

Samsung came out with an ultra-thin laptop competing with Apple

On February 24, Samsung Electronics launched a new ultra-thin laptop called the 9 Series, to maintain its competitive position with Apple.

On February 24, South Korean conglomerate Samsung Electronics Co Ltd unveiled a new ultra-thin laptop called the 9 Series, in order to stay competitive with Apple's "dominance" in the high-end notebook market segment.



Samsung 9 Series price in Korea is 2.5 million won (about 2,220 USD). The device will compete directly with the ultra-thin MacBook Air that Apple launched in October 2010.

Under the plan, the Samsung 9 Series will start "spreading" globally from next month, with subsequent releases in the Americas and Europe.

The event of launching a new ultra-thin laptop helps Samsung emerge to become one of the "most annoying" competitors to challenge "Apple." Because today, besides the laptop sector, Samsung also constantly "rival" with Apple in the field of martphone and tablet computer.

According to survey firm DisplaySearch, Apple overtook Hewlett-Packard (HP) in the past quarter to become the world's number one laptop maker, thanks to the increased consumption of its iPad tablet.

With more than 10 million notebooks and tablets sold in the past quarter, accounting for 17% of the world market share, "Apple" has been "thrashed" by HP when it sold less than a million products, with a market share of 15.6%.

However, even though Apple is occupying the world's number one position with three cult products, the iPhone, iPad and MacBook, there is no certainty that the US technology firm will preserve its position, when its rival Samsung continuously grew year by year.

On the occasion of the 9 Series launch, Samsung also announced that it wants to become the sixth-largest laptop maker worldwide this year, instead of the seventh place in 2010.

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