

HOW CAN ARTERY HELP HOME ENTERTAINMENT USERS

Lenovo Display Control Center – Artery

Lenovo

WHY INSTALL ARTERY?

- More than **80%** of households have at least one streaming subscription ¹
- Average screen time has increased to as much as **13 hours** per day ²
- Home Entertainment segment revenue expected to grow to projected market volume of \$15,566m by 2025 ³

¹Deloitte
²Nielsen/Eyesafe
³statista

CUSTOMER PAIN POINTS:

- Difficulty making quick adjustments to settings
 - Limited connectivity to devices
- No options to tailor or customize your display for different uses
 - Clunky physical buttons make adjusting settings a hassle
 - Low quality visuals or colours lessens entertainment value

WHAT THEY NEED:

- Easy, simple-to-use interface
- Pain-less way to connect with and manage devices
 - Store personalized settings for easy access
 - Quick adjustments made with mouse
 - Tools to fine-tune display and colour settings



ARTERY IS DESIGNED TO BE SIMPLE TO UNDERSTAND, AND EASY TO USE NO MATTER WHAT THE SCENARIO.

- Artery simplifies the user experience, with Basic to Advanced Settings found on the home page
 - Artery prioritizes frequently used functions on home page as hot features for **quick access**
- Artery includes a **user-friendly** manual on the home page



ARTERY OFFERS THE TOOLS TO CUSTOMIZE YOUR DISPLAY BASED ON PERSONAL PREFERENCES.

- Artery allows users to adjust **display** and **colour settings**, from multi-colour gamut, temperature, RGB gain, brightness, contrast, saturation, and more – all with just a click of the mouse
 - Artery users can save their settings, then apply, import, or export **User Profiles**
 - Artery provides **Scenario Mode** for different uses, from digital cinema to low blue light mode
 - Artery offers quick access to **shortcut keys** so users can quickly access settings without interrupting entertainment or content viewing
- Artery lets users **easily adjust** resolution, refresh rate, and response time to avoid screen tearing and ensure smooth visuals



ARTERY IS A SMARTER TECHNOLOGY TO ENHANCE CONNECTIVITY AND THE USER EXPERIENCE.

- Artery allows users to connect to and manage devices, from mic input, sound output, volume control, or video source – with **just a click of the mouse**
- Artery includes **Smart Power** function to help manage and **optimize device charging**, while **Energy Saving Mode** can help **lower costs** of running your display
 - Artery's **Sound Redirect** functions ensures that audio goes to the right device