

## 35 million netbooks sold this year

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ASUS dominated the netbook collection in 2007 when it sold the low-priced Eee PC and achieved the largest sales in the fourth quarter of 2008 to become the leader in this segment for two years. consecutive.



According to analyst Jeff Orr at ABI Research, 74% of netbooks shipped in 2008 were branded by three vendors Acer, Asus and Samsung. However, the rapid growth of netbooks as a second computer in developed markets will decline in the next few years because the goal of computer vendors is developing countries and PC access computers. First Internet access at home.

There are also other top netbooks other than the well-known brands in the desktop and laptop markets, as well as new brands including mobile phone manufacturers Nokia introduced netbooks and MIDs to penetrate dung. The emerging segment of this market.

As the netbook markets grow, the number of mobile consumer electronics devices is expected to account for only about 2 million products shipped this year and is expected to peak at 50 million by 2014. This market is currently leading. head by PND personal navigation devices and eBook reader.

Eventually, Orr believes that vendors selling laptops that may soon reinvent UMPC (ultraportable PCs) are cheap. This may affect netbook retail sales in the developed market, especially business users.

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