

Netbooks are hotter than iPhones

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It would be lame to compare netbooks to the iPhone, because while the netbook is a computer, the iPhone is Apple's famous touch phone. Consumers look to netbooks to meet basic computing needs such as surfing the web or doing office tasks. In contrast, iPhone customers want to own a device that can make calls, send messages, surf the web, email and own some other multimedia entertainment features.

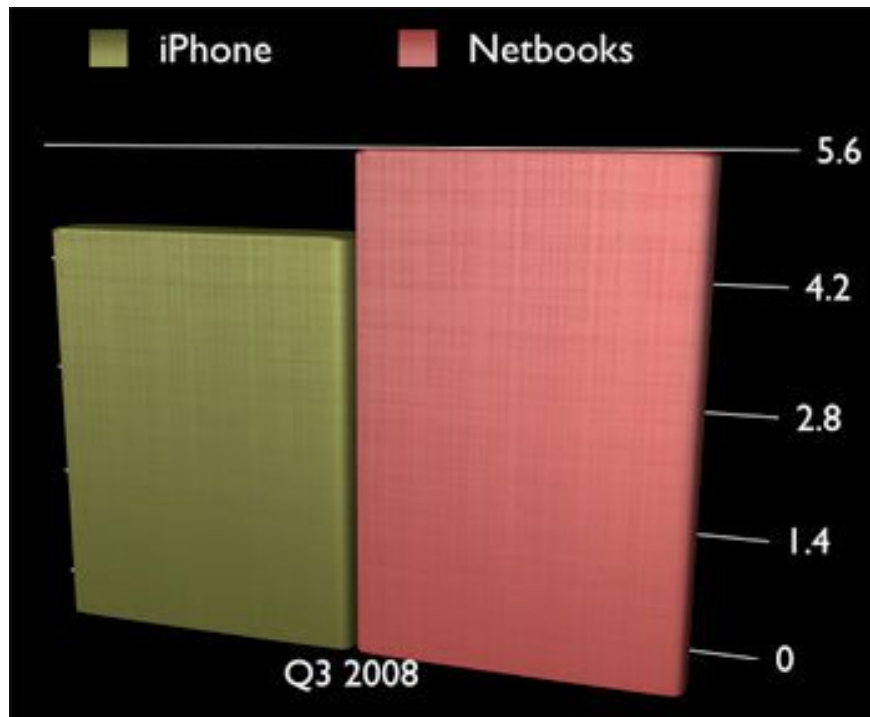


Image of Apple netbook simulation. Although Steve Jobs insists that Apple does not need to produce netbooks, analysts still believe it will probably change next year. *Photo: Gizmodo* .

However, in the context of the economic crisis is causing great impacts on the business situation of ICT market worldwide, this can be considered as two items that still retain strong attraction to people. consumption. Netbooks and iPhones are considered the hottest names in the technology market.

In fact, the world of technology began to compare netbooks to the iPhone since Steve Jobs, Apple CEO, announced that the iPhone could do most of the jobs that netbooks can do, so they there's no need to produce a

netbook. He said: "The *iPhone is Apple's netbook* ." To protect his views, Steve Jobs even suggested that "*netbooks don't really sell much* ".



Netbook sales surpassed the iPhone in the third quarter. *Photo: PC World* .

Even so, the statistics seem to be against the view of Apple CEO. Accordingly, in the last quarter of 2008, there were 5.6 million netbooks sold worldwide (according to market research firm DisplaySearch), while Apple sold only 4.7 million units. iPhone (according to Gartner).

This result, coupled with optimistic forecasts for the netbook market in the fourth quarter, led the world technology industry to believe that Apple will have to launch a netbook model for under \$ 600 in 2009, if not to give up. through a very lucrative market segment.

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