

Sales of ultra-thin computers are on the rise

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After that, this number will continue to increase and account for a quarter of laptop sales. These estimates were made by market research firm NDP DisplaySearch.

Currently, the purchasing power of ultra-thin computers is still low. The reason this product line is not running is because of the high price and "*not enough difference*" compared to a normal notebook. However, the ultra-thin computer market is expected to improve in the near future with low-priced models and more unique features.



Sales of ultra-thin computers can reach 65 million units by 2015

According to *NDP DisplaySearch* definition, ultra-thin computers are models with screens larger than 14 inches and thin under 21 mm, including ultrabooks, MacBook Air and MacBook Pro. Meanwhile, notebooks are defined as computers with screens smaller than 14 inches and thin under 18 mm.

Previously, a sale of IHS iSuppli reported sales of ultrabooks, one of many ultra-thin, sales of computer products disappointing. The number of ultrabooks sold this year may only reach 10.3 million units, half the previous estimate of 22 million units.

Craig Stice, an analyst with IHS iSuppli, said *"today, when a new computer comes out, including ultrabook, no one has any impression of it. The computer industry has failed in attracting users to turn ultrabook into a mainstream product in the market"*.



Tablet sales may exceed notebooks by 2016. *(Photo: Slashgear).*

Meanwhile, tablets can grow stronger. According to NDP DisplaySearch, tablet sales will exceed notebooks by 2016. Previously, the company predicted that tablets would be sold at 416 million units by 2017 while notebooks were 393. million devices.

According to Richard Shim, an NDP DisplaySearch analyst, the tablet owns the features that users once dreamed of appearing on notebooks every year, such as fast booting, long battery life and slim design. These features enable customers to access more and more easily with digital content and services. Therefore, according to Richard, the introduction of ultra-thin computer models is indispensable to compete with tablets.

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