

**Sony Unleashes the Ultimate Desktop Replacement: VAIO BX-Series
First VAIO Designed Purely for Business Use with High Industry Standard Security**

Hong Kong, September 29, 2005 - Sony Corporation of Hong Kong Limited rounded out its stunning new VAIO line-up with the launch of the BX-series, the VGN-BX168GP, the first ever notebook PC designed solely for business usage with the highest industry safeguards available for data protection. With its ideal blend of essential business features and a design devoted to maximizing personal productivity and style, the new VAIO BX-series marks the genesis of VAIO personal computer.

High Industry Standard Security: Safeguard protects user data

To protect users from information exposure and respond to the vital importance of data security in the business world, the BX-series offers several innovative security features to protect confidential information. Security features include a maximum 32 alphanumeric character power-on password system that protects user data and prevents unauthorized access. The power-on password may be set to double security protections. In addition, the BX-series includes a special Hard Disk Password that is encrypted on a special security chip to prevent unauthorized access to the hard disk, even if installed on another system, users can store whatever information they want on their hard drive securely and with confidence.

An innovative and high-tech Finger Print Recognition Sensor has also been included in the BX-series. The sensor can recognize up to 21 separate finger prints for groups of people who need frequent access. The fingerprints of registered users can bypass the Power-on password, hard disk password and Windows logon password, enabling users to log on from both hibernate and standby modes with ease.

In combination with the Finger Print Recognition Sensor, the BX-series adopts the Infineon Trusted Platform Mode version 1.1 with TCG compliant security chip and supplied utility software through which users can register their passwords. The TPM chip can be used for E-mail, EFS (Encrypting Files System in Windows® XP Professional) and for part of the Hard Drive (users can create a virtual drive and encrypt it). The password is stored in the TPM chip itself to protect information from external software attack or physical theft.

Best blend of business essential features and expandability

Communication is key in today's business world so the BX-series incorporates the latest VAIO audio and video technologies for maximum performance. The VAIO BX enables converged communications with a built-in camera* equipped with 0.3M pixels to provide greater communication options including a visual communications capability to help users stand out in remote meetings and video conferences. The BX-series is also equipped with built-in Bluetooth® 2.0+EDR (Enhanced Data Rate), which minimizes power consumption while further

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extending wireless communication capability – keeping users working smarter and longer.

Featuring the Intel® Centrino™ Mobile Technology with Intel® Pentium® M Processor 760 (2GHz) *1, the VGN-BX168GP empowers mobile professionals with the ability to conduct visual conferencing anywhere, anytime. With the recommended Bluetooth-compatible headsets (Sony Ericsson® HBH-608) and the VoIP application of their choice, the BX-series ensures clear, hands-free communication that stimulates creative, out of the box thinking and lets users express their innovative ideas freely. The small, lightweight headsets are comfortable for the ears and have enough stamina, enabling up to 10 hours of continuous use.

The business prowess of the BX-series is characterized by its expanded functionality. The specially designed multi-function bay on the BX-series allows for an additional DVD+/-RW drive or second hard disk drive, or can simply include bundled weight saver bay to enhance mobility. The multi-function bay space empowers the user to easily choose the feature that best fits their work requirements.

The BX-series also comes with an optional docking station that includes a hot-swappable multi-function drive bay compatible with a number of alternative drives including an optional DVD Burner and second hard drive. If the user wants maximum portability they can remove the drive and slot it into the optional docking station. The station also enables immediate multi-connection with printers, projectors or USB devices, further expanding its professional capabilities. The docking station even includes a built-in battery charger to quickly recharge the machine's supplied or extra battery while in use.

For ultimate connectivity, the BX-series features four USB 2.0 ports, Serial Port (D-Sub 9 pin), Printer Port (D-Sub 25 pin), VGA display Out (HD D-Sub 15 pin) and Gigabit Ethernet. The docking station connects instantly with the notebook PC and frees users to disconnect the AC adapter and other peripherals like mouse or printer when they are ready to go mobile. The Gigabit Ethernet (1000BASE-T/100BASE-TX/10-MEGABASE-T) connector allows for direct LAN hookup, as well as VGA Port for monitors and projectors and three USB 2.0 ports for other office peripherals. The Memory Stick combo slot on the BX-series accommodates Memory Stick, Memory Stick Duo and Memory Stick PRO. Additionally, the optional SD Card slot is compatible with MMC card.

Today's business moves at the speed of light, so the BX-series offers various convenient functions including two hardware S (Shortcuts) buttons for one press access to default or assigned functions, plug and display function allows for hassle free presentations. The Power Management View enables mobile users to customize various power-saving modes to control stamina and performance. These settings automatically activate whenever the BX-series is disconnected from the AC adapter.

Simple and Unique Design: Statement of Professional Identity

The BX-series features a 15.4-inch wide Clear Bright LCD (16:10, WXGA 1280 x 800) with a single lamp and

wide view that enables broader dimensions and greater efficiency by creating room for more documents, windows and tool palettes to be displayed.

The sigma shape design of the BX-series on the sides makes it easier to open while representing a sense of sharp, professional refinement that reflects the tastes and style of today's mobile professionals. With its uniform simplicity and the smooth design of the upper edges of the top, the sigma signature makes the BX-series distinctive from typical professional notebooks. The BX-series has been designed to enhance efficiency with features like the function buttons.

To further enhance its stylish appeal, most of the connections are built into the sides, rather than the rear, making access easier for users. The BX-series also features dual pointing devices of both touchpad and stick pointer for a more user-friendly interface that enhances professional and personal efficiency. As professionals spend most of their time using the keyboard, the BX-series comes with a standard size desktop keyboard (approximately 19mm full pitch) that doesn't cramp one's fingers or style.

The new BX-series is the first Notebook PC that caters to the needs of today's business professionals, who demand not only powerful performance, but ultimate mobility and a statement of style.

* Note microphone is not built-in, camera software is not provided.

The VGN-BX168GP will be available from end October at suggested price of HK\$14,980. Customers who register as *My Sony* (Corporate) members at www.sony.com.hk will be able to purchase the VGN-BX168GP on Sony Style web site (www.sonystyle.com.hk/business), Sony Style Hong Kong and Sony Shops, Sony 24-hour tele-sales hotline at (852)2790-6618. In addition, it is also available at authorized dealers of business products.

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.

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Key features of the VGN-BX168GP are as follows:

Model	VGN-BX168GP
Platform	Intel® Centrino™ Mobile Technology • Intel® Pentium® M Processor 760 (2GHz)*1 • Intel® PRO/Wireless 2200BG Network Connection • Intel® 915GM Express Chipset
Operating System	Microsoft® Windows® XP Professional with Service Pack 2 (English version) Multilanguage User Interface (pre-installed Traditional Chinese)
Processor System Bus	533MHz
Memory Bus	533MHz
Cache Memory	L1 Cache: 64KB L2 Cache: 2MB (on CPU)
Main Memory	512MB DDR2 SDRAM*2 (upgradeable up to 2 GB) *3 2 SO-DIMM slots (The pre-installed memory module uses one)
Hard Disk	60GB (C: 20GB, D: 40GB*4) Serial ATA, 5400rpm
Optical Drive	CD-RW/DVD ROM Drive*5 Maximum reading speed: DVD+R DL (Double Layer): 4x DVD+RW, DVD-RW: 6x DVD-ROM, DVD+R, DVD-R: 8x CD-ROM, CD-R, CD-RW: 25x Maximum writing speed: CD-R, CD-RW: 24x
Graphics Accelerator	Intel® Graphics Media Accelerator 900
Video Memory	Maximum 128MB (shared with main memory)
Display	15.4" Wide (WXGA: 1280 x 800) TFT colour display (Bright LCD: Single Lamp Wide View)
Interfaces	USB 2.0 x 3*6 • i.LINK (IEEE 1394) S400 (4pin) • Network (RJ-45) connector (1000BASE-T/100BASE-TX/10BASE-T) • Headphone jack (stereo mini) • Microphone jack (stereo mini) • Monitor connector (VGA, D-SUB 15 pin) • Modular (RJ-11) connector • Docking Station connector • Memory Stick slot*7 (Standard/Duo Size compatible , Memory Stick PRO compatible , High-speed data transfer compatible) • SD card slot*8 (MMC card compatible)
Security Chip	TCG Ver1.1b compliant Trusted Platform Module (TPM)
Wireless LAN	Integrated Wireless LAN IEEE 802.11b/802.11g*9 • Intel® PRO/Wireless 2200BG Network Connection • Data rate: maximum 11Mbps (802.11b) 54Mbps (802.11g)*10 • Frequency: 2.4GHz

Bluetooth	Bluetooth® standard version 2.0+EDR* ¹¹ • Output: maximum +6dBm • Frequency: 2.4GHz
Modem	V.92 and V.90 Compliant
PC Card Slots	Type I/II x 1, CardBus Support
Camera	310,000 pixels effective Image Device: OmniVision 1/5", VGA CMOS Lens: 2 elements in 2 groups, F2.8(Fixed) Focus distance: f=3.0mm
Audio	Intel® High Definition Audio compatible • 3D audio (Direct Sound 3D support) • Built-in stereo speakers
Keyboard/Input Device	ca 19mm Key pitch/ 2.5mm Key stroke 82 Keys • Intelligent Touchpad • Pointing Device
Battery	VGP-BPS4* ¹¹ Lithium-ion battery: up to 2.5 hours of use* ¹²
Dimensions (W x H x D)	363.2 x 35.8-38.5 x 265.6mm
Weight	3kg (including the supplied battery)
Included Software	Adobe Reader 7 • Adobe Photoshop Elements 3.0 (Installer) • Infineon TPM Professional Package (Installer) • Norton Internet Security 2005 • Protector Suite QL 5.2 • Roxio DigitalMedia SE 7 • VAIO Control Center 1.1 • VAIO Recovery Utility 2.5 • VAIO Update 2.1 • WinDVD 5 for VAIO
Supplied Accessories	AC adapter (VGPAC19V10) • Lithium-ion battery (VGPBPS4) • Security Screw • L-shaped Screw Driver
Local warranty	One year

Features and specifications are subject to change without notice.

*¹ CPU speed will be reduced under certain operating conditions.

*² If memory modules of the same capacity are installed to both of the two memory module slots, computer will run in dual channel mode and provide better performance.

*³ By removing the pre-installed 512 MB memory module and adding two 1GB memory modules.

*⁴ Includes necessary data for recovery (setting back to initial shipment settings) in the hard disk drive consuming approximately 5GB in size.

*⁵ This product is designed to playback discs that conform to the Compact Disc Digital Audio standard specifications (CD Standard). A DualDisc is a two sided disc product which mates DVD recorded material on one side with digital audio material on the other side. Please be aware that the audio side (non-DVD side) of a DualDisc may not play on this product because it does not conform to the CD Standard.

*⁶ High-speed/Full-speed/Low speed compatible.

*⁷ Compatibility confirmed with Sony branded "Memory Stick" media only. Does not support MagicGate copyright technology.

*8 Does not support SD card's copyright technology.

*9 Deploying IEEE 802.11b and IEEE 802.11g products on the same wireless network may reduce the communication speed due to radio interference. Taking this into consideration, the IEEE 802.11g products are designed to reduce the communication speed to ensure communication with IEEE 802.11b products. When the communication speed is not as fast as expected, changing the wireless channel on the access point may increase the communication speed.

*10 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.

*11 This product may only function with a genuine Sony battery designed for this model.

*12 Estimated battery life (under JEITA Battery Run Time Measurement Method (ver.1.0).) When the power saving mode is on. Actual battery life may vary with different operating conditions and settings.

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