

Lenovo 'crowds' market the user computer

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Previously, Lenovo's products were famous but almost only known and favored in the business sector. Taking advantage of the upcoming CES 2008 Exhibition in Las Vegas, USA, Lenovo will officially unveil a line of consumer laptops called IdeaPad and a new desktop line called IdeaCentre.

These two product lines will be sold in 15 markets in the first phase, including the US, Russia, India and South Africa.

Country flag alive

Of course, IdeaPad and IdeaCentre will not directly affect Lenovo's other enterprise PC products, as well as IBM ThinkCentre ThinkPad and desktop laptops.

According to analysts, expanding to the consumer market will help Lenovo compete better on a global scale before stunned competitors such as HP, Dell and Acer. All three companies are very reputable to consumers and have gained many profits from the trend of "favoring laptops" in the world today.

The recent Forrester Research report found that 86.9 million US households bought new computers in 2006. By 2012, this number will increase to 102.7 million households. No doubt, the consumer market is a must-see goal for all major computer manufacturers.

" Lenovo computers, ThinkPad laptops and ThinkCentre desktops have a significant market share in the enterprise IT market, but entering the consumer market is still a vital step ," analyst John Spooner commented. .

" It will help Lenovo increase not only revenue but also factory sales ."

The biggest difficulty now is to win seats at retail stores in the US. HP, Acer, Apple all have a very good product distribution network, Dell is also struggling to find a place inside Wal-mart, BestBuy after a long time pursuing direct sales model. Therefore, the war for the retail network is forecasted to be extremely fierce in the coming time.

Baggage "outbound"



IdeaPad Y510 laptop model from Lenovo. *Source: Reuters*

For export, Lenovo said it would delve into "good, popular" services and features in the Chinese market. Later, the company will use these ideas, along with feedback from users and retailers, to develop an entirely new product line, which is different from other PC brands.

For example, IdeaPad and IdeaCentre are equipped with many modern user features such as: Face recognition technology called VeriFace Face Recognition, so users don't need to password every time they log in.

The multimedia features are also very rich and diverse, not to mention colors, graphics and designs are young, modern and user-friendly. In addition, Lenovo also equipped IdeaPad with a very practical feature of saving battery.

After CES 2008, Lenovo will launch 3 notebook models using Intel chips into the US market. It is the Y710 with 17-inch screen, IdeaPad Y510 with 15.4-inch screen and IdeaPad U110 with 11-inch screen. The prices are respectively 1199 USD and 799USD for the first two products, U110 alone is not priced.

Lenovo's intention is to use Intel Core 2 Duo dual-core chips to attack the consumer market. The company did not announce any plans regarding AMD chips. All new products come with Microsoft Windows Vista Home operating system pre-installed.

Currently, Lenovo's market share is being seriously challenged by another Asian competitor, Acer. After acquiring Gateway in August last year, Acer is "aggressively" expanding to European and North American markets.

Marching to CES

In addition to Lenovo, CES 2008 is also an opportunity to show off the power of many other famous technology brands. Asus Computer International will unveil a mobile phone model equipped with satellite navigation technology, and especially a consumer laptop with a hard drive up to 1TB in the world first.

Currently, Asus only accounts for less than 1% of the PC market share in the US, so investing in notebook products is considered the strategic focus of this year.

HP, the world's largest personal computer maker, is also planning to bring CES many new user PC models. It is noteworthy that a super-light notebook with a horizontal screen is needed for entertainment, a super-powerful desktop model that functions as a TV and game console, allowing users to download movies, videos, songs. .

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