



Press Release

Berlin, 15 July 2008

The VAIO Z-Series: Power and Portability in Perfect Balance



- **Premium design and advanced features for discerning business users**
- **Miniaturisation technology including 12 layer motherboard**
- **True 16:9 wide screen X-black LCD display with enhanced durability and 100% colour fidelity**
- **Stamina Mode and LED display for extended battery life**
- **Light but very durable advanced carbon fibre construction**
- **Ultra-fast fully integrated 7.2Mbps 3G WWAN mobile broadband**

The VAIO Z-Series offers executives and professionals the ultimate in uncompromised mobility. The design was evolved directly from user experience, ensuring rigorous practicality behind the matchless visual appeal. Sony's engineering and craftsmanship deliver superlative functionality from a remarkably portable platform based on a uniquely compact 12 layer motherboard. The provision of VAIO "everywair" WWAN technology¹ on selected models means that ultra-fast mobile broadband speeds of up to 7.2Mbps are possible using HSDPA mobile data networks. So on the move, there really is no compromise.

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“This is the culmination of ten years of VAIO innovation,” said Hidetoshi Takigawa, Marketing Director for VAIO of Europe. “Incorporating feedback from our discerning and highly demanding customers, the VAIO Z embodies everything the brand stands for – cutting edge excellence in technology, exceptional ergonomics and bold, iconic design. This is a notebook everyone would be proud to own.”

Every aspect of the physical design of the VAIO Z has been refined to a perfect blend of form and function. Internally, the unique, custom-designed 12 layer motherboard means a smaller footprint, still further reduced by additional component miniaturisation. The case is constructed from advanced carbon fibre materials typically associated with the world of F1 racing and the aerospace industry. This means tremendous strength yet remarkable portability: the VAIO Z weighs less than 1.5kg but is tested to withstand a drop of up to 72cm while operational and up to 90cm when powered down.

The keyboard looks outstanding thanks to a single, beautifully brush-finished aluminium panel through which the keys rise, and which also forms the palm rest. The precision engineered ‘isolation’ key spacing and delicately concave key surfaces mean typing is fast, accurate and comfortable. A positive but silent action places the final seal of quality on this vital aspect of the notebook.

The unique look of the VAIO Z owes much to the cylindrical hinge between the body and the screen. This provides an ergonomic and secure grip for carrying, while internally it serves as the holding space for the battery. With impeccable design logic, the end caps house the power cable input and power button respectively. The button itself glows elegantly in emerald green when the system is active and pulses gently orange when in standby, artfully complementing the overall styling.

The range features an advanced display that combines LED illumination for extended battery life with a true 16:9 wide screen format that eliminates the letterbox effect when viewing wide screen movies. The screen has a super-slim bezel so it delivers a generous 13.1-inch viewable diagonal and lots of workspace thanks to its native WXGA++ (1600 x 900) resolution².

Sony's X-black LCD display enhancement technology boosts brightness and contrast and ensures vivid colours, and the panel delivers 100% colour fidelity – equivalent to 100% of the NTSC format colour space – so colours really are true to life. Even the surface finish has been improved to better resist scratching and reduce reflection, ensuring durability and maximum viewing comfort.

In order to boost battery life as much as possible, the VAIO Z has a special Stamina Mode switch which allows the user to select between two graphics chipsets. You can choose between lightning fast 3D performance delivered by the NVIDIA® GeForce® 9300M GS GPU or high stamina using integrated Intel® graphics. When performance graphics are not required, extended battery life of over 5 hours is possible. This can be all done while the machine is turned on.

General performance is assured thanks to the combination of potent Intel® Core™ 2 Duo processors and the new Intel® Centrino® 2 platform. This boosts everything from multitasking and memory speed to battery life, and assures extremely reliable wireless networking.

To ensure really seamless wireless operation, VAIO Smart Network technology allows you to switch between WWAN (3G) networks and WLAN wireless hot spots (802.11 a/b/g/Draft n) – without turning the computer off.

A special model, designated VGN-Z11VN/X, will be available exclusively online from the Sony Style Store. To find out more about this and many other Sony Style Store exclusives, please go to the website at www.sonystyle-europe.com.

¹ Available on models VGN-Z11VN/B; VGN-Z11WN/B. VAIO "everywair" refers to 7.2Mbps or faster HSDPA Wireless WAN technology implemented on VAIO notebooks. The "everywair" logo is designed for customer recognition and simplicity. It does not denote a specific VAIO-developed technology.

² Available on models VGN-Z11VN/B; VGN-Z11WN/B; VGN-Z11XN/B

ENDS

Key Product Features

Model	VGN-Z11VN/B
Operating system	Microsoft® Windows Vista® Business
CPU	Intel® Core™ 2 Duo P9500 2.53GHz
RAM	4GB DDR2 SDRAM
HDD	320GB
Graphics	NVIDIA® GeForce® 9300M GS GPU Total Available Graphics Memory approx 1500MB (Speed Mode) with dedicated Video Memory of 256MB. Total Available Graphics Memory refers to the Windows Vista® classification of graphics memory, which varies depending on the operating condition, version of device driver and system memory size.
Optical	DVD+-RW/+ -R DL/RAM
Screen	13.3-inch WXGA X-black LCD with LED illumination
Security	Fingerprint recognition; TPM
Special controls	Stamina Mode switch
Wireless	VAIO everywair HSDPA 7.2Mbps WWAN with Diversity Rx antennas; Intel® wireless LAN 802.11 a b g Draft n; Bluetooth®
Weight	1.499kg
Software includes	Adobe® Acrobat® Standard 8.0, Adobe® Reader® 8.1, Microsoft® Office Ready 2007 (60 days Try & Buy), Adobe® Photoshop® Elements 6.0, Easy Media creator 9, WinDVD 8.0 for VAIO
Case construction	Carbon fibre lid and base

Environmental Information: 3Ps



PRODUCT



PROCESS



PLANET



[product]

- VAIO Z11-Series models are ENERGY STAR® qualified.
- VAIO Z11-Series models feature a Stamina Mode switch to conserve battery power.
- VAIO Z11-Series models have an LCD with white LED backlight.
- All cover/housing plastic parts >25g are halogen-free.
- The main printed circuit boards (without components) >25g are halogen-free.



[process]

- Plastic parts >100g are made of one single material or of easily separable materials.
- Recycled paper or certified paper (eg FSC) is used for product packaging.
- Recycled paper is used for printed documentation.
- For the VAIO Z11-Series, Volatile Organic Compound-free vegetable oil based ink is used for printing the packaging.
- Extended user documentation is provided electronically on the hard disk drive to



[planet]

Sony is determined to lead the way as a responsible manufacturer, and as a result we are focussing on three key areas of investment:

1. Reducing CO2 gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.44 billion (yen 8,871 billion) for the fiscal year ended March 31, 2008, based on an average market exchange rate for the same period of yen 160.0 to the EUR. It employs approximately 180,500 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 12.73 billion (yen 2,328 billion) for the fiscal year ended March 31, 2008. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.55 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>

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