

Goodbye Vaio: Sony Exits PCs

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Sony declares "PCs No More" and sells off the Vaio unit to Japanese investment fund Japan Industrial Partners (JIP) in order to further concentrate on smartphones, tablets and high-end PCs.



Why is Sony out of the PC business? The company blames "the drastic changes in the global PC industry," of course.

Following the deal Sony will "cease planning, design and development of PC products," if with the promise customers are to continue receiving aftercare customer services. It will officially stop making and selling PCs following the launch of the Spring 2014 Vaio lineup.

The 250-300 Sony employees involved in PC operations (planning, design, development, manufacturing, sales) will find work with a new company established by JIP, one making PCs for exclusive Japanese consumption.

Vaio was founded back in 1996, with the name standing for either Video Audio Integrated Operation or Visual Audio Intelligent Organiser. It featured PCs in a wide array of formats, ranging from the PCV desktop lineup to the Vaio P "lifestyle PC" ultraportables.

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