

# WHITE PAPER

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Prepared By

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## The Armada 1100 Family Announcement

*Compaq introduces the Armada 1100 Family, a solution that offers the power of Intel Pentium processors at an affordable price. In addition to performance and value, the product is designed and manufactured with quality and reliability.*

### KEY COMMUNICATION MESSAGES

The Armada 1100 Family offers outstanding value. It is an exciting part of Compaq's new family of notebooks. These products are designed with customer focus, incorporate useful and innovative technologies, and are backed by the quality and service associated with Compaq.

### TARGET MARKET

Users requiring Pentium performance in an affordable notebook. They include individuals, small and medium sized businesses, and some large corporations. These customers require notebooks offering the power to run popular business applications, but do not require the multi-media functionality Compaq provides with the Armada 4100 or the LTE 5000.

### PRODUCT OVERVIEW

#### The Armada 1100 features:

- Intel P75 or P100 processors
- 810MB hard drives
- 10.4" Color STN or TFT panels

#### All models offer:

- 8MB RAM
- 32 Bit PCI Local Bus Graphics
- Full sized keyboards
- 19mm optical trackball
- Two Type II PCMCIA slots
- 8.9"x11.9"x2.25"/6.1" lb. (2.75 kg) form factor
- Convenient detachable handle for easy carrying
- Easy to read Status Panel
- Industry standard NiMH battery that provides 2 to 3 hours of use
- Microsoft Windows 95 and a variety of third party software packages

**COMPAQ**

Three models comprise the Armada 1100 Family:

	<b>Armada 1120 Model P100/810</b>	<b>Armada 1120T Model P100/810</b>
<b>Processor</b>	Pentium 100 MHz	Pentium 100 MHz
<b>Display Panel</b>	10.4" VGA CSTN	10.4" VGA CTFT
<b>Hard Drive</b>	810 MB	810 MB
<b>RAM</b>	8 MB	8 MB
<b>Battery Estimated runtimes</b>	NiMH Up to 3 hours	NiMH Up to 3 hours

## QUESTIONS AND ANSWERS

### Product:

**1. How does this product compare with Compaq's existing Contura 420/430 models?**

The size, weight and look of the machine are almost identical. Key variances include:

- Pentium 75/100 MHz processors
- Larger hard drives
- No docking base option
- 1 year warranty vs. 3 year warranty for Contura 420/430
- Windows 95 pre-installed only (Contura included Win 3.1 and Win 95)

See Backup section for a detailed product comparison chart.

**2. Why doesn't the product offer CD, audio and other "multi-media" features?**

The Armada 1100 offers a mainstream feature set in order to provide a compelling price-performance equation for the target market. It is meant to give customers all they need to run standard business applications such as word processing, spreadsheets, presentations, mail, etc.....

For customers that desire multi-media features, Compaq offers the LTE 5000 and the new Armada 4100 family of notebook computers. Third party external CD solutions are also available.

**3. How long do you envision offering such a product and what enhancements if any are planned?**

There is no pre-determined life-cycle time-frame. A large segment of customers seek affordably priced notebook computers for standard mobile business applications such as electronic mail, word processing, spreadsheets, etc.. As the fundamental requirements of these individuals change, Compaq will adapt the product accordingly.

**4. What options are common between this product and Contura 400 products?**

Common options include batteries, AC adapters and line cords. The memory upgrades (8MB/16MB) and the auto adapter are new (same as Armada 4100).

**5. Why not offer the Contura Docking Bases with the product?**

The primary target market for this product did not express the same level of interest in the docking base as the original Contura 420/430 customers. Secondly, while the Contura 420/430 and Armada 1100 form-factors are similar, architectures and design are very different. It was not feasible to adapt the Contura 400 Base to the Armada 1100 Family in a timely manner.

A third party solution is under investigation.

**6. Why upgradeable only to 24MB, not 40MB?**

The Armada 1100 is equipped with 8MB fast page memory easily upgradeable to 16MB or 24MB. This configuration offers more than enough memory for a vast majority of the primary target market.

**7. How is this product different from the Armada 4100 Compaq is introducing and why buy one instead of the other?**

The Armada 1100 will appeal primarily to those seeking to reliably perform standard applications such as word processing, spreadsheets, mail, etc...in an affordable form factor where multi-media is not a requirement. The new Armada 4100 will appeal primarily to size and weight sensitive users seeking greater flexibility to perform standard applications, plus multi-media in a light form factor.

See Backup for detailed product comparison.

**8. Why only NiMH batteries?**

The Armada 1100 Family's Extended Life NiMH battery provides up to 3 hours of continuous use. Compaq leverages the same batteries used with the Contura 400 Family and Aero. These batteries provide an affordable solution for customers that want additional batteries.

**9. How are the products priced?**

The New Products represent an outstanding value. Prices (SRP) start at less than \$2,000.

**10. Why is Win 95 the only OS pre-installed? Why not 3.1 also like on some other products?**

This decision is based on the growing acceptance of Windows 95 within the portable market, as well as the need to provide customers with the easiest and quickest setup procedures possible.

The product fully supports Windows 3.1 and Compaq makes all drivers and utilities available through Service and Online sources. Customers requiring Windows 3.1 can request and receive rights to install 3.1 at no charge.

**Warranty:**

**1. What warranty comes with the Armada 1100 Notebook?**

One year limited worldwide warranty covering parts and labor. This warranty is upgradeable to 3 years through Compaq authorized resellers or directly from Compaq via PaqFax (document 1225).

**2. Why a one year warranty instead of Compaq's standard 3 year offering?**

This approach offers customers greater flexibility while maximizing affordability. While the one year offering is standard, the customer can purchase warranty upgrades that extend coverage to 3 years. (available in most countries).

This move is consistent with most of our competition in this category that already offer one year coverage.

**3. Does the new policy mean that the product is designed to inferior quality standards?**

No, the product is designed and tested to the same rigorous quality standards of our other products.

**Competition:**

**1. What competitive products are the primary competition for this product?**

The Toshiba T100C as well as the IBM 365 products are the primary competition to the new Armada 1100 Family. Secondary competition will come from similarly spec'd notebooks from TI, Dell, and NEC.

See Backup section for detailed competitive comparisons.

**Sales Support and Availability:**

**1. When will the Armada 1100 announcement occur?**

June 17, 1996 NA, EMEA, LA

June 18, 1996 APD, CKK

**2. When will the product be available?**

Limited worldwide availability at announcement with more widespread availability in July.

**COMPETITIVE ANALYSIS**

**Competitive Comparison:**

**SPEED  
COMPETITIVE COMPARISON**

	<b>Compaq Armada 1100</b>	<b>Toshiba 100CS</b>	<b>AST Ascentia J</b>	<b>NEC 550D</b>	<b>DEC HiNote VP</b>	<b>TI Extensa 550</b>
<b>Processor</b>	P75/P100	P75	P75	P75	P100	P100
<b>Standard Memory</b>	8MB	8MB	8MB	8MB	8MB	8MB
<b>Max. Memory</b>	24MB	40MB	40MB	40MB	40MB	40MB
<b>Hard Drive</b>	810MB	500MB	500MB	810MB	810MB	810MB
<b>Screen Size</b>	10.4 CTFT/CSTN (VGA)	10.4" CSTN	10.4" CSTN	9.5" CTFT	10.4" CSTN/TFT (SVGA)	10.4" CSTN
<b>Battery Life</b>	2-3 hours	2.5 - 5 hrs	3 - 4 hrs	up to 5 hrs	2 - 4 hrs	~2 hrs
<b>Conv. Base</b>	No	No	No	Yes	Yes	No
<b>Warranty</b>	1 year	1 year	3 years	1 year	1 year	1 year
<b>Dimensions</b>	8.9x11.9x2.25	9.1x11.8x2.2	9.0x11.4x1.9	9.4x11.8x2	8.6 x 11.6x 1.8	8.2x11.6x1.7
<b>Weight</b>	6.1lbs	6.9 lbs	5.8 lbs	6.5 lbs	5.9lbs	5.9lbs
<b>Infrared</b>	No	No	Yes	No	No	Yes

**Armada 1100 vs. Armada 4100 Comparison:**

<b>STANDARD FEATURES:</b>	<b>Armada 1100</b>	<b>Armada 4100</b>
Processor	Pentium 75/100	P/75 to P/133
Memory	Expandable up to 24MB	Expandable up to 40MB
Panels	10.4" CSTN/CTFT; VGA only	Range from 10.4" CSTN to 11.8" CTFT; SVGA
Hard Drives	810MB - no upgrades	Up to 1.08GB; drives are removable
Video	VGA only - internal & external 640 x 480 internal resolution	Support for XVGA external monitor 600 x 800 internal resolution NTSC/PAL pulls video connection for attaching to a TV/Composite monitor
CD	External only	MCD
Audio	None	16 bit Stereo sound Integrated dual speakers Audio out/headphone jack Integrated microphone
Batteries	Extended Life NiMH (Same as Contura 400) Battery life approx. 2-3 hours	Support for up to 3 batteries with MCD Battery life from 2.5 - ~12 hours depending on configuration; Supports NiMH or Li-Ion batteries
Weight	6.1 lbs./2.75 Kg	5.1 lbs - 8.2 lbs depending on configuration
Docking Base	None	Yes, pass through or with Ethernet
Infrared	No	Yes

<b>STANDARD FEATURES:</b>	<b>Armada 1100</b>	<b>Contura 420/430</b>
Processor	Pentium 75/100	DX4/75 and DX4/100
Memory	8MB	8MB
Panel	10.4" CSTN/CTFT,SVGA	10.4" CSTN/CTFT; VGA
Hard Drives	810MB; no upgrades	420MB - 720MB; upgradeable to 720MB
Software	Win 95 Only (except Japan)	Dual install Win 3.1/Win 95
Warranty	1 Year	3 Year
Weight	6.1 lbs./2.75 Kg	6.25 lbs./2.81 Kg
<b>UPGRADES:</b>		
Upgradeable Hard Drive	No	Yes; to 720MB
Panel Upgrade	No	Yes; to 10.4" CTFT
Docking Base Option	None	Yes, pass through or with Ethernet

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