

Intel: 'Sleekbook easily confuses customers with ultrabook'

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>>>**HP Envy 6 Sleekbook cheaper than ultrabook**



The HP Envy 6 Sleekbook has a lightweight design that is not inferior to ultrabook. (*Photo: Notebookcheck*).

Intel is trying to help its ultrabook models compete with MacBook Air in the computer market. However, according to *Technobuffalo*, the event HP introduced Sleekbook Envy 6 last week made the world's largest chip maker unhappy. Intel is concerned that Sleekbook will confuse and make customers leave their ultrabook models.

Marketing director for ultrabook of Intel, Karen Regis said Sleekbook "*can make customers confused with ultrabook, and that's why we have to make sure they understand the name ultrabook is not just a beautiful product. eyes or lightweight design*". Intel representatives stated that ultrabook has certain advantages compared to other "*mimic*" products, such as ultrabooks that always have a minimum of 5 hours of battery life while HP's new thin laptop is not always available. like that.

Karen admits that current ultrabook models are too expensive. Intel's marketing director said that manufacturers could reduce production costs by using plastic in aviation instead of metal. However, Intel must continue to

improve the hardware to make the most of the latest Windows 8 operating system. Representatives of chip manufacturers advised other manufacturers to focus on screen and trackpad quality, especially touch features and multi-point support.

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