



VAIO® Celebrates Comeback in Europe

Two new devices offer the highest quality, connectivity and the fastest processing performance in its class.

Bensheim, April 2, 2019 – With a completely new generation of notebooks, VAIO is back on track on the European market. VAIO brand has been operated by VAIO Corporation based in Japan, established since 2014, spinning off from Sony's PC business. With the VAIO® SX14 and the VAIO® A12 devices, the company seamlessly continues the tradition of the VAIO notebooks' outstanding quality features: lightweight, powerful and made of high-quality materials. The casings are composed of magnesium or carbon fiber combined with aluminum, in top-quality workmanship. The VAIO A12 as 2-in-1 device weighs 1,100 grams, the SX14 only 999 grams – despite a variety of interfaces and an impressive technical configuration. Developed and manufactured by VAIO in Japan, the two new devices are distributed in Europe, starting with Germany, Austria, Switzerland, Sweden, Denmark and UK, by TREKSTOR as Business Licensing Partner. In addition to the web shop at eu.vaio.com, the fast and elegant notebooks for business and private users are also available from selected retailers.

VAIO® SX14

The Intel® processors of the Core™ i7 or i5 series speed VAIO up: with VAIO® TruePerformance, the computing power of the SX14 as a flagship is optimally adapted to the processor speed requirements. Thus, the SX14's processors are faster than their out-of-the-box counterparts and make optimum use of power reserves. The cooling technology of the CPU has also been modified for a more effective heat dissipation. The tuning kit for the processor massively shortens response times and increases its performance.

VAIO® A12

The A12 model as a 2-in-1 device combines the advantages of a notebook and a tablet: the hinges and the tablet dock are equipped with the "stabilizer flap" and the ti4Gd keyboard enables ergonomic writing. The touch display can be used with the fingers or the included VAIO digitizer pen.

Interfaces and mobility

The first two devices of the new generation bring a number of practical features for everyday use in working life: besides a variety of interfaces such as VGA, HDMI or USB 3.1 and USB Type-C™, the devices also come with Bluetooth, LAN and WiFi connection. Moreover, the device is equipped with a global 4G module. With long battery life of up to 8.5 hours* on the SX14 and a maximum of 7.5 hours* on the A12, the devices last one working day without power supply. GPS as well as a fingerprint scanner are included in both devices, as well as an infrared camera for Windows Hello on the A12, which applies the highest security level combined with comfort and quality.



* Test results under laboratory conditions. Durability parameters may vary due to the precise specification and the application scenario.

VAIO is a legendary name for notebook computers. VAIO has set for many years the standards for high-quality laptops for business and private users. This time, the new two devices, manufactured in Japan, are being distributed in Europe again. Top-quality materials and the high manufacturing standards set a mark in design and workmanship. With both the SX14 device and the 2-in-1 A12 device, customers have an ideal basis for convenient and independent mobile work and personal applications. The VAIO devices are distributed in Europe by TREKSTOR as the Business Licensing Partner.

VAIO PC in Europe for details: <http://eu.vaio.com/>

TREKSTOR GmbH

Since establishment in 2009, TREKSTOR GmbH has developed and manufactured electronics ranging from MP3 players and external hard drives to tablet and notebook PCs with operations based in Germany. Furthermore, based on feedback from various customer demographics, they are bringing innovative products to the market such as wearable smart watches in the IoT B2B area.

TREKSTOR GmbH Official Website: <http://www.trekstor.de>

VAIO Corporation

VAIO Corporation was established on July 1, 2014, spinning off from Sony's PC business. With its headquarters and manufacturing base located in Azumino City, Nagano Prefecture, it is engaged in planning, design, development, manufacturing, sales and ancillary series in PC business and EMB Business. "Solution Business" is third core business of VAIO, currently launching the first endeavor, 'VR Solution Business.'

VAIO Corporation Official Website: <https://vaio.com/top/>

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