

For the press



December 12, 2018  
VAIO Corporation  
BenQ Corporation

**In Response To “Work-Style Reform” Demands,  
BenQ and VAIO Enter Interactive Flat Panel Business Alliance,  
Introducing “VAIO® Liberta™” to Corporate Market in Japan.**

BenQ Corporation (head office: Neihu, Taipei City; CEO: Conway Lee; hereinafter referred to as “BenQ”) and the VAIO Corporation (head office: Azumino City, Nagano Prefecture; CEO: Hidetoshi Yoshida; hereinafter referred to as “VAIO”) announced that they have entered into a business alliance for interactive flat panel business in Japan. Through this alliance, a premium product line of “Interactive flat panels” (hereinafter referred to as “IFP”) manufactured by BenQ will be marketed as “VAIO Liberta™” under the VAIO brand, and distributed through VAIO and BenQ Japan Co., Ltd.’s (head office: Minato-ku, Tokyo; CEO: Masashi Kikuchi) Japanese domestic corporate sales channels. Product is available from November 20, 2018.



VA6501K (65 inch)



VA7501K (75 inch)



VA8601K (86 inch)

Established in Taiwan in 2001, BenQ is a global provider of human technologies and solutions. The number of employees in their corporate group, which is comprised of 16 companies, exceeds 100,000 people and their products, recognized for their high quality and sophistication, are sold in more than 130 countries around the world. They dominate the global market share of IFP products. Their business operations in Japan currently consists of distributing LCD monitors and projectors, with sales of IFP products for the Japanese market starting in February of 2018. BenQ aims to further increase their market share in Japan by taking this opportunity to enter a business alliance with VAIO and market their products under the “VAIO Liberta™” brand.

Since the founding of the corporation in 2014, VAIO has been promoting “Work Style Innovations” by providing mobile computers and solutions (such as security functions or implementation support services) that can be of assistance in “Work Style Innovations.”

Corporate needs for “Work Style Innovations” encompass a diverse range of needs, including paperless documentation, real-time information sharing, efficient meeting administration, and remote communications, among others. IFP units have been used at educational sites ahead of all other fields, and with their social backdrop IFP devices have seen significant technical innovations, so their use in business applications has been increasing. VAIO responded to these needs by entering into IFP business and catering to the essential needs of Work Style Innovations by expanding their existing computer business operations and forming a business alliance with BenQ.

Products marketed under the “VAIO Liberta™” brand consist of premium selections from the IFP line of BenQ products that feature a variety of functions for smoother and more interactive communication. These products manufactured by BenQ will be introduced to the Japanese market with a selection of three sizes, including the very first 86-inch model as well.

#### < **Business alliance scheme and the roles of the two companies** >

BenQ will be in charge of the design, manufacture, sales, shipping, installation, implementation support and after-sale support to provide consistent product coverage, while VAIO will be in charge of marketing and sales, utilizing the corporate business channel nurtured through their marketing of VAIO computers in the Japanese market. VAIO will be verifying compatibility with VAIO computers and conducting quality audits, and will be collaborating with BenQ in certain after-sale areas as well by serving as the primary contact for inquiries from customers, to provide them peace of mind . VAIO will also be collaborating with BenQ in marketing and sales aspects of other products supplied by BenQ.

#### <**Product features**>

##### **1) Picture Quality**

- Products are capable of projecting crystal clear images of detailed documents, such as CAD drawings, on high resolution 4K UHD screens.
- Products offer an abundant range of video input methods (VGA/HDMI/DisplayPort) to secure compatibility with a wide range of devices.

##### **2) Participating**

- Up to 10 participants can enter inputs at the same time! Smooth communications are facilitated by support for multiple types of pens.
- A LAN internal screen sharing function facilitates joint editing and conferencing by several participants and between remote locations.

##### **3) Sharing**

- Sharing is quick and easy as products incorporate email transmission, printing, and cloud server storage functions.
- Account functions have been incorporated to bring peace of mind and simplicity to administration as well.

[VAIO]

<https://vaio.com/business/liberta/>

[BenQ]

· VA6501K (65 inch)

<https://business-display.benq.com/ja/findproduct/ifp/corporate-series/va6501k-corporate.html>

· VA7501K (75 inch)

<https://business-display.benq.com/ja/findproduct/ifp/corporate-series/va7501k-corporate.html>

· VA8601K (86 inch)

<https://business-display.benq.com/ja/findproduct/ifp/corporate-series/va8601k-corporate.html>

#### <Marketing/inquiries>

- Internal Sales Team, VAIO Corporate Sales Department / Call +81-(0)50-3033-5160 during operating hours of 9:00 to 17:30 Monday through Friday (excluding 12:00 to 13:00; not in operation on Saturdays, Sundays and public holidays)
- BenQ Corporate Sales Department / Info.jp@BenQ.com

#### VAIO Corporation Introduction

VAIO Corporation is a company established on July 1, 2014, to carry on the personal computer business from the Sony Corporation. The company maintains its head office and manufacturing base in Azumino City of Nagano Prefecture, where planning, designing, development, manufacturing and distribution of products for the personal computer and consigned business (EMS business) operations are conducted, and where other incidental services are provided.

The "Solutions Business" was established as the third core business of the company in August of last year, with the "VR Solutions Business" announced as the first of the series to be implemented.

VAIO Corporation corporate website: <https://vaio.com/top/>

Work Style Information and "Work & IT" Support Website (Work It): <https://workit.vaio.com/>

VAIO Corporation official Facebook page: <https://www.facebook.com/VAIO.corporation/>

VAIO official Twitter account: <https://twitter.com/PressVaio/>

#### BenQ Corporation Introduction

BenQ Corporation is promoting the 5C Strategy, consisting of 3 Cs targeting the global market, Computing (personal computer-related business), Communications (communications business) and Consumer Electronics (consumer electronics business), combined with the strengths of BenQ, which are its Crystal TFT technology and the Cool Brand.

BenQ Japan Co., Ltd. (Head office: Minato-ku, Tokyo) is an incorporated local subsidiary of BenQ Corporation in Japan. The company continues to assist customers in achieving a high quality of life by offering an abundant line of products that include liquid crystal displays incorporating Eye-care Technology and DLP projectors, many of which are the top selling projector models in the world.

BenQ Japan Co., Ltd., website: <http://www.BenQ.co.jp>

BenQ Japan Co., Ltd., Facebook page: <https://www.facebook.com/BenQJapan/>

BenQ Japan Co., Ltd. Twitter account: <https://twitter.com/benqjapan>

## Inquiries

### **VAIO Corporation**

PR Officer

Email address : [press@vaio.com](mailto:press@vaio.com)

Tokyo Office :

Hitachi Solution Tower B 14F 4-12-6, Higashishinagawa, Shinagawa-ku, Tokyo, 140-0002

Phone : +81-3-6420-0960

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\* "VAIO" is a registered trademark of VAIO Corporation.

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