

Acer wants to lower the price of Ultrabook to compete with the iPad

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Initially, the Taiwanese computer maker worried that tablet products would weaken the traditional laptop market. However, the slim design and fast bootability of the Ultrabook now offers a similar tablet experience for users.

Acer predicts that the popular Ultrabook models will remain at \$ 800, and are likely to drop to \$ 500 next year - close to Apple's iPad price bracket.

In the meantime, the price gap between Ultrabook and tablet is still quite large and becomes unfavorable for Ultrabook. Computer manufacturers are trying to develop ultra-low-cost laptops and expect to bring a \$ 699 price range in the second quarter of this year.

Acer has just introduced the latest Ultrabook model at the Consumer Electronics Show CES 2012 - Aspire S5 equipped with Thunderbolt connection port and MagicFlip I / O design reduces the thickness of the device. With a high-end configuration, Acer's new Ultrabook model certainly doesn't have a price that suits many users. If Acer still thinks about pricing strategy next year, it may have to re-check the iPad 2 price again after Apple's March 7 special event.

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