

# Sony Vaio Fit - Laptop 'premium design, popular price'

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According to the Cnet technology site, with the introduction of the Fit laptop, this will become Sony's new mainstream product line. The company also said it wants to give "student and business users looking for an outstanding product with a high-end design but kept at a reasonable price".



Vio Fit 14 inch is cheap in a premium design

Thus, after Vaio Duo and Tap, Sony continues its strategy of comprehensive change when changing the way of naming products from letters (E, S, Z .) into a word that is easy to remember and more impressive to customer. The Fit line will debut with two representatives including Fit E and Fit. At the starting price of **549 USD** and in the popular segment, what Sony equipped for the Vaio Fit is very significant.

**Sony Vaio Fit** includes **14-inch and 15-inch** screen sizes . Also from this new model, Sony announced that they removed a resolution of 1366 x 768 pixels instead of 1600 x 900 pixels or 1920 x 1080p pixels smoother. Not only upgrading in resolution, Vaio Fit will also have webcams for better quality first and better sound system. Group audio and visual engineers worked together to bring the best experience to Sony computer users.

In addition, Vaio Fit has additional NFC connection to help communicate with other devices better and especially the touch screen option to use with **Windows 8** . Vaio Fit will cost **649 USD** for **14-inch** version and **699 USD** for **15-inch** version .



Sony also launched a cheap model of the new line of **Vaio Fit E** , this model is priced from **549 USD** with **14-inch** version and **579 USD** with **15-inch** version, but equipped with Intel Core processor, discrete graphics card of NVIDIA, hybrid hard drive system with the numeric keypad (numpad) on the keyboard. Screen resolution of Fit E will be reduced to 1366 x 768 Meanwhile, Vaio Fit will be a slightly more advanced model with a starting price of 649 USD and chassis made of aluminum. The new model is not small enough for Sony to call it ultrabook but not too thick and heavy, inside it contains an optical drive for universal needs.

All models in the Vaio Fit models with 14-inch and 15-inch screens will go on sale from **mid-May** . Color options include silver, black and pink. Along with the introduction of the new Fit laptop, other enhancements will also come with the all-in-one / tabletop tablet Tap 20 and a number of other personal computers including the L series (all-in- one), with Sony's Bravia X-Reality Engine chip and now hard drive options up to 3TB and finally the 15-inch T-series ultrabook.

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