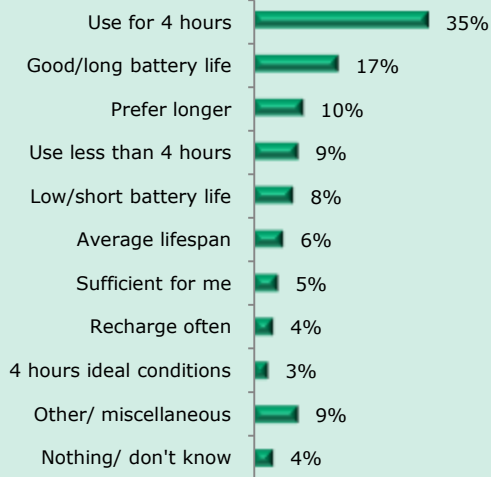


# Synovate Battery Life Research Highlights

## The Reality...

### 3. When you see or are told that battery life for a notebook PC is 4 hours, what does that mean to you?

(Open-end) Base: Total N=305 (unweighted)



*"I should be able to do whatever I want on that notebook for 4 hours without having to be tethered with a power cord."*

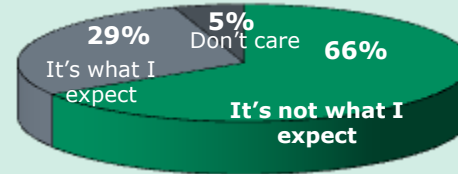
*"The system will have enough power for 4 full hours of normal operation at standard power settings."*

**Many consumers assume a literal interpretation of information presented. Only 3 percent assumed it represented ideal conditions.**

## The Reaction...

### 5. If you learned that battery life refers to the length of time the battery lasts while the PC is resting, what would be your reaction?

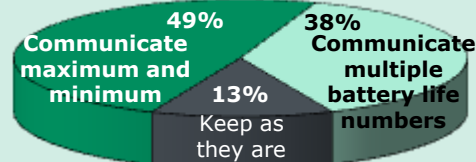
Base: Total N=305 (unweighted)



**Two-thirds of consumers were surprised that measurements were based on resting systems.**

### 7. If the standards for communicating battery life expectancy for a notebook PC were to be changed, which of the following options do you prefer?

Base: Total N=305 (unweighted)

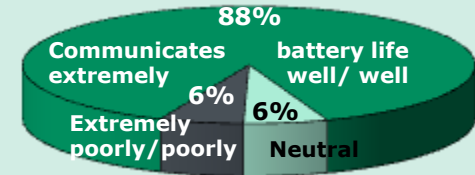


**86 percent want standards changed.**

## The Reform...

### 7a. Overall, how would you rate this image in terms of its communicating battery life expectancy?

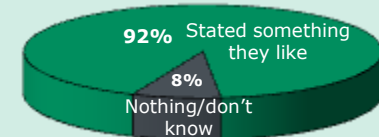
Base: Total N=305 (unweighted)



**Nearly nine in ten find the proposed battery life reporting standard conveys information well**

### 8. What do you like about this image?

Base: Total N=305 (unweighted)



*"Clear, concise, very simple yet effective. Perfect!"*

*"This is easy to decipher. I also like the fact that the bigger, bolder number is the one that pertains to most people. If you are working on the road, you are keeping your laptop in active mode. I really wish this would be used for laptops."*

**Nearly all found something they like about the proposed battery life standard.**

**Methodology:** Synovate's eNation (online) omnibus. See back for more information.

**Data Collection:** Friday, June 26 through Monday, June 29, 2009.

**Sample:** Synovate's ePanel, US only.

