

Highlights of the laptop market

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2009 was a strong development year of the laptop market with products that varied in style, features and prices suitable for many different consumers. Manufacturers have been more interested in market research to take appropriate steps to create strong competitiveness in which consumers benefit the most.

Here are some important milestones of the laptop market in 2009 voted by Asian *Cnet* magazine.

Alienware entered the Asian market.



To succeed in the Asian market, Alienware will probably still have to try a lot. (Photo: *Cnet*) .

This may be a strange name for the average user, but in the technology world, Alienware enthusiasts are really too familiar and have a position, a certain level. However, although it was acquired by Dell in 2006, it must be 3 years later - in 2009, Alienware began to enter the Asian potential market.

Firstly, the Alienware M17x with the undisputed power comes from Intel's best microprocessor and dual graphics card. Later, the company also launched the Alienware M15x model with basic configuration and price more suitable for many users.

However, in order to penetrate deeply into the Asian laptop market, Alienware probably still has to try more by powerful laptops but too bulky design and its " sky " price will be very difficult to make. Please take care of the fastidious customers here.

Samsung returned to Asia.



Samsung's return seems a bit late. (Photo: Cnet) .

Marking the return by launching a laptop model using ULV chip - Q30, Korean electronics company showed the ambition to occupy market share in all technology products that they participate in production. Samsung has also tried to equip LED displays on products of the R series at attractive prices. Also included are the " *super-healthy* " netbooks that are the N120 and N310. However, this may still be a belated attempt by Samsung when Dell or Acer and HP Compaq have taken this strategic step to dominate and create a name in the market two years ago.

Dell launches Adamo fashion laptop line.



There are still many reasons to believe in Adamo's success. (*Photo: Dell*) .

In order to create a difference and level with the already familiar models of the studio, Studio, XPS or Studio XPS. Dell has released a new model with an ultra-thin unibody design and has a model that sells for up to 3,600 USD. This is Dell's new series aimed at competing directly with Apple's MacBook Air. However, the launch time of this model seems not really reasonable when it falls right at the time when the world economy has not escaped the recession. It will be difficult for users at this time to spend such a large amount of money to own a stylish laptop rather than the performance it brings.

However, the company took the right steps when it launched the Dell XPS Adamo series shortly after the global economy gradually recovered with a more " *real* " price of about \$ 2,500.

It is too early to confirm this defeat in Dell's "move", but Adamo has initially created the same brand assurance as Sony and Apple have ever done.

Sony with two " *strange* " laptop models Vaio X and Vaio P.



Sony always knows how to break all design limitations. (Photo: Cnet) .

Choosing a Vaio laptop model is definitely not just based on specs, it seems to be a too familiar thought for many consumers. Japanese electronics firms are known for creating eye-catching laptops and being able to make it different in the crowd. And every year, Sony always makes others mention the models that go beyond the limits set earlier for a laptop. 2009 was even more special when not one but the company introduced two "strange" product models : Vaio X and Vaio P.

Although integrated with the Atom processor, Sony has always emphasized in its announcements that the Vaio P is not a netbook. It has an unusually wide screen, but with it is a keyboard that is quite convenient. Meanwhile, Vaio X directed users beyond the limits of thinness of laptops. It even made Sony redesign Ethernet ports in a way that turned out to be suitable for thinning.

While both machines are priced above average, mini laptops use Atom chips, but what Vaio X and P offers is still worth the thought.

Apple said "bye" to a replacement battery.



The unibody design seems to be becoming a new trend. (Photo: Apple) .

Starting with its MacBook Air line of products, the ultra-thin unibody design breaks the previous laptop battery rule. The company has also begun to apply this to the MacBook Pro later, and most recently the MacBook White also followed the seniors.

This type of design will cause some problems for users when they have to send to repair or warranty centers to replace batteries when necessary. This job is certainly not easy and convenient, especially for customers who are far from the center. The unibody-style design is definitely creating a fever in the laptop market, but is it a long-term trend, certainly no one dares to assert.

ThinkPad introduces 2-screen laptop.



During the transition phase, ThinkPad still doesn't want people to forget their names. *(Photo: Cnet)* .

ThinkPad is a reference to a legend about durable, efficient laptops with high reliability. After IBM's PC unit was acquired by Lenovo, ThinkPad continues to promote its strengths with priorities for the main use of work. The ThinkPad W700s with a 17.1-inch main screen and a 10.6-inch wide screen slide out. The second screen makes it easy to receive, email, and chat while still working on the main screen. This may not start a new trend, but this is a sign that ThinkPad is still a brand worth mentioning at any given time.

Laptops using CULV chips cross the price barrier.



Intel CULV has many models including single core Core Solo, Pentium, and dual Core 2 Duo. *(Photo: Cnet)* .

Netbooks have grown very strongly in 2008. But users soon realize that these Atom-based machines cannot serve well even with the simplest criteria such as surfing the web, especially with history pages. use heavy Flash. To overcome this problem, the high-performance and energy efficient processor Consumer Ultra-Low Voltage (CULV) was born.

The first laptops to use the new generation of chips include Acer Aspire Timeline 3810T and MSI X-Slim X340. In addition, with the integrated power-saving LED screen, their battery life is even more impressive. They also have slim and eye-catching designs but are cheaper than traditional ultra-thin laptops to several hundred dollars.

It is a time when the economy has not completely escaped from the recession, but 2009 still has a lot of significant milestones of the laptop manufacturing industry. Consumers will surely have many reasons to hope that in 2010 there will be more breakthroughs from manufacturers in terms of price, features and designs.

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