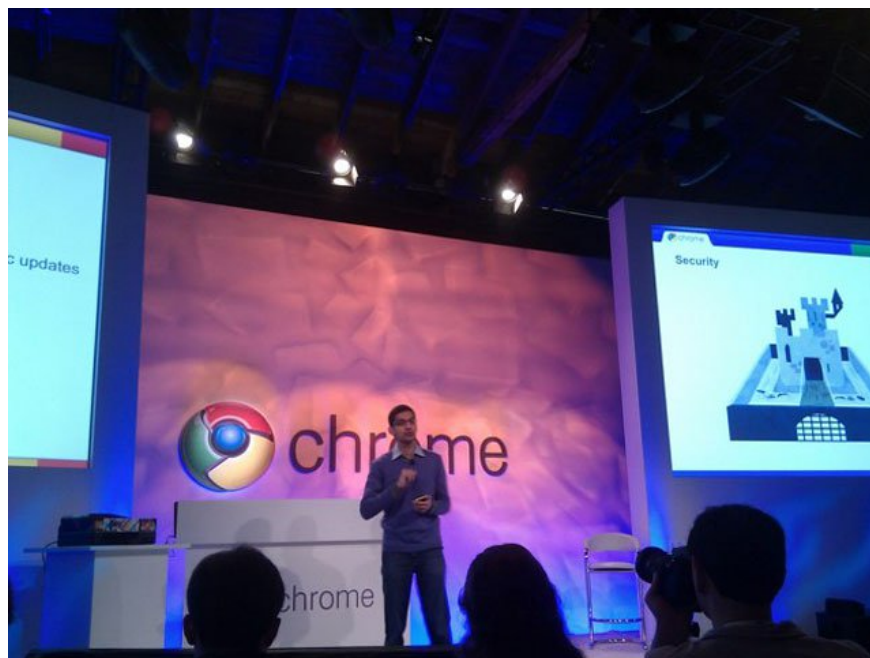


# Google laptop is about to challenge the 'giants'

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Light-weight laptops will appear on the market after nearly two years Google started working on this web-based operating system. Since then, Apple's iPad and other tablets have been sold aggressively on the market. The popular development of tablets posed doubts about what consumers would be interested in for a dedicated Google web browser.

Samsung and Acer are producing the first Chromebook laptops. They will sell the product for \$ 349 to \$ 499 in the US market, cheaper than Apple's iPad (\$ 499).

The \$ 349 Acer Chrome computer will come with an 11.6-inch screen and 6-hour battery power. The Samsung version costs from 429 to 499 USD, equipped with a 12.1-inch screen and battery power up to 8.5 hours. Both models have keyboards but no hard drive to store. These devices will act like a terminal depending on the Internet connection. Laptops will be equipped with 16GB flash memory - the type of memory commonly found on smartphones, tablets and iPods. They also have slots with external storage devices.

Chromebooks will also be sold in the UK, France, Germany, Netherlands, Italy and Spain.

To attract users using Chromebooks, Google will provide a 3-year subscription plan for businesses and schools that subsidize and collect money from service contracts. The cost per month is about \$ 28 per user in businesses and government organizations, and \$ 20 for each user at school. In return, Google will provide laptops, technical support and warranty during that time. Google will replace Chromebook at the end of three years.

The emergence of a long-awaited Chromebook will create great competition with rival Microsoft, whose operating system is the foundation of most current PCs.

Google co-founders Larry Page and Sergey Brin have long felt that Windows computers are too long to increase power and are too cumbersome to operate. They believe that Windows limitations prevent people from spending more time on the Internet.

To solve the perception problem, Google announced its July 2009 plan for Chrome OS that will allow computers to start up in seconds and encourage more web surfing.

Brin said: *'Computer management complexity is really frustrating for users. That is a wrong model . '* Chromebook model will solve that problem.

Besides attacking Microsoft Windows, Google's Chromebook is also challenging for Apple, the maker of Mac and iPad computers. Google and Apple have participated in the fierce competition in the smartphone market in the past two years.

It was Google that created the tablet fever by creating a specific version of the Android operating system for the device's specific characteristics. Apple sold nearly 20 million iPads during the first year of tablet sales. Analysts predict that users will buy tens of millions of Apple tablets and other manufacturers in the next few years.

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