

Press Release

Sony Introduces the Multi-Functional VAIO® Fit multi-flip™ PC *Offering an uncompromising notebook experience for productive work and play*



VAIO® Fit multi-flip™ PC

Hong Kong, November 5, 2013 – Sony today announced the launch of the new VAIO® Fit 15A and 13A, featuring a multi-flip™ hinge that provides users with a variety of ways to use their mobile PCs while still enjoying the full functionality of a traditional clamshell laptop. Available in 15-inch and 13-inch sizes, the new VAIO® Fit multi-flip™ PC series aims to suit the computing needs of everyone.

The VAIO® Fit multi-flip™ PC's revolutionary new multi-flip™ hinge is the highlight of its design, which makes it capable of flipping and converting between laptop, tablet and viewer modes by flipping the display over the hinge. The laptop mode comfortably accommodates highly productive work, the same way as conventional notebook PCs. In tablet mode, it is best utilised for browsing the web, taking pictures, and writing with the digitizer stylus¹. Lastly, with the viewer mode, the display can be flipped over so that you can share the experience of watching a video or movie with another viewer. This makes the VAIO® Fit multi-flip™ PC adaptable for any use, be it for professionals, students, designers or the everyday PC user.

Structured in a stylish, functional design; its thin chassis is constructed with an aluminium hairline finish. The notebook comes with a full pitch keyboard, touch pad and palm rest to give users a comfortable typing experience, as well as a backlit keyboard which allows for work in low-light conditions.

Inspiring Creativity

The VAIO® Inspiration Suite aims to replace the necessity of pen and paper with a collection of core apps that allow users to seamlessly capture, edit and organise content on their VAIO® notebooks. The VAIO® Fit multi-flip™ PC comes pre-loaded with a trio of apps² to help users unleash their creativity: after shooting and reorienting images on CamScanner³, users can then clip

¹ VAIO® Fit 13A comes with a digitizer stylus. The digitizer stylus is an optional purchase for VAIO® Fit 15A.

² VAIO® Fit 13A and 15A are pre-loaded with three apps and two apps respectively.

³ Only VAIO® Fit 13A is pre-loaded with CamScanner.

out the subject of the image using VAIO® Clip, and write memos on top of the images with their digitizer stylus¹ in VAIO® Paper. This gives users the same experience as drafting or sketching with pen and paper and much more.

Incorporating the best of Sony's digital imaging expertise, the Exmor™ RS for PC imaging sensor found on the VAIO® Fit 13A makes it possible to take high-resolution images of documents. Images are clear enough for the computer to recognise and tag texts in the photos, which works harmoniously with the CamScanner² app. The back-illuminated CMOS sensor also ensures that there is reduced noise in low-light situations.

Besides the Exmor™ RS for PC sensor, Sony has incorporated other technologies into the VAIO® Fit multi-flip™ PC such as the TRILUMINOS™ display for mobile and X-Reality for mobile, adapted from technology used in the Sony BRAVIA 2013 range of TVs. These allow for a more vivid reproduction of colours on screen and ensure the sharpest picture quality. The VAIO® Fit multi-flip™ PC is also powered to deliver dynamic bass and soaring highs without distortion with the ClearAudio+™ mode that uses a variety of sound technologies to deliver a superior audio performance. With one simple operation, users can enjoy music with the levels of sharpness and depth that the artist intended.

The VAIO® Fit multi-flip™ PC is NFC-enabled, which makes connecting devices to the PC a breeze. By simply hovering compatible NFC products over the PC, you can stream music from the PC directly to your NFC speakers.

The new multi-functional VAIO® Fit 15A/13A will be available from end of November 2013 as follows:

Models	Prices
SVF15N17CGB	HK\$11,980
SVF15N13CGS	HK\$ 9,980
SVF15N1ACGP	HK\$ 8,980
SVF13N15CGB	HK\$10,980
SVF13N15CGS	HK\$10,980
SVF13N17PGB	HK\$13,980
SVF13N17PGS	HK\$13,980

Sony Premium Services

Customers who purchase the latest VAIO® Fit 15A/13A are eligible to purchase optional Sony Premium Services which bring a host of benefits. These include the extension of the product warranty and a 20% discount on Sony Studio services. Additionally customers will get a 50% discount on value-added services which include: delivery service, system recovery service, RAM upgrade service, create VAIO® recovery disc, data migration service, software installation service and system/firmware updates. Premium Services (VAIO® Notebook) include: an extension of the local warranty 1-year plan at HK\$590 and an extension of local warranty 2-year plan at HK\$1,060. For details of Premium Services, please visit <http://www.sony.com.hk/premiumservices/>.

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

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” symbolizes 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.

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Product specifications of VAIO® Fit 15A series:

Model	SVF15N17CGB	SVF15N13CGS	SVF15N1ACGP
Operating System			
Operating System	Windows 8 64 bit (English Version)		
Language Pack	Language Pack: Traditional Chinese, Simplified Chinese, Arabic, Thai		
Processor			
Processor	Intel® Core™ i7-4500U Processor 1.80 GHz with Turbo Boost up to 3 GHz ^{*1}	Intel® Core™ i5-4200U Processor 1.60 GHz with Turbo Boost up to 2.60 GHz ^{*1}	
Architecture			
Memory Bus	1600 MT/s		
Cache Memory	4 MB (L3 Cache) ^{*1}	3 MB (L3 Cache) ^{*1}	
Main Memory			
Pre-installed	8 GB (4 GB (PC3L-12800 SO-DIMM) x 2) DDR3L SDRAM (Max) ^{*2}	4 GB (4 GB (PC3L-12800 SO-DIMM) x 1) DDR3L SDRAM (Max) ^{*2}	
Storage			
Hard Disc	Hybrid HDD 1 TB ^{*3} (HDD 1 TB + NAND Flash Memory for cache 16 GB, Serial ATA, 5400 rpm)	750 GB ^{*3} (Serial ATA, 5400 rpm)	
Graphics			
Graphics Accelerator	NVIDIA® GeForce® GT 735M with NVIDIA® Optimus™ technology / Intel® HD Graphics 4400		Intel® HD Graphics 4400
Dedicated Video Memory	2 GB DDR3		---
Display			
Display	15.5 inch wide (Full HD: 1920 x 1080) TFT colour display (TRILUMINOS DISPLAY for mobile, LED backlight, Touch screen(Capacitive), OptiContrast™ Panel) Visual Technology: X-Reality for mobile, Colour mode setting (Vivid, Natural, Text)		
Ambient light sensor	Yes		
Interfaces			
USB	SuperSpeed USB (USB 3.0) port Type A Connector with charging function x 1, SuperSpeed USB (USB 3.0) port Type A Connector x 2		
Network (RJ-45) Connector	1000BASE-T/100BASE-TX/10BASE-T x 1		
Headphone	Stereo, Mini Jack x 1 (also serves as Headset jack) ^{*4}		
HDMI IN/ Out Connector	HDMI Out x 1		

SD Memory Card Slot	SD memory card(SDHC, SDXC compatible, UHS (SDR50) supported, Copyright protection function (CPRM))* ⁵
DC IN	x 1
Wireless Connection	
Wireless LAN	IEEE 802.11b/g/n* ⁶
Wireless LAN Data Rate	Maximum transmission speed: 300 Mbps* ⁶ , Maximum receipt speed: 300 Mbps* ⁶
Bluetooth®	Bluetooth® standard Ver. 4.0 + HS* ⁷
NFC function	
NFC function	Yes
Sensor	
Sensor	Accelerometer, Gyro, Digital Compass
Camera	
Front Side Camera	HD web camera powered by "Exmor R for PC" (Resolution: 1280 x 720, Effective Pixels: 0.92 Mega pixels)
Audio	
Audio	Intel® High Definition Audio/ Built-in Stereo speakers/ Built-in Dual microphone/ S-FORCE Front Surround 3D, "Clear Phase", "xLOUD", ClearAudio+mode, "VPT", "Voice Zoom"
Keyboard/Input Device	
Keyboard/Input Device	19 mm key pitch/1.2 mm keystroke, 82 keys, Backlit Keyboard/ Touchpad (Gesture supported)
Battery Life	
Bundled Battery	VGP-BPS40 Lithium-ion battery: up to 5.0 hours of use* ⁸
Sleep Mode	
Rapid Wake	Rapid Wake + Eco
General	
Dimensions (W x H x D)	377.1 x 18.4 (maximum 20) x 253.8 mm
Weight	2.29 kg (including the supplied battery)
Bundled Software	
Communications	Skype™, Socialife, Air Soccer Fever
Microsoft Office	Microsoft® Office* ⁹
Music	Music app, Imagination Studio VAIO® Edition (ACID™ Music Studio 9, Sound Forge™ Audio Studio 10)
Video & Photo	Imagination Studio VAIO® Edition (DVD Architect™ Studio 5.0, Movie Studio Platinum 12), Adobe® Photoshop® Elements 11, PlayMemories Home, VAIO® Movie Creator, Album app
Security	Trend Micro™ Titanium Maximum Security 60days* ¹⁰
Utilities	VAIO® Message Center, VAIO® Control Center, VAIO® Gesture Control, Xperia Link, Adobe® Reader® XI, Norton™ Online Backup* ¹⁰
Support	VAIO® Care, VAIO® Transfer Support, VAIO® Update

Accessories		
Supplied Accessories	AC Adaptor : VGP-AC19V78 / Battery: VGP-BPS40	AC Adaptor : VGP-AC19V76/ Battery: VGP-BPS40
Warranty		
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.
- *2 The memory capacity actually available may be smaller than the one displayed depending on the software in use and operating environment.
- *3 One GB means one billion bytes, and one TB or terabyte means one trillion bytes, when referring to storage capacity. Accessible capacity may vary depending on system configuration and preloaded content. A portion of space is reserved as a recovery area.
- *4 You can connect external sound output devices (such as speakers, headphones, or a headset) to your VAIO® computer. Use a Sony smartphone compatible headset (not supplied) to make an Internet call and voice chat. The remote of your headset does not work with your VAIO® computer. Your headset may not work correctly with your VAIO® computer. An external microphone with a 3-pole mini plug does not work with the headset compatible headphone jack.
- *5 Some types of SD memory cards, for example ones with the UHS (Ultra High Speed data transfer feature), may become extremely hot due to continuous access to the memory cards. In such a case, wait for a while before removing the memory card until it cools down. SD memory cards (up to 2 GB), SDHC memory cards (up to 32 GB) and SDXC memory cards (up to 128 GB) available as of May 2013 have been tested and found compatible with your VAIO® computer. However, it is not guaranteed that all SD memory cards, SDHC memory cards or SDXC memory cards will be compatible with the computer.
- *6 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.
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 The continuous battery life may vary upon usage pattern, product settings, and environmental conditions. Estimated battery life (under JEITA Battery Run Time Measurement Method ver.1.0, measurement method (a)).
- *9 1 month trial for new Microsoft Office 365 customers
- *10 Free use of 60 days. Further update will be charged.

<Important notice when playing back HD contents>

[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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- Internet connection may be required in order to install some applications.
- Whilst information given is true at time of printing, small production changes in the course of our company's policy of improvement through research and design might not necessarily be included in the specifications. E&OE. Actual models may differ slightly in appearance to illustrations provided.

Product specifications of VAIO® Fit 13A series:

Model	SVF13N17PGB/S	SVF13N15CGB/S
Operating System		
Operating System	Windows 8 Pro 64 bit (English Version)	Windows 8 64 bit (English Version)
Language Pack	Language Pack: Traditional Chinese, Simplified Chinese, Arabic, Thai	
Processor		
Processor	Intel® Core™ i7-4500U Processor 1.80 GHz with Turbo Boost up to 3 GHz ^{*1}	Intel® Core™ i5-4200U Processor 1.60 GHz with Turbo Boost up to 2.60 GHz ^{*1}
Architecture		
Memory Bus	1600 MT/s	
Cache Memory	4 MB (L3 Cache) ^{*1}	3 MB (L3 Cache) ^{*1}
Main Memory		
Pre-installed	8 GB (8 GB (On Board)) DDR3L SDRAM (Max) ^{*2}	
Storage		
Hard Disc	256 GB ^{*3} (256 GB x 1, Serial ATA)	128 GB ^{*3} (128 GB x 1, Serial ATA)
Graphics		
Graphics Accelerator	Intel® HD Graphics 4400	
Display		
Display	13.3 inch wide (Full HD: 1920 x 1080) TFT colour display (TRILUMINOS DISPLAY for mobile, LED backlight, Touch screen(Capacitive), OptiContrast™ Panel) Visual Technology: X-Reality for mobile, Colour mode setting (Vivid, Natural, Text)	
Ambient light sensor	Yes	
Interfaces		
USB	SuperSpeed USB (USB 3.0) port Type A Connector with charging function x 1, SuperSpeed USB (USB 3.0) port Type A Connector x 1	
Headphone	Stereo, Mini Jack x 1 (also serves as Headset jack) ^{*4}	
HDMI IN/ Out Connector	HDMI Out x 1	
SD Memory Card Slot	SD memory card(SDHC, SDXC compatible, UHS (SDR50) supported, Copyright protection function (CPRM)) ^{*5}	
DC IN	x 1	
Wireless Connection		
Wireless LAN	IEEE 802.11a/b/g/n ^{*6}	
Wireless LAN Data Rate	Maximum transmission speed: 300 Mbps ^{*6} , Maximum receipt speed: 300 Mbps ^{*6}	
Bluetooth®	Bluetooth® standard Ver. 4.0 + HS ^{*7}	
NFC function		
NFC function	Yes	

Sensor	
Sensor	Accelerometer, Gyro, Digital Compass
Camera	
Front Side Camera	HD web camera powered by "Exmor R for PC" (Resolution: 1280 x 720, Effective Pixels: 0.92 Mega pixels)
Rear Side Camera	8M Camera powered by "Exmor RS for PC" (Resolution: 3264 x 2448, Effective pixels: 7.99 Mega pixels)
Audio	
Audio	Intel® High Definition Audio/ Built-in Stereo speakers/ Built-in Dual microphone/ S-FORCE Front Surround 3D, "Clear Phase", "xLOUD", ClearAudio+mode, "VPT", "Voice Zoom", "Sound Optimizer"
Keyboard/Input Device	
Keyboard/Input Device	19 mm key pitch/1.2 mm keystroke, 82 keys, Backlit Keyboard/ Touchpad (Gesture supported)
Battery Life	
Bundled Battery	VGP-BPS41 Lithium-ion battery: up to 7.0 hours of use ^{*8}
Sleep Mode	
Rapid Wake	Rapid Wake
Network Connection during Sleep	
Technology	Intel® Smart Connect Technology
General	
Dimensions (W x H x D)	325.4 x 14.3 (maximum 17.9) x 223.4 mm
Weight	1.31kg (including the supplied battery)
Bundled Software	
Communications	Skype™, Socialife, Air Soccer Fever
Microsoft Office	Microsoft® Office ^{*9}
Music	Music app
Video & Photo	PlayMemories Home, VAIO® Movie Creator, Album app
Security	Trend Micro™ Titanium Maximum Security 60days ^{*10}
Utilities	VAIO® Message Center, VAIO® Control Center, VAIO® Gesture Control, Xperia Link, Adobe® Reader® XI, Norton™ Online Backup ^{*10}
Support	VAIO® Care, VAIO® Transfer Support, VAIO® Update
Accessories	
Supplied Accessories	AC Adaptor : VGP-AC19V74 / Battery: VGP-BPS41 Others: Digitizer stylus(VGP-STD2)
Warranty	
Local Warranty	Two years
VAIO® International Repair Service	One Year

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- Internet connection may be required in order to install some applications.
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