

Sony Celebrates the VAIO 5th Anniversary in Hong Kong

Witnessing a New Benchmark in VAIO Personal Computers

Hong Kong, March 22, 2005 - Celebrating its fifth successful year of VAIO business, Sony Corporation of Hong Kong Limited today announced its renewed mission to provide VAIO users with an even better high-quality audio-visual and IT experience. In addition to setting a new benchmark for VAIO personal computers, more services and solutions will be provided to further enhance VAIO users' enjoyment of daily life.

Mr. Keiji Kimura, Senior Executive Vice President of Sony Corporation and President of Information Technology and Communications Network Company, said: "The worldwide business direction for VAIO remains the same as at its initial launch - VAIO continues to focus on offering new ways of enjoying the PC. Since 1997, VAIO has pioneered the integration of AV and Information Technology, with the unique VAIO experience freeing users from constraints in quality, time and content volume. Thus, users get a lot more fun out of VAIO lifestyle."

Mr. Kunihiko Kawakita, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited, said: "VAIO has been very popular in Hong Kong since its launch five years ago. It is widely recognised as an exciting entertainment platform coupled with state-of-the-art technology support. VAIO's integration of epoch-making design and the latest advanced technology makes it the best fit with the needs of Hong Kong's sophisticated and fashion-conscious market. That is why Hong Kong is positioned as a 'trendsetter' in the Asia Pacific region."

Mr. Kawakita continued: "Instead of simply providing a high-tech product, we now also want to build stronger relationships with VAIO users. In fact, all VAIO users are bound closely together as a family, a 'VAIO Family'. We therefore intend to revamp the VAIO Community website so as to enrich the VAIO lifestyle and offer a refreshing PC enjoyment experience."

As one of the key markets for VAIO personal computers, a series of new marketing campaigns will be implemented in Hong Kong:-

VAIO New Community

One of the major activities will be the revamp of the VAIO Community Website, renamed the "VAIO New Community". This user-friendly online platform will build an enhanced network relationship with the VAIO Family. To maximize fun and joy among the VAIO Family, an online game featuring various dealer shops, Sony Shops and VAIO 5th anniversary messages will be introduced through the "VAIO Playground". Non-members are also offered with premium redemption.

In light of the now extensive broadband and Internet service usage, both potential and existing VAIO users can obtain the information they need via this smart online platform, at any time, anywhere. A “Network Service” has been designed to take care of their network servicing needs and to further facilitate communication. Continuous enhancements to this online platform will enable the VAIO New Community to grow stronger year by year. In addition to providing enjoyment, a range of Sony-unique products and solutions can also be applied to assist commercial users in their daily work.

VAIO Wireless-on-the-go!

To encourage the use of outdoor wireless and further enhance the VAIO mobile concept, members of the VAIO Family will receive complimentary cards offering special discounts at selected restaurants and bars. A roadshow will be set up in the hotspots and a series of launch events will be held at Lan Kwai Fong on March 24, 2005.

VAIO Lucky Draw

To celebrate the VAIO 5th anniversary, the “VAIO Lucky Draw” will be held in four rounds from early April to mid-May. Those purchasing a VAIO notebook within the promotion period will be presented with a prestige card. New VAIO Family members may use the prestige card to register their profile online and participate in the lucky draw at <http://www.sony.com.hk/Electronics/vaio/5th>. The grand prizes include the 50-inch Sony WEGA ENGINE Plasma TV KE-MR50A2 and SA-CD Wireless Home Theatre System DAV-LF1.

VAIO 101 Creativity

Sony continues to show its creative image through VAIO's 5th anniversary activities. With its “VAIO 101 Creativity” idea, various prominent designers are invited to design a range of stylish goods for VAIO. Meanwhile a commemorative booklet on the VAIO 5th Anniversary will be printed. For further details, please visit <http://www.sony.com.hk/Electronic/vaio>.

no more bounds

VAIO has focused on offering new ways of enjoying the PC ever since its introduction. With its successful establishment as a brand in the fields of computing and personal entertainment, VAIO has entered a new phase of dynamic transformation. By removing the boundaries between traditional AV and IT products and revealing new possibilities while simplifying the way technology is used, VAIO provides the full benefits of true AV/IT convergence: further enjoyment of entertainment content anywhere, anytime.