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Get that fresh new look for spring with VAIO E Series 14P from Sony

Everyone can express their personal style this spring with The comfortably-spaced isolation keyboard features a handy backlight for error-free late-night typing. It's activated by an ambient light sensor that also dims screen brightness to conserve power in low-light conditions.

The generously-sized multi-gesture touchpad offers a large clickable surface for intuitive, 'button-free' control. There's plenty of space to navigate pages, edit photos and more with fingertip scroll, flick, pinch/zoom and pivot movements.

Brand-new to [VAIO](#), Gesture Control lets you interact with your computer using intuitive hand movements. Just hold your hand up in front of the web camera and swipe left or right to flick through web pages or your photo gallery. Pull your hand down to pause music playback or a slideshow, or adjust music volume up or down with 'rotate' movements. Gesture Control is currently supported by Windows® Media Player, Internet Explorer® 9, PowerPoint® and PowerDVD.

Video chats are clearer and crisper with the built-in HD web camera powered by 'Exmor for PC'. Friends and family will enjoy seeing you with sharper details, higher contrast and rich colours: even in low light where other web cameras struggle with grainy, fuzzy images.

New VAIO E Series 14P gives you effortlessly clear, sparkling sound to match its good looks. Unique to Sony, xLOUD™ and Clear Phase™ technologies boost volume levels without distortion for impressive-sounding movies and games. Alternatively, switch to Dolby® Home Theatre® V4 for rich, cinema-style audio – whether you're listening through built-in speakers, external loudspeakers or headphones.

At work or play, the energy-smart design of VAIO E Series keeps you up and running for longer. With battery life of up to 7 hours¹, there's plenty of power for note-taking in lectures, followed by some 'me time' surfing or after-hours social networking.

Hybrid graphics use a dedicated GPU for demanding applications like games, video and photo editing. For less intensive tasks VAIO automatically switches off the dedicated GPU to boost battery life. Endurance is stretched even further by the efficient [VAIO Display](#) and energy-efficient processors, plus an on-board optical drive that shuts down to zero power consumption when it's not needed.

Can't afford to hang around? With new Rapid Wake + Eco, you're ready for action in moments. This energy-saving mode puts VAIO into an ultra-low power deep sleep, keeping all your data safe for up to ten days². Open the PC's lid and you're up and running in seconds, with all your files just as you left them.

Don't worry if your phone's short of juice while you're on the move: VAIO makes a handy 'any time' charger for your smartphone if there's no AC socket nearby. Just plug in your phone via USB for a top-up - even when the computer is switched off or in sleep mode.

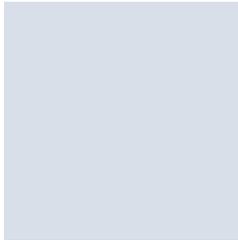
Organising, editing and sharing your media collection is even more of a pleasure with VAIO E Series. Bundled at no extra charge, PlayMemories Home by Sony lets you add effortless polish to your photos and video clips making home movies and even 3D content creation easier than ever.

New VAIO E Series 14P is available in a choice of white, black or pink colourways. Other colours and configurable options are available at Sony Store Online.

Enjoy making your VAIO more personal with a style-matching Bluetooth[®] mouse or soft travel pouch. Alternatively, you can get started right away with a bundle that includes VAIO plus coordinated accessories.

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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