

Toshiba launches a new range of 18 Stylish & High Performance laptops

Introduces Satellite P series in HD & Full HD screens with HDMI® 4K output specification, and a slew of Promotion Offers.

New Delhi, 23 December 2013 – Furthering its lineage of introducing meaningful products, Toshiba India, a 100% subsidiary of Toshiba Corporation, Japan, a global leader in innovation and cutting edge technology, today unveiled its new line-up of 18 new fully-equipped and sophisticated Satellite® Series laptops – P Series with HD & Full HD displays, featuring harman/kardon® speakers and HDMI® 4K output for all round high definition performance; C Series with wide variety of configuration options that deliver stylish looks and impressive performance from the start; alluring L series featuring Onkyo® speakers, designed around today's youth; S Series that offers unmatched technology wrapped in a metallic build and the new sleek Satellite® U40 series offering a blend of low weight and high performance.

Unveiling the new range, **Mr. Sanjay Warke, Country Head, Toshiba India – DS Division** said, “Toshiba is known for meaningful innovations and making products with impeccable quality and exceptional performance. We are continuing to push the envelope on innovation to give our customers faster, more powerful and smarter laptops. Our new range of laptops is a testimony to Toshiba's engineering achievements and expert craftsmanship, which have resulted in a brilliant and fully thought-through innovation that exceeds expectations, perfect for both mobile business professionals and consumers. With the slew of these new launches, we will pull all stops to cover every need gap in the laptop market.”

Commenting on the new sparkling Series launch, **Mr. Sivakumar, Vice President – Sales & Marketing, PC Business – DS Division, Toshiba India** said, “Toshiba's new laptop line-up is specially crafted for the customers who are cognizant about luxury and comfort, giving them a choice of superior quality performance and individual styling. Striking designs, focus on computing performance, superior sound and HD integration, are some of the features that define the young laptop consumer today. Our new range of laptops offers a perfect amalgamation of latest technology with Windows 8.1 and these cutting edge features, in an exquisite form factor. With thinner and lighter profile and high-quality durable design, the new range offers faster, more powerful and smarter laptops.”

Marking the launch of its new range, Toshiba is celebrating the festive season with its customers with a slew of promotion offers. In addition to getting a free laptop backpack, the Company has also introduced limited period offers valid till December 31, 2013. All customers purchasing a Toshiba laptop during this period will be entitled to '[Select Your Service promo*](#)', allowing customers to opt for a free 1 Year Norton Internet Security Suite or a free 1 Year ADP coverage; and '[Extended Warranty Offer*](#)' where the customers will receive free extended warranty for a period of 2 year on purchased during the offer period. Customers can avail these offers by simply registering their laptops on Toshiba India website.

This new range of Toshiba laptops incorporates the new unified global design & high quality finish philosophy, to create distinctive styles that are in harmony with functional elegance and purity. By using premium textures and materials, combined with meticulous attention to detail, Toshiba has created a complete line-up of laptops at all price points that surprise and inspire a desire to touch. The power button is encased in an illuminated ring that symbolises the earth-line and seamless connectivity.

Satellite P series: exquisitely crafted with attention to the finest details

Featuring High Quality Smart Silver finish and harman/kardon® speakers, the new Satellite P is Toshiba's high performance Premium notebook PC designed to deliver the latest in computing technology. Housed in a premium aluminium chassis, the new P series offers two stylish notebooks, elegantly designed in a premium brushed Metallic Smart Silver finish with chrome accents on the lid. The elegantly designed P series comes with a HD Web-Camera, a HD/Full HD screen and the new HDMI® 4K output specification, for all round high definition performance and entertainment. The new HDMI® 4K output specification enables Satellite P50 series to connect your laptop to HDMI® 4K supported Ultra HD TV via a High Speed HDMI® cable, so you can experience it in mind-blowing detail.

Users can choose between the 4th Gen Intel® Core™ i5-4200U 1.6 GHz processor, priced at Rs. 63,375/- and the 4th Gen Intel® Core™ i7-4500U Processor 1.8 GHz with turbo boost technology 2.0 up to 3.00 GHz (4MB Cache), priced at Rs.76,660/-. Equipped with 4GB DDR3 and 8GB DDR3 1600MHz RAM (expandable up to 16GB) respectively, both Satellite P50-A X3111 and P50-A Y3110 come with the Windows 8.1 advantage and a 1TB hard drive with HDD 3D Motion Sensor, to store all your high definition content. The new P series also boasts of a dedicated 2GB performance-class NVIDIA® GeForce® graphics to give you instant enhancement in digital media performance.

Users can also enjoy seamless uninterrupted music by using the Toshiba Sleep & Music that allows them to enjoy their favourite songs through the integrated speakers, even when the PC is asleep or off; and USB sleep-n-charge utility that enables users to charge their devices from the 3.0 USB port, without having the need to power the laptop on. A frameless tile keyboard along with built-in Slim 8X DVD super multi drive and a 39.6 cm (15.6 inch) Clear SuperView LED backlit display, make the Satellite P50 series ideal for working on documents, watching movies, and even enjoying some serious gaming.

Satellite C Series – high performance within reach

With stylish looks and sturdier designs, the Satellite C Series offers the users a superb suite of features with new streamlined design in a Glossy finish and weighs from only 2.3kg. The new Satellite C50 Series laptops arrive with wide variety of configuration options that deliver impressive performance from the start. The large 39.6cm (15.6 inch) screen size, a slimmer design that incorporates smooth rounded edges, an elegant tile keyboard and a multi-touch touchpad, the Satellite C Series also inherits the same premium styling from the new design philosophy.

With all-round functionality from a brand you can rely on, you can rest assured of an experience like never before. Priced in a range of Rs. 24,730/- to Rs. 45,160/- the C series comes with a 39.6 cms (15.6) High-Definition Clear SuperView LED Backlit Display, 8x DVD super multi drive, integrated Intel® HD graphics, TouchPad with multi-touch gesture support, and built-in speakers with Toshiba Audio Enhancement. Customers can also choose from a variety of configuration options encompassing Windows 8.1 OS, system memory and hard disk capacity.

Choice of colours like premium glossy black, shining silver and luxury white pearl make the Satellite C series, a perfect solution for consumers looking for reliable, everyday computing.

The Toshiba Eco Utility™ feature in the new C series offers improved energy management that has proven to give a battery back-up of over 5 hours. With a single click, users can switch to a preconfigured power plan that will not only let them go green, but will also let them see measurable power savings as well.

Satellite L Series – entertainment designed to suit today's youth

Built with high gloss luxury finish and powerful Onkyo® speakers, Toshiba's new Satellite L Series laptops offer exceptional performance and stunning new designs to match a range of needs. While Intel® Core™ i3 & Core i5 processor deliver a smooth, speedy experience, the Onkyo® speakers and DTS® Sound™ bring you unparalleled digital entertainment experience, wherever you go. The L50-A Series comes equipped with next-generation lithium-ion prismatic battery that is not just lighter, but also delivers up to 5+ hours of battery backup by using Toshiba's power-saving Eco Utility™.

Powered with the Intel® Core™ i3-3110M Processor (2.4 GHz, 3MB Cache), Satellite L50-A I0110 and Satellite L50-A I0111 priced at Rs.42,575/- and Rs.42,295/- respectively, come with a 500 GB hard drive. The Satellite L50-A I3111, powered by Intel® Core™ i3 3227U Processor (1.9 GHz, 3MB Cache) is priced at Rs.51,515/-, houses a 1TB hard drive. Priced at Rs.53,710/- the Satellite L50-A X0110 and Satellite L50-A X0111 run on 4th Gen Intel® Core™ i5-4200U Processor 1.6 GHz with Turbo Boost Technology 2.0 up to 2.6 GHz (3MB Cache) and house a 750 GB hard drive.

The entire new L series come with 39.6 cms (15.6) HD Clear SuperView LED backlit display, 4GB DDR3 RAM (expandable up to 16GB), in-built slim 8X DVD optical drive. The Satellite L50-A I0110 and Satellite L50-A I0111 are fitted with Integrated Intel® HD Graphics, while the Satellite L50-A I3111 comes with 2GB dedicated Graphics for efficient performance and powerful high quality multimedia experience.

Satellite S Series – packs the looks and delivers the punch

The new S series laptops Satellite S50-A I2010 and Satellite S50-A X2010 run on Intel® Core™ i3-3110M Processor (2.4 GHz, 3MB Cache) and 4th Gen Intel® Core™ i5-4200M Processor 2.5 GHz with Turbo Boost Technology 2.0 up to 3.1 GHz (3MB Cache) respectively.

Satellite S50 series has an ice silver brushed metal slim chassis that is less than 25mm thin. A large coloured ClickPad with chrome detailing, metallic speaker mesh and a tile keyboard with numeric keypad complete the outstanding look. The S50 series also features Onkyo® speakers and DTS® Sound™ along with and 24-bit Stereo with Intel® High Definition Audio for immersive sound experience and NVIDIA graphics for a superior graphics performance.

The new S series come with 39.6 cms (15.6) HD Clear SuperView LED backlit display, 4GB DDR3 RAM (expandable up to 16GB), NVIDIA GeForce 710M (1 GB) dedicated graphics, in-built slim 8X DVD optical drive and a large ClickPad with multi-touch gesture support for everyday computing.

Satellite U series – Premium performance at Smart price

Toshiba Satellite U40 Series laptops offer a blend of light weight and high performance. Designed in a metallic smart silver colour with rounded corners and premium finish, the ultra slim U40 laptop offers exquisite design and stylish exterior.

The U40 series, powered by 4th generation Intel® Core™ i3 & i5 processors, handle both work and fun with ease and faster performance. Priced at Rs. 45,835/-, the Satellite U40-A I0110 runs on 4th Gen Intel® Core™ i3-4010U Processor (1.7GHz, 3MB Cache), while the Satellite U40-A X0110, priced at Rs. 51,910/- is powered by the 4th Gen Intel® Core™ i5-4200U Processor 1.6 GHz with turbo boost technology 2.0 up to 2.6 GHz (3MB Cache).

The entire U40 series come with 35.56 cms (14) HD Clear SuperView LED backlit display, 4GB DDR3 RAM (expandable up to 16GB), integrated Intel® HD Graphics 4400 and a large ClickPad with multi-touch gesture support.

The lithium prismatic battery lets users experience the refined sound for longer periods, emoted through built in stereo speakers with DTS® Sound™ along with the Intel® High Definition Audio.

All Toshiba laptops come with a range of Toshiba Advantage features like **Toshiba Eco Utility™** that offers improved energy management. With a single click, users can switch to a preconfigured power plan that enables them to enhance the battery life and measurable power savings too. **USB 3.0** that brings significant performance enhancements to the USB standard, while remaining compatible with the billions of USB enabled devices. USB 3.0 will deliver 10x the data transfer rate of Hi-Speed USB, as well as improved power efficiency. **Toshiba Audio Enhancement** corrects the sound according to the speaker's character and suppresses background noise for better clarity. It improves the audio output by controlling Digital Saturation and by dynamically changing the equalizer based on the characteristic of the sound source. The **Clear SuperView with 220 NITS** delivers real life like high quality display and enhances image quality. **Bluetooth 4.0** technology in the new laptop range is aimed at new, principally low-power and low-latency, applications for wireless devices within a short range (up to 50 metres / 160 feet -see table below). This facilitates a wide range of applications and smaller form factor devices in the healthcare, fitness, security and home entertainment industries.

The entire new range of laptops comes with one year onsite warranty and 1-year carry-in International Limited Warranty. The company has expanded its network of service centres to 96 cities across India with a total of 128 service centres, supported by the dedicated call centre which is operational on all 7 days between 8:00am to 10:00pm. Toshiba call centre is reachable at 1800-200-8674/ 1800-11-8674. Toshiba India also provides On Site Warranty for laptops in 372 cities across India.

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About Toshiba India Pvt. Ltd.

Toshiba India Private Limited is a 100% subsidiary of Toshiba Corporation Japan. Toshiba is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 590 consolidated companies, with 206,000 employee's worldwide and annual sales surpassing 5.8 trillion yen (US\$61 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm

The business operations of Toshiba India Private Limited in India encompass the following business domains:

- PC Business (Laptops)
- LCD LED TVs Business
- Home Appliances Business (refrigerators, washing machine etc.)
- Thermal & Hydro Power Plant Systems Engineering Business
- Semiconductor Business
- Multi-Functional Peripherals / Devices (copy/print/fax/scan etc.) Business
- Transmission Distribution & Industrial Systems (including railway systems / equipment) Business

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