

Hold your breath waiting for Apple 'ultra-thin' laptop

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When CES 2008 still lacks a true "blockbuster" and "blockbuster" product, all eyes are on Macworld 2008, where Apple is expected to release a new "super-crane" and a new laptop. iTunes movie rental online.

However, strictly speaking, these products are only meant to "improve, upgrade" as the main, but not as popular as "smart" iPhone last year.

Guess the old guess

As usual, the annual Macworld Exhibition is always a favorite for Apple CEO Steve Jobs to announce new products / services that the company plans to ship in the year.

Not only did the audience "ecstatic" with innovative new features, Jobs's magical presentation also attracted viewers.

So new story CES 2007 though is the largest Consumer Electronics Show in the world, but still covered by Macworld, overwhelmed and won all attention.

This year, Apple is as secret as it is about upcoming products, so the most favorite pastime of analysts now is to guess what the sorcerer Steve Jobs will hide in his hat.

" I guess a thick laptop is only half the current MacBook line, and uses flash memory chips instead of hard drives ," said analyst Charles Golvin of Forrester.

The field is left open



Source: **AFP** Laptop is currently one of Apple's strongest areas. In the last fiscal quarter, the company sold a total of 1.34 million MacBook and MacBook Pro, up 37% over the same period last year.

" *In my opinion, the new product will be a variant of a laptop or a tablet, rather than a "hot "combination between a laptop and a mobile phone, " Golvin continued.*

Many other experts think about an online movie rental service associated with iTunes. " *Users will be able to rent movies from Fox, Warner Bros through the iTunes digital music store.*

Movie rentals are a lucrative business in the United States, and Apple 's jump into the game could stir up this \$ 9 billion market, "said American Technology Research analyst Shaw Wu.

" *Apple is now abandoning this market, while a huge money-making opportunity is waiting for them ."*

Great expectations

Years ago, the expectation for new, breakthrough products from Apple always pushed up its stock price before opening time. However, if the product does not meet expectations, the price will decrease slightly.

During 2007, despite the recession of the US economy, Apple's stock price increased by more than 90%, mainly due to sales of iPhones and Macintosh computers.

" *Apple is still one of the few bright spots in today's harsh environment. Their product cycle is too strong, " Wu added.*

Even analyst Michael Gartenberg of Jupiter Research sees Macworld as a "liberation" from the chaotic, noisy, hustle at CES, where every year sees the monotonous parade of " *size TV. " Large, sharp camcorders and ultra-thin cell phones " .*

" *Apple doesn't need to grab attention from CES, because there's no attention ,"* Gartenberg shrugged.

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