within this highly compact, ultra-light 14” business-grade laptop. Coming with a semi-metal, versatile design, the TravelMate P4 provides built-to-last durability, security, connectivity, and a highly refined user experience.

¹ - Specifications may vary depending on model and/or region.







Target Audiences

- Enterprise
- SMB
- Government
- Telecommuting/Teleworking workers



1. Powerful Performance

Power through the work day with **up to the latest 11th Gen Intel® Core™ i7 processor¹** along with remarkable graphical performance from the **NVIDIA® MX350**. Speed your system up further with **up to 32GB DDR4 SODIMM, 4 lane PCIe SSD, and up to 1TB M.2 SSD storage.**

1. Specifications may vary depending on model and/or region.



2. All-Day Reliability

With an up to 15-hour battery life², this rugged laptop is engineered to withstand drops, falls, and water. The shock absorbent has been independently certified to meet **MIL-STD 810G** impact resistance.

2. Battery life varies depending on product configuration, power settings and usage, among other factors. Please visit

www.acer.com



3. Stylishly Portable Design

Featuring a **14" FHD IPS display and 180° hinge** allowing it to lay completely flat, this slim laptop weighs just **1.3kg** and measures **17.99mm** thin—designed specifically for mobile professionals who want to maintain a stylish and modern look.



4. Stylishly Portable Design

Stay connected at even greater speeds. With **optional LTE support** (eSIM & DSSA), **Bluetooth 5.0**, and a **2x2 Wi-Fi 6 (802.11ax)** wireless connection, this device also hosts a wide variety of ports including **RJ45**, a **smart card reader**, multiple **USB Type-C**, and the latest **Thunderbolt™ 4** to name a few.



5. Strong on Security






















Strong security is serious business, and this model comes with the best. The hardware-level **Trusted Platform Module (TPM) 2.0** is a powerful anti-tampering chip that checks for signs of intrusion during system boot up. For further security, this model includes **fingerprint login**, **Windows Hello**, and a **webcam cover** to protect your privacy.



6. Refined User Experience

With **the Corning® Gorilla® Glass® touchpad**, get improved precision and feeling while also offering improved durability over more common plastic varieties.



Design		Aluminum / Mg-Al Chassis	Security		IR Camera for Facial Login with Windows Hello
		Weight Starts at 1.3kg, 18mm Thick			Touch Fingerprint Reader with Windows Hello
		Up to 15 hours battery life			Discrete Trusted Platform Module
		U.S MIL-STD 810G Tested		Productivity	
	11 th Gen Intel® Core® i7/i5/i3 Processor		Precision Touchpad Corning® Gorilla® Glass NBT™		
	Intel® UHD Graphics 620 (default) NVIDIA® GeForce® MX350 (optional)		180 Degrees Lay-flat Design		
	Up to 1TB NVMe PCIe Gen3 x 4 Lane SSD	Connectivity			eSIM-enabled 4G LTE and NFC
	Dual Channel up to 32 GB of DDR4 System			USB 3.2 Gen 2 Type-C™ Thunderbolt™ 4 USB Charging, Data and Display	
	14" Full HD Display			MU-MIMO 2x2 Wi-Fi 6* Technology + Bluetooth® 5.1	
Display			IPS Wide Angle View up to 170 Degrees	Specifications may vary depending on model and region.	
		Multi-touch Panel (optional)			
		Narrow Bezel			



	A Cover (Top)	B Cover (Screen)	C Cover (Keyboard)	D Cover (Bottom)
Color	Slate Blue	Slate Blue	Slate Blue	Slate Blue
Material	Aluminum	Plastic	Magnesium/Aluminum	Plastic
Finish	Painted/polished	Painted/polished	Painted/polished	Painted/polished





Built Tough, Built to Last

The durable TravelMate P4 is designed to handle real-life situations such as bumping through an airport security check or being dropped as you go about your business. It's built to comply with MIL-STD 810G, 810F, a set of U.S. military grade tests that check the durability of a wide range of products.

The standards follow stringent procedures. For example, the drop test involves 26 drops from a height of approximately 122cm on various parts of the frame, landing on two inches of plywood placed on concrete. Other tests check the laptop's resistance to rain, humidity and extreme temperatures. With this level of testing, you can be sure the TravelMate P4 will survive whatever the day throws at it, and pass through a number of different users in its lifetime.



MIL-STD 810G
Compliant



49° C

High temperature



-32° C

Low temperature



342.5 ml/m²/min

Rain



59% ~ 88% RH

Humidity



7.7 gs per axis

Vibration



122 cm

Mechanical shock

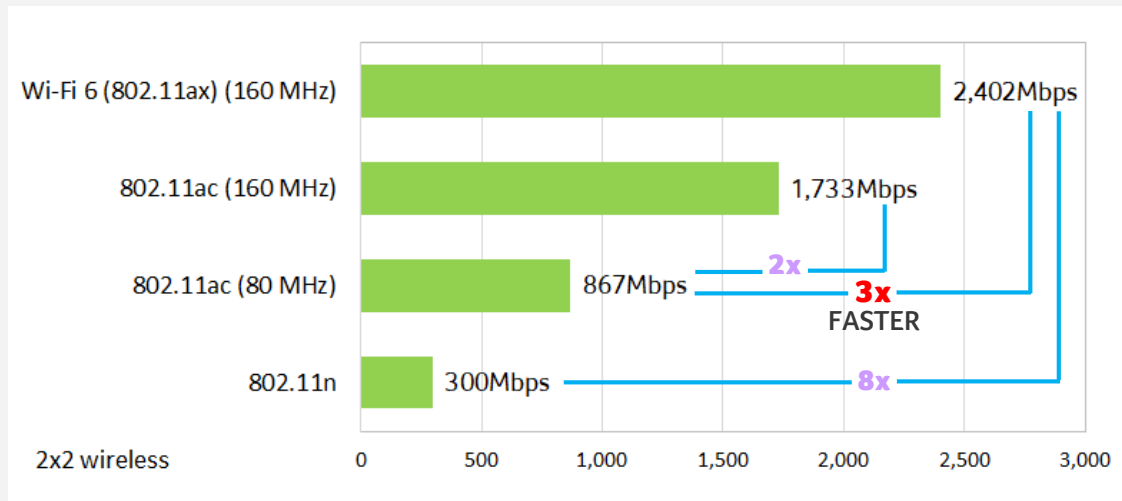


0.367 g/hr

Sand

Smother Wireless Experience

Wi-Fi 6 (802.11ax) is designed to give you a smoother and more enjoyable wireless experience in your hyper-connected home. Wi-Fi 6 improves network average throughput by up to 3 times¹ and up to 75% reduction² in latency as compared to Wi-Fi 5 (802.11ac). Wi-Fi 6 (802.11ax) supports all current Wi-Fi devices and is backwards compatible with Wi-Fi 5 and earlier generation Wi-Fi devices.



¹ 802.11ax 2x2 160MHz enables 2,402Mbps maximum theoretical data rate, ~3X faster than standard 802.11ac 2x2 80MHz (867Mbps) and nearly 6x faster than baseline 1x1ac (433Mbps) Wi-Fi as documented in IEEE 802.11 wireless standard specifications, and require the use of similarly configured 802.11ax wireless network routers.

² "Up to 75% lower latency" is based on Intel simulation data of 802.11ax with and without OFDMA using 9 clients. Average latency without OFDMA is 36ms, with OFDMA average latency is reduced to 7.6ms. Latency improvement requires that the AP and all clients support OFDMA.

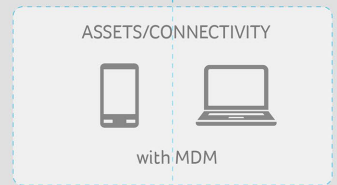
eSIM Connection Solutions

Individuals and companies both benefit from the TravelMate P4's eSIM-enabled 4G LTE connectivity. Business travelers can enjoy immediate connectivity to local networks and quickly set up new data plans without having to swap out SIM cards or visit stores.

eSIMs allow companies to better manage LTE-enabled devices. IT admins can provision eSIMs by leveraging existing MDM deployment to assign, enable and delete eSIM profiles, while getting end-to-end Microsoft solutions encompassing Windows 10 and Intune, as well as third-party MDM providers. They also have the flexibility to conveniently change carriers and take advantage of the best deals. What's more, companies can bulk purchase eSIM subscriptions from mobile operators and automatically provision connectivity via MDM.



ENTERPRISE
IT ADMIN



Protect Your Privacy

Fingerprint reader

It's important to protect what's on your laptop, whether it's personal information or company data. Set your mind at ease with two secure login methods. The power button of the TravelMate P4 has an integrated fingerprint reader to give you access via Windows Hello.



Protect Your Privacy

IR camera

The IR camera provides you with another option. It uses biometric facial recognition software to instantly log you in. Both methods save you having to remember and enter your password.

What's more, you can safeguard your privacy by closing the camera shutter when the webcam is not in use.



Intel® Thunderbolt™ 4

The new TravelMate P4 includes Intel® Thunderbolt™ 4 - the technology that brings lightning-fast data transfer up to 40Gbs to USB Type-C. Connect a cable from your USB 3.2 Gen 2 Type-C port to a Thunderbolt 4-enabled device and get four times the data and twice the video bandwidth of any other port type, while also supplying power and support for up to 8K displays. So you get Thunderbolt, USB 3.2 Gen 2 data transfer, and DisplayPort all rolled into one.



Acer USB Type-C™ Dock II and III

The Acer USB Type-C Dock II and III are comprehensive utility docking solutions that let you easily expand your workspace via one single cable through a robust USB Type-C port. Experience all your productivity needs including 4K UHD video, data, wired network all while delivering stable, reliable, continuous power to your laptop.

Available ports on the docking include: USB 3.2 Type A and Type C, display port, HDMI, audio in/out options and support for up to three 4K displays.

Advanced Network Features

- Preboot eXecution
- MAC address Pass Through
- Wake on LAN from Dock

All Your Expansion Needs Are One Cable Away

Simply connect to your notebook or tablets with one USB-C cable and get immediate connectivity to a wired network, multiple displays and all of your devices.

USB Power Delivery

Full function USB Type-C cable supports up to 60W to power your laptop and all your connecting peripherals.



Triple Display Support

Support three monitors of up to 4K resolution via 2 x HDMI and 1 x DisplayPort Video port.



Benefits of Commercial BIOS

- **Customizable startup logo**

This feature is the most requested feature for commercial tenders. Corporations and governments want to customize laptops and have their logos show up in boot up process.

- **Lock and rollback BIOS version**

IT Admins can configure the device using Lock BIOS, to avoid users updating the BIOS. The possibility of rolling back to a previous BIOS version is also supported.

- **Multi language support**

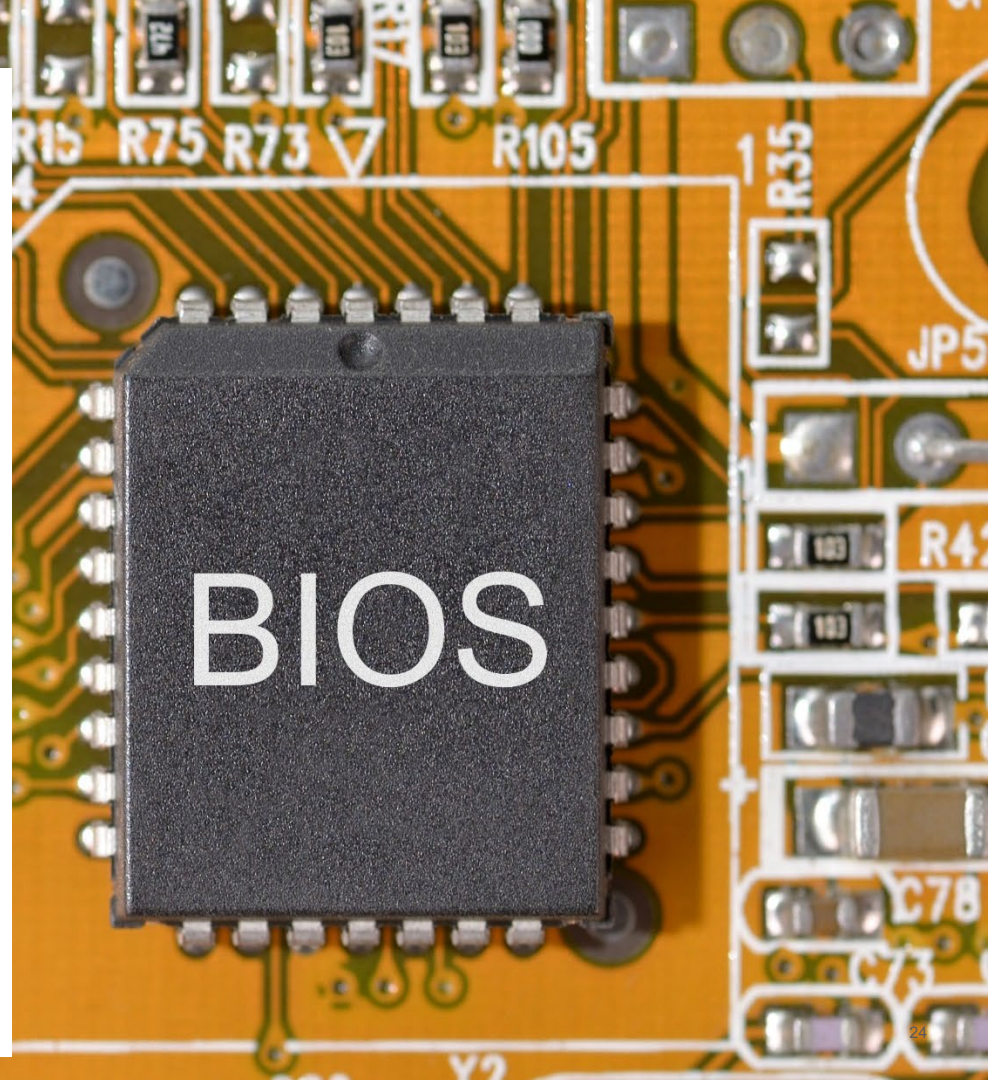
This feature enhances the usability, and it currently supports four languages, i.e. English, German, Spanish and Traditional Chinese.

- **Update BIOS on non-Windows platform**

On Windows platform, BIOS can be updated with executable update file download from Acer.com. For non-Windows platform such as Linux, Acer provides this new feature that allows users to update BIOS from within BIOS.

- **CHIPSEC validation to enhance security**

Tools provided by the open source CHIPSEC project can be used to generate and verify hashes of these modules, so users can detect unauthorized changes. With new Commercial BIOS, TravelMate P series can be subjected to CHIPSEC validation to ensure system security.



Key Differentiator

EPEAT SILVER

The Electronic Product Environmental Assessment Tool (EPEAT) is a method for purchasers (governments, institutions, consumers, etc.) to evaluate the effect of a product on the environment. It assesses various lifecycle environmental aspects of a device and ranks products as Gold, Silver or Bronze based on a set of environmental performance criteria.

The EPEAT system was developed to recognize three levels of environmental performance: EPEAT Bronze, Silver and Gold. This multi-tier rating recognizes the leading products and also provides Manufacturers with increased recognition and incentive for achieving higher levels of performance.

The product rating (B/S/G) is determined as follows:

- EPEAT Bronze rated products meet all the Required criteria
- EPEAT Silver rated products meet all the Required criteria and 50% of the Optional criteria
- EPEAT Gold rated products meet all the Required criteria plus 75% of the Optional criteria



THE BEST IS YET TO COME