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# Create Your Own Personal VAIO With 'VAIO by you' Custom Ordering

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From the 22 October\*, buyers of VAIO TT, Z and CS-Series notebooks will be able to create personalised configurations for their purchases using a new custom order service. Available in the UK, France and Spain either online from Sony Style Store ([www.sonystyle.eu/VaiobyYou](http://www.sonystyle.eu/VaiobyYou)) or by phone\*\*, 'VAIO by you' will give customers even more choice.

“VAIO by you' lets people become more involved, more hands-on with the purchasing process, which boosts their sense of ownership,” said Hidetoshi Takigawa, Marketing Director for VAIO Of Europe. “Their VAIO is going to be a personal possession, even a companion, and this is where the personalisation starts. It's an open door to the VAIO experience.”

The actual process of creating a custom order is very simple and breaks down into four easy steps. First, the customer chooses the base model, then they indicate the modified specifications. Once the configuration is complete, there's a choice of services including different levels of warranty cover, and finally, a selection of matching VAIO accessories to round things off.

As well as determining aspects of their VAIO's configuration such as processor, hard disk, memory, optical drive, graphics card and warranty, customers will be able to order exclusive specifications not available through the retail channel. This can mean quite major customisation as in the case of the new TT-Series business ultra-portable.

Using the 'VAIO by you' service, it's possible to obtain a very special version of the machine equipped with a Blu-ray Disc™ read/write drive and even a 128GB solid state flash 'disk' instead of a conventional hard disk. These options turn the TT-Series into the lightest, smallest Blu-ray equipped notebook available, complete with HD playback and the benefits of super-fast, super-robust solid state data storage. A distinctive red finish is also an

