

Press Release

Sony Introduces Elegant Red VAIO® Notebooks for Fashion-conscious Customers



VAIO® | red edition

Hong Kong, November 5, 2013 – Sony is raising the status of its VAIO® Duo 13 and VAIO® Pro 13/11 models by releasing a limited number of rich and exotic VAIO® | red edition PCs that provide users with a premium experience from colour and design to performance and support.

VAIO® | red edition is the ultimate expression of Sony craftsmanship. The signature red finish is achieved by a variety of painting techniques on different materials, including carbon fiber and aluminium. Multiple paint layers are individually applied and hand-polished, building layer upon layer of lustrous colour. To give it that extra glossy finish, a durable protective UV coating creates an extra vibrant sheen with gorgeous depth and richness.

In addition to premium luxury design, the VAIO® | red edition is fused with the power of Sony's display technologies, exceptional camera quality and audio technology.

Speedy Performance

The VAIO® | red edition models deliver super charged performance with Intel® Core™ i7 fourth generation processors.

Standard Features

VAIO® Duo 13 and Pro 13/11 models also include standard Sony features such as a full-size backlit and full-pitch keyboard, track pad and instant PC resume technology. In addition, all models are also touch-enabled and unlock the full potential of Windows 8.

The VAIO® | red edition PCs will be available from early December 2013 as follows:

Models	Prices	Availability
VAIO® Pro 11 - SVP1121ZPGR	HK\$15,980	December 6, 2013
VAIO® Pro 13 - SVP1321ZPGR	HK\$18,980	
VAIO® Duo 13 - SVD1322ZPGR	HK\$20,980	

Sony Premium Services

Customers who purchase the latest VAIO® | red edition PCs 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.

###

Product specifications of VAIO® | red edition:

Model	VAIO® Duo 13 SVD1322ZPGR	VAIO® Pro 13 SVP1321ZPGR	VAIO® Pro 11 SVP1121ZPGR
Operating System			
Operating System	Windows 8.1 Pro 64 bit (English Version)	Windows 8 Pro 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		
Architecture			
Memory Bus	1600 MT/s		
Cache Memory	4 MB (L3 Cache)* ¹		
Main Memory			
Pre-installed	8 GB (8 GB (On Board)) LPDDR3 SDRAM (Max)* ²	8GB (8 GB (On Board)) DDR3 SDRAM (Max)* ²	4 GB (4 GB (On Board)) DDR3 SDRAM (Max)* ²
Storage			
SSD	512 GB* ³ (512 GB x 1, Serial ATA)	512 GB (512 GB x 1, PCI Express x 4)* ³	256 GB (256 GB x 1, Serial ATA 6 Gb/s)* ³
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)	13.3 inch wide (Full HD: 1920 x 1080) TFT colour display (TRILUMINOS DISPLAY for mobile, IPS, LED backlight, Touch screen(Capacitive))	11.6 inch wide (Full HD: 1920 x 1080) TFT colour display (TRILUMINOS DISPLAY for mobile, IPS, LED backlight, Touch screen(Capacitive))
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		

Memory Card slot	Memory Stick Duo("Memory Stick PRO-HG" compatible, "MagicGate" function ("MagicGate" is not supported for 256 MB or less capacity media.))	---
SD Memory Card Slot	SD memory card(SDHC, SDXC compatible, Copyright protection function (CPRM)) ^{*5}	SD memory card(SDHC, SDXC compatible, UHS (SDR50) supported, Copyright protection function (CPRM)) ^{*5}
DC IN		x 1
Extend Battery Connector	---	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	---
Security/Utilities		
Security Chip	---	TCG ver.1.2 compliant
Intel(R) Anti-Theft Technology	---	Yes
Intel(R) Identity Protection Technology	Yes	---
Camera		

Front Side Camera	Full HD web camera powered by "Exmor R for PC" (Resolution: 1920 x 1080, Effective pixels: 2.07 Mega pixels)	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-Master(Speaker Amplifier), S-FORCE Front Surround 3D, "Clear Phase", "xLOUD", ClearAudio+mode, "VPT", "Voice Zoom", "Sound Optimizer", Playback during sleep mode	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/In put Device			
Keyboard/In put Device	19.05 mm key pitch/1.0 mm keystroke, 83 keys, Backlit Keyboard/ Touchpad (Gesture supported)	19 mm key pitch/1.35 mm keystroke, 82 keys, Backlit Keyboard/ Touchpad (Gesture supported)	16.95 mm key pitch/1.35 mm keystroke, 82 keys, Backlit Keyboard/ Touchpad (Gesture supported)
Battery Life			
Bundled Battery	VGP-BPS36 Lithium-ion battery: up to 11.5 hours of use ^{*8}	VGP-BPS38 Lithium-ion battery: up to 8.0 hours of use ^{*8}	VGP-BPS37 Lithium-ion battery: up to 7.0 hours of use ^{*8}
Optional Battery	---	VGP-BPS38 + VGP-BPSE38 Lithium-ion battery: up to 16.0 hours of use ^{*9}	VGP-BPS37 + VGP-BPSE38 Lithium-ion battery: up to 14.5 hours of use ^{*9}

Sleep Mode			
Rapid Wake	Rapid Wake + Eco		
Network Connection during Sleep			
Technology	InstantGo	Intel® Smart Connect Technology	
General			
Dimensions (W x H x D)	330 x 9.2 (maximum 19.5) x 210 mm	322 mm x 12.8 (maximum 17.2) mm x 216 mm	285 mm x 13.2 (maximum 17.2) mm x 197 mm
Weight	1.33 kg (including the supplied battery)	1.09 kg (including the supplied battery)	0.88 kg (including the supplied battery)
Bundled Software			
Communications	Skype™, Socialife, Air Soccer Fever	Socialife, Air Soccer Fever	
Microsoft Office	Microsoft® Office*10		
Music	Music app		
Video & Photo	PlayMemories Home, VAIO® Movie Creator, Album app		
Security	Trend Micro™ Titanium Maximum Security 60days*11		
Utilities	VAIO® Message Center, VAIO® Control Center, VAIO® Gesture Control, Xperia Link, Adobe® Reader® XI, Norton™ Online Backup*11, FastAccess™	VAIO® Message Center, VAIO® Control Center, VAIO® Gesture Control, Xperia Link, Adobe® Reader® XI, Norton™ Online Backup*11	
Support	VAIO® Care, VAIO® Update	VAIO® Care, VAIO® Transfer Support, VAIO® Update	
Accessories			
Supplied Accessories	AC Adaptor : VGP-AC10V10/ Battery: VGP-BPS36 VGA adapter: VGP-DA15 Others: Digitizer stylus(VGP-STD2)	AC Adaptor : VGP-AC10V10/ Battery: VGP-BPS38 VGA adapter: VGP-DA15 Others: Cleaning Cloth	AC Adaptor : VGP-AC10V10/ Battery: VGP-BPS37 VGA adapter: VGP-DA15 Others: Cleaning Cloth
Warranty			
Local Warranty & VAIO®	One Year		

International Repair Service	
------------------------------------	--

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 This product may only function with a genuine Sony battery designed for this model.
- *10 1 month trial for new Microsoft Office 365 customers
- *11 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.
- The trademarks, including but not limited to "Sony", "VAIO®", "Memory Stick", "xLOUD" and "Clear Phase" are either trademarks or registered trademarks of Sony Corporation and/or its subsidiaries.
- Xperia is a trademark or registered trademark of Sony Mobile Communications AB.
- Adobe, the Adobe logo, Adobe Reader and Adobe Premiere are either registered trademarks or trademarks of Adobe Systems Incorporated in the U.S. and/or other countries.
- Intel, the Intel logo, Intel Inside, Intel Inside Logo, Intel Core, Core Inside, Ultrabook, Ultrabook logo are trademarks of Intel Corporation in the U.S. and/or other countries.
- Microsoft and Windows are either registered trademarks or trademarks of the Microsoft Corporation in the U.S. and/or other countries.
- All other trademarks are trademarks of their respective owners.
- Some applications may require installation via download.
- 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.