

VAIO Personal Computer – VGN-CR353 and VGN-CR323



VGN-CR353

Hong Kong, June 17, 2008 – Sony Corporation of Hong Kong Limited introduced new models to the VAIO Personal Computer CR series: the VGN-CR353 and VGN-CR323. Blending a chic design with bold colours, the new VAIO CR models allow users to reflect creativity and style.

New to the VAIO CR series, the Silver Lizard and Pink Lizard further expand this unique design with a touch of taste and fun. Together with the Brown Lizard, the three colours embody an intricate balance of material, expression, feel and quality and make the computer perfect for users who want to stand out from the crowd whenever they bring along it. The top panel is composed of leather-like patterns, which resemble the hand-feel and sensitivity of real lizard leather. The unique texture conveys a sense of richness and forms a dramatic backdrop to the Sony logo elegantly mounted on top.

Featuring a luxurious, glossy finish and framed with a silver, luminous trim, the VGN-CR353 is also available in six chic colours, including Premium Gold, Aroma Black, Blazing Red, Indigo Blue, Pure White and Luxury Pink. In addition to its signature “Three Luminous” attractions (Luminous Trim, Luminous Coating and Illumination LED), the CR series completes the look with matching optional carrying cases.

The VAIO CR models pack a great array of AV and multimedia features in a lightweight portable package, allowing users to take their entertainment with them anytime, anywhere. They incorporate a large 14.1-inch Wide (WXGA: 1280x800) Clear Bright LCD Lite display for delivering life-like video playback with vivid bright images. A built-in 1.3-megapixel camera and integrated wireless LAN function enable users to keep in touch with the family and friends via video chats with images and videos.

The new CR series features upgraded specifications for more powerful performance. The top-of-the-range model, VGN-CR353, is powered by the Intel® Core™2 Duo Processor T8100 (2.10GHz), Mobile Intel® PM965 Express Chipset along with Intel® Wireless WiFi Link 4965AGN Network Connection. Its hard disk drive is expanded to 250GB (Serial ATA, 5400rpm) for ample storage. Designed as the entry-level model, the VGN-CR323 comes with the Intel® Pentium® Dual-Core Processor T2390 (1.86GHz) and Mobile Intel® GL960 Express Chipset as well as a 200GB hard disk drive. The battery life of the supplied battery is extended to 4.5 hours of use.

Both the VGN-CR353 and VGN-CR323 come with the latest Genuine Windows Vista® Home Premium (English Version) with Traditional Chinese Language Pack and a host of multimedia software.

The VGN-CR353/B and VGN-CR323 are now available at the suggested retail prices of HK\$10,280 and HK\$6,980 respectively. The VGN-CR353/W/P/L/R/N/T/S/Q models come in a special package with a mouse and mouse pad (VGP-UMS2P) at HK\$10,580.

no more bounds

VAIO has focused on offering new ways of enjoying the PC ever since its introduction. After 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 specifications of the VGN-CR353/W/B/P/L/R/N/T/S/Q and VGN-CR323/W are as below:

Model	VGN-CR353/W/B/P/L/R/N/T/S/Q	VGN-CR323/W
Processor	Intel® Core™2 Duo Processor T8100 (2.10GHz)*1*2	Intel® Pentium® Dual-Core Processor T2390 (1.86GHz)*1*2
Chipset	Mobile Intel® PM965 Express Chipset	Mobile Intel® GL960 Express Chipset
Operating System	Genuine Windows Vista® Home Premium (English Version) with Traditional Chinese Language Pack	
Processor System Bus	800MHz	533MHz
Memory Bus	667MHz	533MHz
Cache Memory	3MB	1MB
Main Memory	2GB DDR2 SDRAM*3 (upgradeable up to 4GB*4)	1GB DDR2 SDRAM*3 (upgradeable to 2GB*4)
	2 SO-DIMM slots (The pre-installed memory module uses one)	2 SO-DIMM slots (The pre-installed memory module uses two)
Hard Disk Drive	250GB*5 (Serial ATA, 5400rpm)	200GB*5 (Serial ATA, 5400rpm)
Optical Disc Drive	DVD±RW/±R DL/RAM Drive: <u>Maximum reading speed</u> DVD-ROM, DVD+R, DVD-R, DVD+R DL, DVD-R DL, DVD+RW, DVD-RW: 8x DVD-RAM: 5x CD-R, CD-ROM, CD-RW: 24x <u>Maximum writing speed</u> DVD-R, DVD+R, DVD+RW: 8x DVD+R DL, DVD-R DL, DVD-RW: 6x DVD-RAM: 5x CD-R, CD-RW: 24x	DVD±RW/±R DL/RAM Drive: <u>Maximum reading speed</u> DVD-ROM, DVD+R, DVD-R, DVD+RW, DVD-RW: 8x DVD+R DL, DVD-R DL: 6x DVD-RAM: 5x CD-R, CD-ROM, CD-RW: 24x <u>Maximum writing speed</u> DVD-R, DVD+R, DVD+RW: 8x DVD-RW: 6x DVD+R DL, DVD-R DL: 4x DVD-RAM: 5x CD-R, CD-RW: 24x
Graphics Processing Unit	ATI Mobility Radeon™ X2300	Mobile Intel® Graphics Media Accelerator X3100
Dedicated Video Memory	128MB	-
Display	14.1" Wide (WXGA: 1280x800) TFT Colour display (Clear Bright LCD Lite)	
Interface	High Speed USB 2.0 x 3 • i.LINK (IEEE 1394) S400 (4pin) • Network (RJ-45) connector (10Base-T/100Base-TX) • Headphone jack (stereo mini) • Microphone jack (stereo mini) • S Video Out Connector • Monitor connector (Analogue RGB, mini D-sub 15pin) • Memory Stick (Standard/Duo Size, MagicGate, Memory Stick PRO and High-speed data transfer compatible)*6	

	<ul style="list-style-type: none"> • SD Memory Card slot*7 (SDHC and MMC compatible) • DC IN 	
Wireless LAN	Integrated Wireless LAN IEEE 802.11a/b/g/Draft n*8 • Intel® Wireless WiFi Link 4965AGN • Maximum data rate: 11Mbps (802.11b), 54Mbps (802.11a/g), 300Mbps (Draft 802.11n)*9 • Frequency: 5GHz (802.11a/Draft n), 2.4GHz (802.11b/g/Draft n)	Integrated Wireless LAN IEEE 802.11b/g*8 • Maximum data rate: 11Mbps (802.11b), 54 Mbps (802.11g)*9 • Frequency: 2.4GHz (802.11b/g)
Bluetooth®	Bluetooth® standard version 2.0+EDR	
Compatible Memory Cards	Memory Stick (Standard/Duo Size, MagicGate, Memory Stick PRO and High-speed data transfer compatible) • SD Memory Card (SDHC compatible) • Multi Media Card	
Modem	V.92 and V.90 Compliant	
PC Card Slot	ExpressCard™/34 x1	
Camera	Effective Pixels: 1280x1024	
Audio	Intel® High Definition Audio compatible • 3D audio (Direct Sound 3D support) • Built-in stereo speakers • Built-in monaural microphone	
Keyboard/Input Device	Approx. 18mm key pitch / 2mm keystroke • 82 Keys • Intelligent Touchpad	
Battery*10	<u>Bundled Battery</u> VGP-BPS9/S Lithium-ion battery: up to 4 hours of use <u>Optional Long Battery</u> VGP-BPL9 Lithium-ion battery: up to 6.5 hours of use	<u>Bundled Battery</u> VGP-BPS9/S Lithium-ion battery: up to 4.5 hours of use <u>Optional Long Battery</u> VGP-BPL9 Lithium-ion battery: up to 8 hours of use
Dimensions (WxHxD)	335.1 x 21-38.3 x 249 mm	
Weight	2.5kg (including the supplied battery)	
Included Software	AV Entertainment: Windows® Media Center, Instant Mode, Image Converter 3 Video Edit/Playback: VAIO Movie Story 1.1, VAIO Content Exporter 1.2, Adobe® Premiere® Elements 4.0, VAIO Edit Components 6.4*11, WinDVD for VAIO 8.0 DVD Creation: Click to Disc 1.0, Click to Disc Editor 1.0 Music: VAIO MusicBox 1.1, SonicStage Mastering Studio 2.4, SonicStage Mastering Studio Audio Filter 2.3 Still Image/Photo: Windows® Photo Gallery, Picasa™, Adobe® Photoshop® Elements 6.0 (Installer) Home Network: VAIO Media 6.0 Word Processor/Spreadsheet: 60-Day Trial Version of Microsoft® Office Professional 2007*12 Tool: Roxio Easy Media Creator 9.1, Adobe® Reader® 8, Norton Internet Security™ 2008 (Installer)*13 Utilities: VAIO Control Center 2.1, VAIO Camera Capture Utility 2.7, Setting Utility	

	Series 3.1, VAIO Launcher 1.1, ArcSoft Magic-i™ Visual Effects 1.0, Protector Suite QL 5.6 Support: VAIO Recovery Center, VAIO Update 3.0, VAIO Data Restore Tool 1.0	
Supplied Accessories	AC Adaptor (VGP-AC19V26)	AC Adaptor (VGP-AC19V20)
	Lithium-ion battery (VGP-BPS9/S)*14	
Local Warranty	One year	

Features and specifications are subject to change without notice.

Remarks:

- *1 CPU speed will be reduced under certain operating conditions.
- *2 Intel® Virtualization Technology is not supported on VAIO.
- *3 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.
- *4 A portion of the system memory over 3GB may not be available to the operating system. Sony does not guarantee compatibility with memories of other brands.
- *5 GB means one billion bytes when referring to hard disk drive capacity. Accessible capacity may vary. A portion of hard disk space is reserved as a recovery partition.
- *6 Compatibility confirmed with Sony branded “Memory Stick” media only.
- *7 The copyright protection of the SD memory card is not supported.
- *8 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.
- *9 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.
- *10 Estimated battery life (under JEITA Battery Run Time Measurement Method (ver.1.0)). Actual battery life may vary with different operating conditions and settings. For further details, please visit vaio-online.sony.com
- *11 Though the software is not pre-installed, the official license is registered. It can be downloaded free of charge.
- *12 This software is intended for evaluation purposes only. It must be activated before actual use, and the activation procedures will be detailed during initial launch. Activation requires Internet access, which enables certain functions included. This software has an expiration date of 60 days from date of first use, at which time the software will operate under reduced-functionality mode, limiting options and operations.
- *13 Free use of 90 days. Further update will be charged.

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

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