

Vaio Plans International Comeback

Written by Marco Attard
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The independent Vaio appears to be finding some success in Japan-- so much so the company plans to make an international comeback through the launch Windows 10 versions of its [Z series laptops](#) in the US and Brazil.



"We are not interested in cheap models for everyone," CEO of Vaio owner Japan Industrial Partners (JIP) Yoshimi Ota tells the Wall Street Journal. As such, the company plans to sell pricier niche devices rather than attempt to appeal to the mass market.

The first Vaio device to make the leap to the US is indeed a niche device-- the Z Canvas is a "monster tablet" featuring a detachable 12-inch 2560x1704 resolution display, stylus input, a built-in kickstand and specifications including an i7 CPU, 256GB SSD and up to 16GB RAM.

Ota also says Vaio plans to produce a slim laptop with cellular capability (another niche laptop feature), as well as more communication devices, and wearable electronics. Interestingly the company is also making robots, since its sole factory previously produced the much loved Sony Aibo robot dog.

"Whether it's humanoid or dog-shaped, we plan to start making VAIO-branded robots in the near future," Ota continues.

Currently Vaio company is currently running on an operating loss, but expects to make operating profit in 2015 through strong laptop sales. Following stronger results Ota hopes to

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take Vaio public, if not outright sell it to another company, by 2017.

The Vaio Z Canvas hits the US on October 2015. Will it be enough of a success to make it on our side of the Atlantic, we wonder?

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