

Intel wants to reduce the price of ultrabook to \$ 699

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Intel intends to lower the price of ultrabook after MacBook Air reduced the price. (*Photo: Slashgear*).

To cope with the fall in prices of Apple MacBook Air earlier this week, Intel also began to think of a price reduction solution for ultrabook. In the next month, the world's largest chip maker will hold a conference with many parties to discuss ways to reduce production costs for ultrabook. The company aspires to lower the price of ultrabook to \$ 699 in the second quarter of this year.

Previously, several measures were also taken. Intel intends to use carbon fiber reinforced plastic instead of aluminum to make the chassis as well as avoid the use of expensive Li-Poly batteries but instead of Li-Ion with cylinder or cylindrical shape. In addition, the manufacturer intends to use hybrid HDD (traditional drive with SSD cache). The production cost of ultrabook will therefore decrease compared to the current but return, the product will not have a high-end design to compete with rivals MacBook Air.

According to *Notebookcheck* , in 2012, Intel is expected to sell 20-30 million ultrabooks. Recently, some new models of ultrabook appeared on the market also appeared with the company's Ivy Bridge chip.

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