

Toshiba transforms mobile computing experience with the launch of its 2013 range of Stylish and High Performance laptops

Toshiba creates new consumer categories targeting highfliers with the ultra-stylish P series, the outgoing user with rugged S series and the trendy youth with stylish L series & value-for-money C series.

- *Satellite P Series: Featuring High Quality Smart Silver finish and harman/kardon® speakers, the new P series looks polished and sounds charming*
- *Satellite S Series: Unmatched technology wrapped in a metallic build, the S series packs the looks and delivers the punch*
- *Satellite L Series: Built with High Gloss Luxury finish and featuring Onkyo® speakers, L series is designed around today's youth*
- *Satellite C Series: Stylish looks and great performance within reach*

Mumbai, July 24, 2013: Translating the consumers' aspirations into reality, Toshiba introduces new trend-setting designs and styles in its new 2013 range of laptops. Inspired by the specific characteristics of each consumer segment, the new range of Toshiba laptops enhances the performance features inside the laptops along with the new design aesthetics creating stylish looks; thus creating a whole new range which is – **AWESOME INSIDE OUT**. The new range of laptops amalgamates high performance with refined designs, subtle textures and a choice of colours in High Gloss Luxury Finish that simply exudes elegance across the entire PC line-up.

Unveiling the new 2013 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 identified the inclination of evolving Indian consumers towards elegant designs that match individual lifestyles and crafted products that create a perfect symphony in design aesthetics and functionality. Our new range captures that spirit in its purest form; and proves that compact dimensions and functionality can be blended skilfully with dynamic design. With the slew of these new launches, we will pull all stops to cover every need gap in the laptop market."

On this momentous occasion, **Mr. Sivakumar N., Vice President – Sales & Marketing (PC Business) – DS Division, Toshiba India Pvt. Ltd.** said, "Striking designs, impressive product features, outstanding value and a focus on computing performance add up to a mobile computing experience second to none. We are continuing to push the envelope on innovation to give our customers faster, more powerful and smarter laptops. With thinner and lighter profile and high-quality durable design, the new range is a testimony to Toshiba's engineering achievement and expert craftsmanship, which has resulted in a thought-through innovation that exceeds expectations."

The new 2013 range of Toshiba laptops incorporates the new unified 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 the new 2013 range of laptops that surprise and inspire a desire to touch.

The launch of four new laptop ranges, include the introduction of the two new platforms – Satellite P Series, featuring high quality smart silver finish and harman/kardon® speakers which makes it look polished and sound charming; and the Satellite S Series which packs the looks and delivers the punch with its unmatched technology wrapped in a metallic build. In addition, Toshiba also reveals its new Satellite L and Satellite C Series of mid-range and entry level laptops, designed around today's youth that pack stylish looks and offers high performance within reach. Each range includes sleek and slim designs and a variety of screen sizes – and with touchscreens available in the Satellite C Series for the first time, Toshiba introduces advanced touch control options to its Satellite computing range.

Satellite P series: looks polished and sounds charming

Featuring High Quality Smart Silver finish and harman/kardon® speakers, the new Satellite P series offers two stylish notebooks, elegantly designed in a premium brushed Metallic Smart Silver finish with chrome accents on the lid. At thinner than 24mm, the Satellite P50 series adorns a slim profile. Users can choose between Intel® Core™ i3-3227U 1.9 GHz Processor with 3MB Cache, priced at Rs. 39,831/- and Intel® Core™ i5-3337U 1.8GHz Processor with Turbo Boost technology up to 2.7 GHz (3MB Cache), priced at Rs.47,117/-. The Satellite P50 series comes equipped with 4GB DDR3 1600MHz RAM (expandable up to 16GB), a 750GB SATA HDD with 3D Motion Sensor protection and host of connectivity options including 2 x USB 3.0 (1 port supports USB sleep-n-charge), 2 x USB2.0 and HDMI port.

The two harman/kardon® speakers embedded in a dedicated metal-mesh speaker grill placed above the frameless tile keyboard along with built-in Slim 8X DVD super multi drive and a 39.6 cm (15.6 inch) HD clear SuperView LED backlit display, with an aspect ratio of 16:9, make the Satellite P50 series ideal for working on documents, watching movies, and even enjoying some serious gaming.

Making a brand new style statement and setting a new trend for the upwardly mobile consumers who live the digital lifestyle, the new Satellite P Series represents precision engineering and premium design that will also increase the style quotient of the fashion conscious consumers.

Satellite S Series – packs the looks and delivers the punch

With the unmatched technology wrapped in a metallic build, the Satellite S Series offers a new stylish laptop in Toshiba's consumer range, offering a combination of exceptional performance and a premium, slim-line design. Available in 39.6cm (15.6 inch) HD clear SuperView LED backlit display and 16:9 aspect ratios, the Satellite S Series features an eye-catching brushed metallic Ice silver finish. At thinner than 24mm, the Satellite S series adorns a sleek look, making it perfect for travel when a more powerful device is required.

The S series is optimised for entertainment, and features a bright high definition screen for exceptional clarity and detail. The Onkyo® speakers utilise DTS Sound™ audio enhancement technology to deliver an immersive audio experience – getting the most out of music, movie soundtracks or dialogue from video content. Catering for a host of multimedia requirements, the Satellite S Series is available with a built-in slim 8X DVD optical drive.

Powered by Intel® Core™ i5-3337U 1.8 GHz processor with Turbo Boost technology up to 2.7 GHz (3MB Cache), and Integrated Intel® HD Graphics, the Satellite S Series is capable of running most demanding applications, multimedia editing software or even high definition games with ease. The Satellite S50 will be priced at Rs. 37,961/- in India.

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. Available in 35.4cm (14 inch) size, the consumers can choose between the brushed silky blue colour that features Intel® Core™ i5-3337U Processor 1.8 GHz with Turbo Boost technology up to 2.7 GHz (3MB Cache), or the luxury white pearl with stripes, which is powered by Intel® Core™ i3-3227U Processor (1.9 GHz, 3MB Cache). Each model is capable of running power-hungry applications or multi-tasking.

With HD clear SuperView LED backlit display, 4GB DDR3 RAM (expandable up to 16GB), a 750GB SATA drive, in-built slim 8X DVD optical drive along with Integrated Intel® HD Graphics, DTS® Sound™ and built-in Onkyo® speakers, the L series allows everyday users to efficiently and effectively perform their daily computing tasks while providing them the power for enjoying high quality multimedia and for content creation.

Featuring a slim profile at 24 mm, the Satellite L series weighs the lightest in the new range at less than 2kgs and is priced at Rs. 38,706/- and Rs. 47,909/-.

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, including the option to choose a laptop with touchscreen with 10-finger support, anti-finger print coating; choice of colours like premium glossy black, shining silver and luxury white pearl; and dedicated graphics, while remaining incredible value for money – the perfect solution for consumers looking for reliable, everyday computing.

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 more advanced models.

The entire new range of laptops comes with one year onsite warranty and 1-year carry-in International Limited Warranty. With Toshiba laptops, comes the assurance of cutting edge Japanese technology which is a result of innumerable quality tests. 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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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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