

## Acer will sell laptops through mobile carriers

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*' This is different from the usual notebook business ,' said JT Wang, Acer president. ' It is a turning point, mobile service providers will see an opportunity to increase revenue . '*

On June 3, Acer launched its first low-cost laptop to access the Internet. The product, which costs less than \$ 500, is expected to compete with Hewlett-Packard, the world's No. 1 laptop maker. Taiwanese company said it hopes to sell 20 million products next year, from 7 million this year.



*' Selling laptops through telecom carriers will help increase market share, but the challenge is that this is a completely new business model, so it is a very new concept for consumers ,' said David Dong, who owns shares. said Acer. ' This will help Acer grow stronger in the low-priced market, and have the opportunity to increase profits ' . '*

Laptops will probably carry both the Acer logo and the mobile carrier's logo, and are discounted to attract users,

Wang said. In addition, the laptop will be installed with high-speed wireless data, which can be connected to the carrier's network.

However, Wang refused to reveal the name of the partner, but Acer is negotiating with him. Cheap laptop prices can be very flexible, even the service provider's interest may be in service fees. 'I think in the near future, (mobile carrier) can give a free notebook' to subscribers.

Wang reiterated that Acer 's goal was to reach \$ 20 billion in revenue this year, up from \$ 14.1 billion last year.

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