

NEWS RELEASE: *Immediate*

THE NEW VAIO S SERIES BY SONY DELIVERS THE PERFECT BALANCE OF MOBILITY AND PERFORMANCE



(SINGAPORE, 4 JUNE 2012) – Sony today announced the launch of the new VAIO S Series, which comes with powerful computing performance and a full range of features together with a light body. The new VAIO S Series is available in both 13.3" LCD or a full-size 15.5" LCD equipped with numeric key. You can also double up the battery life just by using the optional Extended Battery¹, which is ideal for business as well as on-campus use where locating power sources might be a challenge. Overall, this VAIO S Series is the full featured mobile PC with powerful performance.

Latest Technologies with Powerful Features

VAIO S Series provides all the latest technologies needed for full mobile computing. Overall high performance is assured with 3rd generation Intel® Core™ i7 Processor², as well as a Dynamic Hybrid Graphics System that uses two graphics processors to best suit the application

¹ Optional accessory

² Varies with model

being run — using either a NVIDIA® GeForce® GT 640M LE GPU³ with dedicated VRAM (Video Random Access Memory) or integrated Intel® HD Graphics 4000. The Dynamic Hybrid Graphics System with NVIDIA OPTIMUS Technology switches seamlessly between SPEED mode for faster performance and STAMINA mode for an even longer battery life. Furthermore, SSD⁴ provides high-speed data storage and retrieval.

The VAIO S Series has six hours⁵ of battery life on a full charge; however, an optional Extended Battery is also available to extend the battery life to 12 hours⁶. There is also a dedicated battery charger that allows charge your battery at your desk while you are away.

In addition to that, the S Series comes with the slot-in optical drive, which not only achieves the beauty of the full flat design but also increases the rigidity of the frame. This strengthens the body while eliminating the risk of the loading tray becoming bent.

Optimised Design

This PC is crafted to be carried in comfort. It weighs just 1.59 kg⁷ and measures a slim 22.8 mm⁸ full-flat body featuring a carbon lid⁹. This material is lighter than aluminum while maintaining enough durability for people on the go. The hexa-shell edge design increases the PC's mobility by providing the essential lightness and rigidity to the body, while also adding a unique character to the appearance. The large palm rest is molded from a single piece of thin aluminum that provides essential strength while also reducing weight and ensuring a slim profile. This provides solid support for users who spend long hours on their PCs.

The shape of Extended Battery is also full-flat which allows the S Series to remain slim thus allowing you to easily carry it out even with the Extended Battery attached. It is easy to insert and remove from the bag thanks to the slim profile.

Various Features to Enrich the Experience

The new VAIO S Series gives you effortlessly clear, sparkling sound with “xLOUD” and “Clear Phase” technologies, which boost volume levels without distortion for impressive-sounding movies and games. Alternatively, switch to Dolby® Home Theatre® V4 for rich, cinema-style

³⁻⁹ Varies with model

audio – whether you're listening through built-in speakers, external loudspeakers or headphones. Video chats are clearer and crisper with the built-in 'Exmor for PC' HD web camera. Friends and family will enjoy seeing you with sharper details, higher contrast and rich colours: even in low light where other web cameras struggle with grainy, fuzzy images.

The generously-sized multi-gesture touchpad offers a large clickable surface for intuitive, 'button-free' control. There's plenty of space to navigate pages, edit photos and more with fingertip scroll, flick, pinch/zoom and pivot movements.

Gesture Control lets you interact with your computer using intuitive hand movements. Just hold your hand up in front of the web camera and swipe left or right to flick through web pages or your photo gallery. Pull your hand down to pause music playback or a slideshow, or adjust music volume up or down with 'rotate' movements. Gesture Control is currently supported by Windows® Media Player, Windows® Internet Explorer® 9 and Microsoft® PowerPoint® plus CyberLink PowerDVD.

Don't worry if your phone's running out of battery while you're on the move: VAIO makes a handy 'any time' charger if there's no AC socket nearby. Just plug in your phone via USB even when the computer is switched off or in sleep mode. To further increase the usability, the VAIO S also comes with a backlit keyboard, making it easier to type in dimly lit rooms such as during your flight or in a conference room.

Organising and editing photos, home movies and even 3D content is easier than ever with the new software PlayMemories Home which replaces Picture Motion Browser. With PlayMemories Home, you can import pictures and videos from any camera or camcorder and relive long lost moments instantly. Unique new feature includes camera direct viewing, 3D playback, external HDD direct viewing and 3D short-movie creation. And when you're ready, you can transfer to DVD or Blu-ray Disc™ or upload to Facebook®, YouTube™ and other sites for the world to enjoy.

Even when your VAIO notebook is switched off, pressing the 'WEB' button starts Windows and launches the web browser. There is also a dedicated 'ASSIST' button, which gives one-touch access to VAIO Care which simplifies basic maintenance and troubleshooting tasks to keep your VAIO in good condition.

The VAIO S Series 13.3" model will be available in black, silver, white and pink, and the 15.5" model will only be available in black. The new VAIO S Series will be available from June 2012 in all Sony stores and authorised outlets.

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Specifications Sheet

Model Name	SVS13116	SVS13A16	SVS13A15
Operating System	Genuine Windows® 7 Home Premium with Service Pack 1 64bit (English Version)		
Processor	Intel® Core™ i5-3210M Processor 2.50 GHz with Turbo Boost up to 3.10 GHz	Intel® Core™ i7-3520M Processor 2.90 GHz with Turbo Boost up to 3.60 GHz	
Chipset	Intel® HM76 Express Chipset	Intel® HM77 Express Chipset	
Cache Memory	3 MB (L3 Cache)	4 MB (L3 Cache)	
Pre-Installed/Max RAM	4 GB (4 GB (On Board)) DDR3L SDRAM (upgradeable up to 12 GB)	8 GB (4 GB (On Board) + 4 GB (SO-DIMM) x 1) DDR3L SDRAM (upgradeable up to 12 GB)	
Hard Disk Drive/ Flash Memory	640 GB (Serial ATA, 5400 rpm)	256 GB (128 GB x 2(RAID 0), Serial ATA)	750 GB (Serial ATA, 5400rpm)
Graphics	NVIDIA® GeForce® GT 640M LE GPU(SPEED MODE) / Intel® HD Graphics 4000(STAMINA MODE)		
Display	13.3 inch wide (WXGA: 1366 x 768) TFT colour display (VAIO Display Plus, LED backlight)	13.3 inch wide (WXGA++: 1600 x 900) TFT colour display (VAIO Display Premium, LED backlight)	
Dimensions	331 x 23.9-23.9 x 224.6 mm	331 x 22.8-22.8 x 224.6 mm	
Weight	1.72kg(including the supplied battery)	1.59 kg (including the supplied battery)	1.67 kg (including the supplied battery)

Model Name	SVS15116
Operating System	Genuine Windows® 7 Professional with Service Pack 1 64bit (English Version)
Processor	Intel® Core™ i7-3612QM Processor 2.10 GHz with Turbo Boost up to 3.10 GHz
Chipset	Intel® HM77 Express Chipset
Cache Memory	6 MB (L3 Cache)
Pre-Installed/Max RAM	4 GB (4 GB (On Board)) DDR3L SDRAM (upgradeable up to 12 GB)
Hard Disk Drive	750 GB (Serial ATA, 5400 rpm)
Graphics	NVIDIA® GeForce® GT 640M LE GPU(SPEED MODE) / Intel® HD Graphics 4000(STAMINA MODE)
Display	15.5 inch wide (Full HD: 1920 x 1080) TFT colour display (VAIO Display Plus, LED backlight)
Dimensions	380 x 23.9-23.9 x 255.4 mm
Weight	2.0 kg (including the supplied battery)

About Sony Electronics (Singapore) & Sony South East Asia

Sony Electronics (Singapore) was established on 1st October 1999 with business activities comprising engineering and manufacturing, sales and marketing, and logistics and information systems. As part of Sony Electronics (Singapore), Sony South East Asia is responsible for the marketing and sales of consumer products in Singapore, as well as for business and professional products in Singapore and other countries in the South East Asia region. It also handles export business for consumer products from Singapore to various parts of Asia. Since establishing our presence in Singapore in 1973, we have grown steadily over the years to become a leader in the consumer electronics market. For more information on Sony's products and services in Singapore, please visit <http://www.sony.com.sg/>

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.