

Acer wants to increase ultrabook sales thanks to Aspire S7

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Acer is "betting" on the Aspire S7 touch screen ultrabook. (Photo: Pocket-lint).

Wall Street Journal said Acer is trying to regain its position in the market with the sample screen of Ultrabook Aspire S7 screen coming on October 26. The company even spends no money to hire a new marketing team leader and expand product research and development. Last year, Taiwanese manufacturer had a year of unprofitable business with dismal sales.

The highlight of the Aspire S7 is that the lid can be folded at 180 degrees to "transform" into a tablet. In addition, this product also has a high-resolution touch screen, 12-hour battery, Intel's next-generation processor and Windows 8 operating system. The Aspire S7's thinness is 11.9 mm. Despite possessing such attractive features, the Aspire S7 is not appreciated by analysts for enticing users to ultrabook.

Wanli Wang, an analyst at RBS, said the Aspire S7 gives Acer more advantages than some competitors in the present. However, this advantage will gradually disappear by the end of this month, when Microsoft officially

released Windows 8, a series of similar products will appear.

In addition, the starting price of the Aspire S7 is \$ 1,199 (about 25 million dong), which is still considered too high and unattractive for middle-income consumers. Price of the cheapest ultrabook from Acer is even higher than the starting price of MacBook Air is 999 USD (about 20.8 million). This not only caused Acer to lose its price advantage but also rival its competitors.

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