

Dec 05, 2012 08:00 CET

Sony Europe partners with McAfee to deliver pre-installed parental controls solution across new Sony VAIO™ devices

05 December 2012: Sony Europe (“Sony”) and McAfee, an Intel company, today announced the availability of a new, easy-to-use and quick to configure parental control solution designed to deliver enhanced online child and family protection. Developed in partnership with Sony Europe, the McAfee Parental Controls system is pre-installed on all new European Windows 8 VAIO devices. In recognition that, with the right guidance, the internet can be a hugely beneficial place for children, the McAfee Parental Controls software is designed to empower parents, enabling them to create a safer internet environment in just minutes.

Research shows children as young as five have easy access to internet-enabled devices and six out of 10 parents frequently let their children surf the web without adult supervision*. This new software is designed to support the on-going efforts of parents and teachers as they seek to instil how best to use the internet confidently and responsibly. Easy to locate, the McAfee Parental Controls system pop-up windows prompt customers to configure the software during set-up and the relevant desktop tray icon makes it easy to locate for future review and updating.

Serge Foucher, Executive Vice President, Compliance, External Relations and Technologies, Sony Europe, said: “The internet is increasingly becoming a key destination for families and children seeking to explore, learn and have fun. Whilst the internet offers lots of new, exciting and safe content, we also know that it can play host to less positive material. It’s important that we work together to create a safe environment, protecting our customers in the best way possible. What we’ve done today with our VAIO range in Europe is a reflection of our on-going commitment to putting customer safety first.”

“At Sony we remain committed to providing all our consumers – both young

and old – with the best possible experience. We work with industry-leading partners to deliver against this promise and we hope that the McAfee Parental Controls we've created in partnership with the McAfee team will help further empower parents as they seek to establish an inspiring environment; one where their children are safe to learn, explore and grow.”

“We believe it's imperative to work closely with our partners in order to bring new and innovative offerings to market which keep users safe online,” said Nick Viney, VP EMEA Consumer, Mobile and Small Business, McAfee “Giving parents the peace of mind that their family is safely using the internet, and being exposed to suitable content online, is something we feel passionately about.”

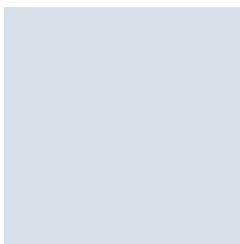
The McAfee Parental Controls system is available on all current and forthcoming Windows 8 VAIO models: [VAIO™ Duo 11](#), [VAIO™ Tap 20](#), [VAIO T Series 13](#), [VAIO E Series 14P](#), [VAIO L Series](#). It is available on models sold in Europe and will be available on models sold in Russia from Spring 2013.

*EU Kids Online: National perspectives report, 26 September 2012

About Sony Corporation

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/>

Contacts



Sony Europe PR Team

Press Contact

PR Team

press@eu.sony.com