

## Sony brings the incredibly vivid HD experience with the new VAIO YB series

- Extremely stylish and trendy, VAIO YB will be available in three vibrant colours – silver, green and pink
- Priced at Rs. 26,990, the new laptops are extremely easy on the pocket

**Mumbai, January 19, 2011:** Sony India today announces the launch of new VAIO YB series, the perfect combination of high performance, fine aesthetics and competitive price. Fitted with the latest Vision Technology from AMD, users can now enjoy smooth and comfortable HD contents playback, faster Internet operation and finer online gaming experience with the new VAIO YB series. Best quality HD content can also be enjoyed on a large screen by simply connecting to a monitor or TV. Stylishly designed for user-friendly operation, VAIO YB will be available in trendy colours – pink, silver and green.

VAIO YB offers superb graphics performance yet consumes less power. It also has an extremely user-friendly interface that ensures hassle free navigation through all technical features. It comes with an 11.6” wide display for convenient and delightful viewing. The isolation keyboard of the laptop assures comfortable, precise typing and an ergonomic touchpad for precision gestural control. The new YB series has an extremely light body (1.46 kg) making it a very mobile and easy to carry notebook PC.

To further increase the usability, VAIO YB comes with the ASSIST button. It offers instant access to VAIO Care, VAIO original software, which simplifies basic maintenance and troubleshooting tasks to keep your VAIO in good condition.

The VAIO YB is priced at Rs. 26,990 and will be available across all Sony Centers and other major electronic outlets in India from 2<sup>nd</sup> Feb, '11 onwards.

### About Sony India Pvt. Ltd.

Sony India is one of the most recognized consumer electronics brand in the country, with a reputation for new age technology, digital concepts and excellent after sales service. In India, Sony has its footprint across all major towns and cities in the country through a distribution network comprising of over 5000 dealers and distributors, 270 exclusive Sony outlets and 19 direct branch locations. Sony India also has a strong service presence across the country with 22 company owned, 212 authorized service centers and 18 exclusive demonstration centers. For more details, please visit: [www.sony.co.in](http://www.sony.co.in)

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