

Discount, ultrabook can save the PC market

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Speaking at the 2013 Intel Solutions Summit (ISS) conference in Los Angeles, Kirk Skaugen, vice president and general manager of Intel Computer Group, announced the announcement of standard ultrabook discounts for OEM partners. He said that ultrabook will gradually be popular in the market, and they will be developed based on Haswell processor chip, bringing all new features including touch screen, faster drive and longer battery life. .

While this will definitely give users the opportunity to touch the cheaper ultrabooks, a question is whether it can boost the **current weak PC market** recovery. Is the price drop too low and Intel's actions also seem too late?

According to a report from Microsoft, the company sold 60 million licenses of Windows 8 operating system licenses in early January, but it seems that most of them are sold to integrated OEM partners on their products. I am for new customers. Notably, when OEMs wait for buyers, Android and iOS tablets are continuously improved to meet the needs of users.

One of the identified causes makes ultrabook to reduce the price is mainly due to the influence of Apple and Samsung, when these companies really are not interested in developing Windows computers. Both were really successful when developing hardware products based on the iOS or Android ecosystem, and it is clear that these

companies will not want to lose the opportunity to ignore their potential platform to move to a platform. Another platform, even if it's Windows, is a platform that is too familiar to most computer users.

Not only that, there is still a long time to go to the end of the year, and it's time for users to switch to the new iPad or iPhone shopping, along with a variety of Android devices. will be released, all attractive to users' pockets.

Obviously, the computer market is stagnant, and despite appearing under many different factors, especially ultrabook, it won't be able to help much. The era of PCs is weakening, instead there is a post-PC era, where users are dominated by low-cost, low-cost, and especially easy-to-use products.

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