

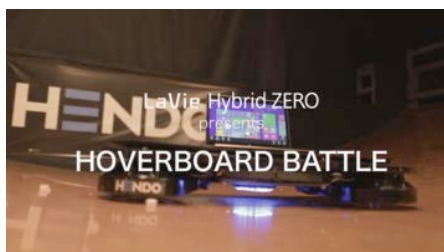
NEC Personal Computers, Ltd.

February 26, 2015

## The world's First "HOVERBOARD BATTLE": A Special Web Movie for LaVie Hybrid ZERO

To show the World's First Flying Skateboard Competition with the Hoverboard,  
an Exciting 2014 Invention that Rocked the World

Japanese skateboarder, schoolgirl, sumo wrestler, and ninja to take part,  
to be released from Feb. 26 (Thu)



To commemorate the launch of the "LaVie Hybrid ZERO" series, the world's lightest (\*1) 13.3-inch wide LCD convertible blue note PC, NEC Personal Computers will release a Web movie on "HOVERBOARD BATTLE", the world's first flying skateboard competition from February 26 (Thu).

(<http://youtu.be/0l-kqHIj4YY>)

"HOVERBOARD BATTLE" is a video on the world's first flying skateboard competition that uses the airborne "Hendo Hoverboards" which were developed by Arx Pax, a company that is attracting global attention.

A variety of people will attempt to become **the first Japanese to take on the challenge a Hoverboard** including a skateboarder, a female high school students, a 160-kg class sumo wrestler, and a mysterious ninja figure. Both the competition itself and its advertising using hoverboards will be deployed for the first time in the world.

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## ■ The first Japanese to challenge a Hoverboard

Four challengers will be competing in the HOVERBOARD BATTLE on a special stage. The battle will be evaluated based on two standards, technical points to be given for the level of stable riding and techniques such as turns and for artistic impression, judging the beauty and impact of the choreography that will be demonstrated. The winner will be presented with “LaVie Hybrid ZERO”, the world’s lightest (\*1) notebook PC, courtesy of NEC Personal Computers.

The first challenger is a skateboarder who will become the first Japanese person ever to compete on a hoverboard. Leveraging his sense of balance, developed through his skateboarding, he will show his skills with the new contraption. While the video will show scenes where he loses his balance and falls, the challenger will demonstrate his athletic coordination and finish his routine with fine turning techniques.



■ A rich assortment of challengers from a female high school student and sumo wrestler to a ninja

The next challenger is a female high school student in school uniform, who will be clad in a short skirt. She will become **the first female high school student in the world to ride a hoverboard**. She will be stumbling at first, finding it tough to maintain a balance on the hoverboard, but will gradually get the hang of it and be able to demonstrate turns. The spectators will be very excited as they not only watch the competitor's skills but also pay attention to her skirt as it flutters dangerously in the process, on her way to post a high score.



The third challenger is a 160-kg class sumo wrestler. This will be the **world's first challenge for a super-heavyweight to compete**. The developer appears worried as the spectators hold their breaths watching the wrestler step onto the hoverboard. With his 160 kgs of weight the sumo wrestler manages to be airborne just above the ground, posting a record for the world's heaviest ride.



The last challenger is an unidentified ninja. His challenge gets underway as no one can imagine his abilities with the hoverboard. The result is a roaring response from the spectators, impressed by the high standard of performance that is demonstrated by the ninja, who stands out among the competitors with his turns and techniques.

The ninja wins by unanimous decision, and he is awarded the prize, the world's lightest (\*1) notebook PC LaVie Hybrid ZERO from NEC Personal Computers.



## ■ TV commercials using a Hoverboard to also go on the air

A television commercial for the world's lightest (\*1) notebook PC LaVie Hybrid ZERO from NEC Personal Computers, entitled "Lightest Life", will go on the air nationwide starting February 27 (Fri). It will also be shown online (<http://youtu.be/YDpdixwzaUw>) beginning on February 26 (Thu). In the television commercial "Lightest Life", **the lead character holds LaVie Hybrid ZERO, the world's lightest (\*1) notebook PC in hand**, which will even sit atop a house of cards, and make casual parkour movements around an office. The second half of the commercial will show the character holding the PC while riding on a hoverboard, which will be **the first television commercial in the world to incorporate a hoverboard**.





## ■ About the notebook PC “LaVie Hybrid ZERO”

- **A 13.3-inch, world’s lightest (\*1) two-in-one notebook PC with wide LCD display (HZ750/AAB, HZ650/AA series)**

The HZ750/AAB, HZ650/AA series have realized “the world’s lightest (\*1)” two-in-one notebook PCs that can not only be used in the form of a PC but also as a tablet. The PC boasts a smart design that appears to be a PC at a glance and gives no indication that it’s a “two-in-one” product.

- **The world’s lightest (\*1) 13.3-inch wide LCD display notebook PC**

The HZ550/AAB boasts a thin, compact body that measures 319×212×16.9mm and has become the world’s lightest (\*1) notebook PC, weighing a mere 779 grams.

(\*1) The indicated weight is for an Ultrabook™ equipped with a 13.3-inch wide LCD touch panel.

Source: NEC Personal Computers (As of December 1, 2014)