

For Business

SONY

Smart technology. Simple economics.



Trade Up and Go Pro 4

Trade in your old technology and get paid to invest in a new Sony® VAIO® Professional series notebook.

With the Sony Trade Up and Go Pro 4 promotion, you can receive at least \$300 back (\$450 for a Dell™ Notebook¹) when you trade in any qualifying, working notebook¹ and purchase a new VAIO Professional notebook from one of these series: TZ, Z, SR, SZ, BZ, TX or BX700. It's like being rewarded for making a sound investment. For full terms and conditions, and to get a free quote, visit sony.com/TradeUpAndGo.

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Professional TZ Series Notebooks

Backed by Sony's expertise in miniaturization, the VAIO® TZ series notebook, with its 11.1"² super-sharp display, combines all the power and advantages of a larger PC into an ultra-portable powerhouse.

Professional Z Series Notebooks

Combining a crystal clear 13.3"² display, durable carbon-fiber casing, quick-fire performance and lightweight form-factor, this notebook packs the premium details to make it a winning choice.

Professional SR Series Notebooks

With magnesium alloy casing to help protect you on the road, and a 13.3"² LED backlit widescreen display for sharing on-screen information in low-light situations, this light and agile PC is made for going places.

Professional SZ Series Notebooks

An inspiring fusion of mobility, power and style, the VAIO SZ series notebook, with a 13.3"² exquisitely clear display, delivers intelligent design while placing a priority on performance.

Professional BZ Series Notebooks

This durable yet lightweight workhorse boasts the productivity and compatibility features required in demanding business environments, including magnesium alloy casing and a spill-resistant keyboard.

Professional BX700 Series Notebooks

Built for business, the BX700 series notebook boasts a crystal-clear 15.4"² display, serious power and the flexibility you need to make cost-effective purchasing decisions tailored to your needs.

↘ For detailed product specifications visit sony.com/business

Qualifying trade-in processors

- AMD Athlon™ or other non-Intel 2.0 GHz and above
- Intel® Celeron® 2.0 GHz and above
- Intel Pentium® Core™ 2 Duo 1.6 GHz and above
- Intel Pentium® Core™ Duo 1.2 GHz and above
- Intel Pentium® IV 1.6 GHz and above
- Intel Pentium® M Centrino™ 1.4 GHz and above

Program dates: April 1, 2008 to September 30, 2008³

↘ sony.com/TradeUpAndGo

1. Your trade-in notebook must have a working battery that will hold a charge for at least 10 minutes, and satisfy the program requirements outlined in the terms and conditions at sony.com/tradeupandgo. 2. Viewable area measured diagonally. 3. Purchases of eligible notebooks must be made between the promotion dates of April 1, 2008 and September 30, 2008. Purchase invoices dated prior to or after this timeframe and returns of trade-in notebooks not completed by the deadline will not be eligible for this promotion.

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