

# Laptop future chances of success if there?

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But where does the future of hybrid devices aspire to replace both laptop and tablet? While there are no sales figures yet on these devices, let's try and predict.

## What is more hybrid device iPad?

To predict the future of laptop hybrid tablets, perhaps the most practical way is to compare them to the iPad, because obviously, the PC industry is being "crazy" by Apple's tablet and they are looking for all the way to regain the lost sales of "Apples".

Apple's tablet is a great entertainment device, but we all know that they are mostly unable to work. If you buy an external keyboard, the iPad can be used for this purpose. The good keyboard for iPad can help Apple tablet become a good device, sure. There are even protective accessories that keep the keyboard and iPad screen from touching each other; in general, they help the iPad become a machine to work perfectly.

Thus, we can see that the weakness of the iPad is that they do not have a keyboard. And this is exactly the point that PC makers want to hit. They produce hybrid laptops with different designs depending on the brand. Lenovo's Yoga has a flip keyboard, Sony has Duo 11 with a sliding keyboard . and Asus's Transformer Book has a separate keyboard. What they have in common is the addition of a physical keyboard to hit the iPad's weak point.



The Transformer Book hybrid tablet and laptop running Windows 8 of Asus.

## **chances of success**

Hybrid PCs to compete with iPads are not recent but have been launched two years ago. At the forefront, Dell's Inspiron Duo was released in 2010, and then other manufacturers in turn launched their own hybrid products like Acer with Iconia Tab W500, Asus with Eee Pad Transformer Prime . However, they do not meet the market demand at the time of launch. Dell's laptop is only equipped with Intel's Atom chip line which is poorly rated for performance, not powerful enough to work. Besides, running Windows 7 which is not the optimal operating system for Inspiron Duo or Iconia Tab W500 touch screen is almost missing in the market. Meanwhile, the hybrid products of Asus although good support for the touch screen, but the OS on these devices is Android which is quite similar to iOS is only for the purpose of entertainment and content consumption is main. Partly, manufacturers have also attracted a customer audience with these hybrid products, but to say they can both replace the tablet and replace the laptop is obviously not available.



Windows 8 may be the booster medicine for hybrid models.

However, it can be seen that in the past, the weaknesses of the hybrid machine before seemed to have *"antidote"*. That is Microsoft's Windows 8. Unlike Windows 7, which also supports touch screens, but with a weak power, Windows 8 has so far received good comments on this ability. The lively tiles on the main screen, supporting additional hardware with both ARM and Intel chips, show the prospect of *"killer"* iPads of hybrid devices using Windows 8. PC aspect on Windows 8 so far although there are many different compliments, but obviously with the inherent power of Windows is very good service for the job, they are more than iOS or Android. Besides, the hardware power factor has been ensured thanks to Intel's latest processor chip, Ivy Bridge.

## Is Apple true?

Tim Cook - Apple's CEO once stated that they will never produce a hybrid device like Yoga, Taichi, or such combination machines. *"If you like, you can combine anything together. You can combine a toaster with a refrigerator, but no one wants such a device"* - that's the point of view of the Apple head. But, can we *"believe"* his words? Time will be the most accurate answer, but it is worth noting that Tim Cook is the CEO of Apple and his mission is to find ways to bring in profits for the company. And to do that, the increase in sales of product lines is inevitable. And remember, Apple is trading both tablet and iPad laptops like the MacBook Pro and MacBook Air. If Cook supports hybrid devices, it is no different to recommend users not to buy both the iPad and their MacBook Air.



Tim Cook thinks hybrid laptops are like combining refrigerators with toasters.

## **Interim**

That doesn't mean the future of hybrid devices is extremely bright and they're about to replace both tablets and laptops. There are many inherent weaknesses in them. Hybrid machines with separate keyboards or fixed keyboards all have weaknesses. With a removable keyboard, their advantage is to make the device lighter in weight, and can help the device add more battery life (thanks to the manufacturer adding an extra battery with a keyboard). When you need to use it in tablet mode, you can remove the keyboard. When you need a keyboard to work, you attach them. However, their weakness is that you will have to buy the keyboard separately and they often make team costs quite high (about 100 USD equivalent to more than 2 million). At the same time, the weight of the device when attaching the keyboard is not ideal. They are usually quite heavy when combined. Hybrid models such as Yoga, Vaio Duo 11 . have the advantage that the keyboard always comes with the device, the design is simpler than the attached keyboard forms so the price of equipment is cheaper, the risk of failure less than. The downside to this is that it is quite heavy in tablet mode as we know it through the Dell XPS 12.



XPS 12 is quite heavy compared to a regular tablet.

Maybe many people think that Apple is right when it doesn't support hybrid devices like Yoga or XPS 12. But there is the fact that both Tim Cook and his supporters have found that many iPad users buy more tables. External keys to use. That is explained by the fact that the keyboard is one of the most consumed iPad gadgets today. Therefore, tablet hybrid laptops are not without a basis for success. It depends on the purpose of using the device of the user and the ability of the manufacturer, not affected by the comment of Apple CEO.

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