

NEW PRODUCT

VAIO Corporation Announces Release of a SIM-free Smartphone **VAIO® Phone Biz with Windows 10 Mobile**

~Customized Design for Japanese Communication Network Environment* Business Person's Pleasant Tool.*~

Covers all major domestic frequency bands. Compatible with NTT docomo's carrier aggregation.

NTT docomo Inter-Operability Testing to be Conducted.

VAIO Corporation (Headquartered in Azumino City, Nagano. CEO: Yoshimi Ota) will be successively releasing SIM-free smartphone models "VAIO Phone Biz with Microsoft Windows 10 Mobile" starting this April. It will introduce one model at a time.



Windows 10 Mobile is a mobile operating system and an edition of Windows 10. Windows 10 Mobile has high affinity with other Windows-based PCs and enterprise systems, and it even shares the same user interface elements as Windows 10. VAIO Corporation has been developing Windows-based PCs for many years, but now with the new possibilities offered by Windows 10 Mobile, we decided to design and develop VAIO Phone Biz, and we are now ready to launch a model.

The product was designed to match the network coverage across Japan. It supports a broad range of frequency bands offered by the major Japanese carriers to provide high-speed access wherever the user may be, including when the user is out on business trips. It is also designed to be compatible with NTT docomo's carrier aggregation.

The housing is carved out of solid aluminum to achieve both elegance and durability. The specs include a 5.5-inch full HD liquid crystal display, 3GB memory, Continuum*-compatible Qualcomm Octa-core processor Snapdragon 617. We designed the product with real-life business situations in mind and aimed it to be a pleasant tool for business users.



We have set up our sales channel with NTT docomo's Corporate Sales and Marketing Division and Daiwabo Information Systems Co., Ltd. to make VAIO Phone Biz available to a wide range of corporate users. For general consumers, VAIO Phone Biz will be available at our online store, VAIO STORE, and we plan to make it available through MVNOs (mobile virtual network operators) such as BIGLOBE Inc. and Rakuten mobile and some GMS.

*Continuum: See explanation and description below.

○ Sales date and expected market price

	Model Name	Orders/Sales Date	Expected Sales Price
Smartphone with Windows 10 Mobile			
VAIO Phone Biz	VPB0511S	Planned for April	50,000 JPY range

○ Sales channels (Subject to change)

Corporate users: NTT docomo, Inc, Corporate Sales and Marketing Division

Daiwabo Information Systems Co. Ltd.

Individual users: VAIO Corporation direct online store, VAIO STORE.

MVNOs such as BIGLOBE Inc. and Rakuten mobile and some GMS.

○ VAIO Phone Biz's main features

Product Name: VAIO Phone Biz, VPB0511S

Product Page: http://vaio.com/products/phone_biz051/



Color: Silver only (Housing material is carved aluminum.)

1. Windows 10 Mobile OS / Great affinity with Windows PCs
2. Pleasant hardware experience / SIM-free and full communication functions
3. High quality, high durability / Azumino FINISH

1. Windows 10 Mobile OS / Great Affinity with Windows PCs

1-1. Powered by Windows 10 Mobile

The Windows 10 Mobile, which operates VAIO Phone Biz, shares the same platform as the latest Windows OS, Windows 10. Your data and setting can be managed with the same Microsoft account as your PC. The same UI and apps running on the Windows 10 PC improve work productivity.

1-2. View and Edit Data with Programs like Word and Excel



- VAIO Phone Biz has Microsoft's Office Mobile pre-installed. With the same UI and ease-of-use as the PC, you can view and edit data in Word and Excel on the smartphone's screen.
- By utilizing Office 365 which many companies are introducing, you will be able to use business tools such as SharePoint when you are out of office or home. You will even be able to share data by accessing One Drive for Business.

1-3. Making PC-like operation a reality with Continuum Function

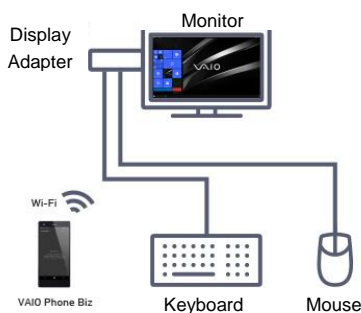
VAIO Phone Biz is compatible with Continuum, one of Windows 10 Mobile's most-talked-about functions. By connecting to a monitor or television that has the Wireless Display Docking Adaptor (sold separately)* plugged in, you will be able to view a desktop screen, just like you see on a PC. With a keyboard or a mouse, you will then be able to operate it just like you would a PC. Additionally, you will be able to use VAIO Phone Biz to make calls while in that connected state and use applications on the smartphone screen at the same time. With this function, you can use a large screen in the office and the smartphone's screen when you are out. In such a way, this function holds a high potential for changing how work is done.

* Wireless Display Docking Adaptor (sold separately) (VAIO Corp recommended)

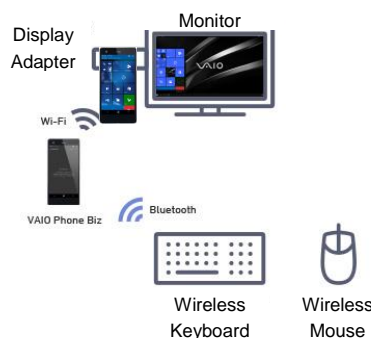
ScreenBeam Mini2 Continuum Edition [by Actiontec Electronics, Inc.]



Connect the keyboard and mouse to the adaptor and plug into the USB



Connect the Keyboard and Mouse with Bluetooth to VAIO Phone Biz



2. SIM-Free & Fully Loaded Communication Functions / Pleasant Hardware Experience

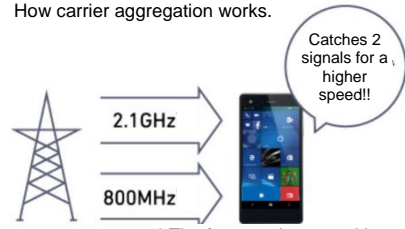
2-1. Designed to Match Japan's Communication Network and Infrastructure. Can be Used Anywhere, including on Business Trips. High-Speed Communication Anywhere, Anytime.

VAIO Phone Biz's fully loaded communication functions allow the device to connect to NTT docomo's LTE network and most major carrier's frequencies in Japan. It also supports NTT docomo's carrier aggregation. VAIO Phone Biz can connect to the Internet at a pleasant maximum speed of 225Mbps.

Compatibility with main frequencies in use in Japan.

Terminal	Band 1 (2.1GHz)	Band 3 (1.7GHz)	Band 8 (900MHz)	Band 11 (1.5GHz)	Band 19 (800MHz)	Band 21 (1.5GHz)
VAIO Phone Biz	Yes	Yes	Yes	Yes	Yes	Yes

How carrier aggregation works.



* The frequencies stated here is a representative example.

2-2. Of Course, It is SIM-Free

With its SIM-Free design, you can select the most appropriate data plan from any carrier based on your budget. Even a low-cost SIM for your data communication plan is within your choice.

2-3. Its Specs Rank Above the Rest and Allow for Pleasant Use for a Longer Time

The specs include a 3GB memory that allows for a pleasant multi-tasking experience and the use of Continuum, a 5.5-inch full HD LCD, and Qualcomm's Continuum compatible Octa-Core Processor, Snapdragon 617.

Basic Specs		VAIO Phone Biz
Screen	Size	5.5 inches
	Resolution	1080 x 1920 dpi
CPU		Octa-core Processor Snapdragon 617 (1.50GHz)
Memory		3GB
Storage		16GB
Camera Active Pixels	Rear	13M Pixels
	Front	5M Pixels
Continuum Compatible		Yes

3. High Quality, High Durability / Azumino FINISH

3-1. The Housing is Carved Out of Solid Aluminum to Achieve Elegance and Durability

The aluminum and tempered glass covered housing achieves both an elegant beauty and superior durability. The durable housing is carved out of solid aluminum. The VAIO logo is etched out by laser to create a three-dimensional look, and its texture is finished up through a blast process. It has a simple, timeless design that will never look old after years of use and will accentuate the user in the business scene.

Aluminum body manufacturing process



3-2. The Quality of *Azumino FINISH*

Just as in the VAIO PCs, VAIO Phone Biz's quality is assured by what we call the *Azumino FINISH*. Every single unit that comes out of our facility receives the finishing touch by specialized engineers. We ship to the customer only after every unit is inspected. Because the products are meant to be used by people, they should be inspected with human eyes all the way through the final manufacturing stage. *Azumino FINISH* is supported by our ardent desire to create and deliver high-quality products.



○ Special Clip Featuring "Development Manager Tezuka"

VAIO Phone Biz version of the entertaining clip series is now available at: <http://vaio.com/kai/>

Please enjoy.



VAIO Corporation received several endorsements with the launch of VAIO Phone Biz:

Takuya Hirano, President & CEO, Microsoft Japan

"Microsoft Japan welcomes the launch of VAIO Phone Biz by VAIO Corporation featuring Windows 10 Mobile as its operating system. We are very happy that Smartphone is added as a new category to the collaborative efforts we have had between VAIO and Windows that so far has spanned about 20 years. We would also wish to contribute to the workstyle transformation by combining and offering VAIO Phone Biz with our products and services such as Office 365 and Microsoft Intune in cooperation with our partner companies."

Kazuhiro Takagi, Executive Vice President, Managing Director of Corporate Sales and Marketing Division and Member of the Board of Directors, NTT docomo, Inc.

"NTT docomo, Inc. welcomes VAIO Corporation's launch of VAIO Phone Biz. As an enterprise mobile solution provider advocating the use of smart devices, we at NTT docomo would like to support the enterprise customers in their workstyle transformation and contribute to building new markets by joining forces with our business partners."

Hiroyuki Matsumoto, Director of Marketing and Promotion, Daiwabo Information Systems Co. Ltd.

"We sincerely congratulate you on the upcoming sale of your smartphone VAIO Phone Biz with Windows 10 Mobile. Our business plan calls for the promotion of mobile work, and we believe this product will hold a prominent position to this end. By providing a user-friendly Windows environment, we hope the mobile market will be further invigorated. We will energize and expand the Windows 10 Mobile smartphone market by effectively utilizing the functions of Windows Mobile Business Center that we jointly established with Microsoft Japan."

About VAIO Corporation

VAIO Corporation, which inherited the VAIO PC business from Sony Corporation, was established on July 1st, 2014. Its headquarters and manufacturing base are located in Azumino City, Nagano Prefecture. VAIO Corporation is dedicated to planning, design, development, manufacturing and sale of PCs and related products labeled with the VAIO trademark.

VAIO Corporation website: <http://vaio.com/>

VAIO Official Facebook: <https://www.facebook.com/VAIO-1483590171948604/?fref=ts>

VAIO Official Twitter: <https://twitter.com/PressVaio>

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Image Download Site: vaio.com/press

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