

**Press Release**



VAIO S Series

**Hong Kong, March 7, 2011** – Combining power, design and mobility in a highly mobile form, the new 13.3” VAIO S Series lets users enjoy high performance computing on the go. Featuring an elegant new “Hexa-shell” design with “full flat” style, this Series is crafted in magnesium with an aluminum palmrest for strength, lightness, usability and looks.

The VAIO S Series also features a new smart battery concept called Extended Battery, which doubles up the battery life of the notebook, making it ideal for multitasking on the go where users may not find power source.

**Perfectly balanced performance and high mobility**

The new VAIO S Series comes with the latest 2nd generation Intel® Core™ i7 processor<sup>1</sup>. It also features the advanced Dynamic Hybrid Graphic System which switches seamlessly

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<sup>1</sup> VPCSB18GG

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between the Integrated GPU and high performance AMD Radeon™ HD graphic card according to the task at hand, allowing users to enjoy the optimum balance between performance and battery stamina.

The VAIO S Series introduces a smart new battery concept that lets users keep working day and night without a pause. The internal lithium polymer battery provides power for up to 6 hours on-the-go computing (in Stamina mode). It's partnered by a second thin, flat optional lithium polymer extended battery that can be charged separately from the PC and added without removing the internal battery. The second battery attaches without having to switch off the PC, boosting Stamina up to 12 hours when users are far from power source.

The 13.3" VAIO Display is an anti-reflective glossy LCD, with advanced low-reflection coating that allows for easy viewing in any lighting conditions, offering the optimum balance of suppressing reflections while maintaining clear picture. With a 1366 x 768 LCD resolution, the real wide aspect ratio display is perfectly proportioned for browsing dual web pages side by side.

### **Lightweight yet robust design**

This new series weighs just 1.72kg with a 23.9mm slim full-flat body, making it very easy to bring around everywhere. With a magnesium body and aluminum palmrest, the VAIO S Series is thin and light while maintaining the robustness for mobile use.

The newly introduced 'full flat' design of the VAIO S Series includes a hinge that is not visible from the front, offering a clean and simple look around the display and allowing users to focus on what's on the screen. A more spacious palmrest and touch pad area contributes to comfortable usability. The other new design is the 'Hexa-shell' six-sided edge design, which provides an attractive look no matter what angle the VAIO S Series is being viewed from. This construction succeeds in realising superior robustness and structural integrity.

### **Ease of use and smooth operation**

To further enhance usability, the new VAIO S Series comes with a backlit keyboard, making it easier to type in dimly lit rooms, such as during flight or in a conference room. The HD web camera powered by "Exmor" provides high-quality images for visual

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communication, such as video chat and teleconferencing. Moreover, it also incorporates a touchpad with multi-gesture functions for users working without a mouse. In addition, the 'WEB' button allows speedy access to the web browsing without booting up the operation system.

The new VAIO S Series is available in Black, Silver, White, Blue, and Pink to suit every user's style. The SB18 and SB16 will be available at the suggested retail prices of HK\$10,480 and HK\$8,480 respectively.

### Order Now

Pre-ordering for the VAIO VPCSB18GG/B,S & VPCSB16FG/B,L,P,S,W runs from March 7 to March 20, 2011 at all Sony Style stores, Sony Style online store ([www.sonystyle.com.hk](http://www.sonystyle.com.hk)) and Sony tele-sales hotline at (852) 2345-2966. Customers placing orders will be entitled to special bundled packages as follows:

Special Package	Price
Extended battery (BPSC24)	Add HK\$951
Bluetooth Mouse (BMS15)	Add HK\$438

### closer to you

The evolution continues. VAIO now becomes your indispensable partner, integrating closely with all aspects of your lifestyle. From the sheer pleasure of opening the package and seeing the improved quality and design, to stress-free support and superlative customer service, you will fully appreciate the polished intelligence that is the hallmark of new VAIO. In essence, a wonderfully moving experience that brings VAIO closer to you.

For customer enquiries, please contact Sony sales and services hotline at (852) 2345-2966.

**Key specifications of the VPCSB18GG/B,S & VPCSB16FG/B,L,P,S,W:**

<b>Model</b>	<b>VPCSB18GG/B,S</b>	<b>VPCSB16FG/B,L,P,S,W</b>
<b>Operating System</b>		
Operating System	Genuine Windows® 7 Professional 64-bit (English Version)	Genuine Windows® 7 Home Premium 64-bit (English Version)
Language Pack / Language Interface Pack	Language Pack: Traditional Chinese, Simplified Chinese, Arabic, Thai Language Interface Pack: Vietnamese	
<b>Processor</b>		
Processor	Intel® Core™ i7-2620M Processor 2.70 GHz with Turbo Boost up to 3.40 GHz* <sup>1</sup>	Intel® Core™ i5-2410M Processor 2.30 GHz with Turbo Boost up to 2.90 GHz* <sup>1</sup>
Chipset	Intel® HM65 Express Chipset	
<b>Architecture</b>		
Memory Bus	1333 MT/s	
Cache Memory	4 MB (L3 Cache)	3 MB (L3 Cache)
<b>Main Memory</b>		
Pre-installed	4 GB (4 GB x 1) DDR3 SDRAM* <sup>2</sup> (upgradeable up to 8 GB* <sup>3</sup> )	4 GB (4 GB x 1) DDR3 SDRAM* <sup>2</sup> (upgradeable up to 8 GB* <sup>3</sup> )
SO-DIMM Slots	DDR3 SO-DIMM slots (Unused Memory slot: 1)	DDR3 SO-DIMM slots (Unused Memory slot: 1)
<b>Storage</b>		
Flash Memory	500 GB* <sup>4</sup> (Serial ATA, 7200 rpm)	320 GB* <sup>4</sup> (Serial ATA, 5400 rpm)
<b>Optical Disc Drive</b>		
Optical Disc Drive	DVD SuperMulti Drive	
Maximum Reading Speed	DVD+R: 8x(SL), DVD+R: 8x(DL) / DVD-R: 8x(SL), DVD-R: 8x(DL) / DVD+RW: 8x / DVD-RW: 8x / DVD-ROM: 8x / DVD-RAM: 5x / CD-ROM: 24x / CD-R: 24x / CD-RW: 24x	
Maximum Writing Speed	DVD+R: 8x(SL), DVD+R: 4x(DL) / DVD-R: 8x(SL), DVD-R: 4x(DL) / DVD+RW: 8x / DVD-RW: 6x / DVD-RAM: 5x / CD-R: 24x / CD-RW: 10x	
<b>Graphics</b>		
Graphics	AMD Radeon™ HD 6470M (SPEED MODE) /	

Accelerator	Intel® HD Graphics 3000 (STAMINA MODE)
Dedicated Video Memory	512 MB DDR3 (SPEED MODE)
<b>Display</b>	
Display	13.3 inch wide (WXGA: 1366x768) TFT colour display (VAIO Display Plus, LED backlight)
<b>Interfaces</b>	
USB	Hi-Speed USB (USB 2.0) Type A Connector x 2, SuperSpeed USB (USB 3.0) Type A Connector x 1
Network (RJ-45) Connector	1000BASE-T/100BASE-TX/10BASE-T x 1
Display Output Connector	Analogue RGB, Mini D-Sub 15 pin x 1
Headphone	Stereo, Mini Jack x 1
Microphone	---
HDMI IN/ Out Connector	HDMI Out x 1
Memory Stick Duo	"Memory Stick Duo" ("Memory Stick PRO-HG" compatible, "MagicGate" ("MagicGate" is not supported for 256 MB or less capacity media. )) <sup>*5</sup>
SD Memory Card Slot	SD memory card (SDHC, SDXC compatible, Copyright protection (CPRM))
DC IN	x 1
Others	Port Replicator connector x 1
<b>Wireless Connection</b>	
Wireless LAN	IEEE 802.11b/g/n <sup>*6</sup>
Wireless LAN Data Rate	Maximum transmission speed: 150 Mbps <sup>*7</sup> , Maximum receipt speed: 300 Mbps <sup>*7</sup>
Bluetooth®	Bluetooth® standard Ver. 2.1 + EDR
<b>Security</b>	
Fingerprint Sensor	Yes
<b>Camera</b>	
Front Side Camera	web camera (Resolution: 640 x 480, Effective Pixels: 0.3 Mega pixels)
<b>Audio</b>	
Audio	Intel® High Definition Audio / Internal Stereo Speakers / Internal Monaural Microphone / Dolby Home Theater® technology

<b>Keyboard/Input Device</b>	
Keyboard/Input Device	19.05 mm key pitch , 2.0 mm keystroke, 82 keys, Backlit Keyboard / Touchpad (Gesture supported)
<b>Battery Life</b>	
Bundled Battery	VGP-BPS24 Lithium-ion battery: up to 6 hours of use <sup>*8</sup>
Optional Battery	VGP-BPS24 + VGP-BPSC24 Lithium-ion battery: up to 12 hours of use <sup>*8</sup>
<b>General</b>	
Dimensions (W x H x D)	331 x 23.9 x 224.5 mm
Weight	1.72 kg (including the supplied battery)
<b>Bundled Software</b>	
AV Entertainment	Media Gallery <sup>*9</sup> , Windows <sup>®</sup> Media Center, Quick Web Access
Content Creation/Editing	PMB VAIO Edition
Home Network	VAIO Media plus <sup>*9</sup>
Word Processor / Spreadsheet	Microsoft <sup>®</sup> Office Starter 2010 <sup>*10</sup>
Tools	Evernote for VAIO, Adobe <sup>®</sup> Reader <sup>®</sup> 9
Utilities	VAIO Control Center, Battery Care Function, VAIO Gate, WebCam Companion, Magic-i™ Visual Effects, Remote Keyboard <sup>*11</sup> , Remote Play with PlayStation <sup>®3</sup> <sup>*12</sup>
Security	McAfee PC SecurityCenter 30-day Free Trial <sup>*13</sup> , Webroot <sup>®</sup> Spy Sweeper <sup>®</sup> 90-day Free Trial <sup>*14</sup>
Support	VAIO Care, VAIO Care Rescue, VAIO Update, VAIO Transfer Support, Norton™ Online Backup 60-day Free Trial <sup>*15</sup>
<b>Accessories</b>	
Supplied Accessories	AC Adaptor: VGP-AC19V42 or VGP-AC19V36 / Battery: VGP-BPS24 <sup>*16</sup> / Windows <sup>®</sup> 7 Professional 32-bit Recovery Media
	AC Adaptor: VGP-AC19V42 or VGP-AC19V36 / Battery: VGP-BPS24 <sup>*16</sup>
<b>Warranty</b>	
Local Warranty & VAIO International Repair Service	One Year

*Features and specifications are subject to change without notice.*

**Remarks:**

- \*1 CPU speed will be reduced under certain operating conditions. For the availability of Intel® Virtualization Technology, please visit our web site at <http://www.sony-asia.com/subtype/notifications/asset/339736/productcategory/it+personal+computer>
- \*2 If memory modules of the same capacity are installed to both of the two memory module slots, the supported dual channel mode provides better performance.
- \*3 Sony does not guarantee compatibility with memories of other brands.
- \*4 GB means one billion bytes when referring to storage capacity. Accessible capacity may vary. A portion of storage space is reserved as a recovery partition.
- \*5 Compatibility confirmed with Sony branded “Memory Stick” media only.
- \*6 The maximum communication distance can vary depending on the obstacles or the distance between the communication devices, the radio waves, the operating system or the software being used.
- \*7 The communication speed varies depending on the distance between communication devices, existence of obstacles between such devices, the device configuration, the radio conditions, and the software in use. In addition, communication may be cut off depending on the radio conditions.
- \*8 Estimated battery life (under JEITA Battery Run Time Measurement Method ver.1.0, measurement method (a)).  
Actual battery life may vary with different operating conditions and settings. For further details, please visit <http://www.sony-asia.com/support/vaio/jeita>
- \*9 When you use your PC with battery only or change the Power Plan to “Power saver”, WMV HD contents may not playback smoothly. In that case, please connect your PC to AC adapter or change the Power Plan to “Balanced” or “High performance”.
- \*10 Microsoft® Office Starter 2010 includes reduced-functionality versions of Word 2010 and Excel 2010 with advertising. Does not include PowerPoint®, Outlook® or Publisher. To activate full-featured Office software, purchase an Office 2010 Product Key.
- \*11 Compatible with certain devices only.
- \*12 Available in certain countries only.
- \*13 Free use of 30 days. Further update will be charged.
- \*14 Free use of 90 days. Further update will be charged.
- \*15 Free use of 60 days. Further update will be charged.
- \*16 This product may only function with a genuine Sony battery designed for this model.

<Important notice when playing back HD contents>

## <Restriction on Windows® 7 Professional 32-bit Recovery Media>

**Note that certain features and software of the followings may be unusable/limited after recovering from Windows® 7 Professional 64-bit to 32-bit (applies to the VAIO models equipped):**

- Motion Reality HD
- The copyright protection function of the SD, SDHC and SDXC memory card
- Memory Stick and SD card drive appears on Device and Printer

Addition to the listed above, other features and software may be unusable/limited.

### [AVC HD Playback]

- Depending on system environment, you may find sound interruptions and/or dropped frames during AVC HD play back.
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