

## The marks of the laptop market in 2009

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**2009 is a bumper year for the laptop market. Not following the usual path, many new designs as well as interesting changes made the market more competitive.**

Typically, the maker of the famous Alienware gaming computer came to Asia after years of Dell acquisition. Surprising steps are the emergence of thin-and-light laptops using the CULV battery-saving chip, which puts them on the shoulder of the MacBook Air ultraportable laptop, but the price is more affordable.

### Alienware comes to Asia



Alienware M17x is welcomed by Asian users.

Alienware is the famous high-end gaming computer manufacturer in the US. Although it was acquired by Dell in 2006, it took three years for Asia to have a series of laptops with strong configurations for gamers and Alienware entered this market. The first laptop, the "noble house" for Asian users, is the Alienware M17x, with the most powerful processor and graphics card duo.

The smaller version of Alienware M15x is also new and surprisingly, the basic configuration model is

affordable.

## **Samsung returned to Asia**



Samsung N310 has a very interesting "box" design.

Although it has resonated on the Asian market with a stylish Q30 laptop, this high-end version of the manufacturer from kimchi cannot compete with low-cost models from Dell and Acer. Two American and Taiwanese 'big boys' have been successful in the laptop market since 2007, so Samsung has been looking for a way back. Two years away from Asian land, in 2009, Samsung was 'revenge' by an impressive line of laptops. Samsung's R series both competes on price and the configuration is also impressive with LED-backlit screens. Meanwhile, the N310 netbook makes a difference with competitors thanks to its eye-catching, impressive design.

## **Dell presents Adamo ultra-thin laptop**

When Dell began releasing a series of high-end laptops, such as the Studio, Studio XPS and XPS series, the tech industry was skeptical about the success of the US computer maker on the high-end laptop market. Dell's high-end version of Adamo stirred up the ultra-thin laptop market at an exorbitant price of \$ 3,300 - more expensive than the MacBook Air. However, Adamo debuted in no time, during the economic crisis.

Soon after, the Dell Adamo XPS version also entered the market when the economy began to recover. The selling price of USD 2,400 of this trendy model is more realistic. The Adamo XPS impresses with its fragile but rugged design, and the device has a heat-sensing strip to unlock the lid.

The introduction of the Adamo series has lifted Dell's design team to a new level comparable to Apple and Sonh.

## **Sony Vaio P and X series is incredibly thin**



Sony Vaio X is thin but sturdy.

Consumers choose Sony laptops not because of their configuration. Japanese computer maker, famous for its eye-catching, beautifully designed laptop versions, stands out among the crowd. Almost every year Sony also pioneered new designs. 2009 was an exceptional year for Sony because there was no breakthrough, however, the two ultra-thin Vaio P and X series have redefined the concept of 'fragile' in the laptop market.

Despite the Atom processor, Sony Vaio VGN-P15G is not considered a netbook. The wide screen is strange and the easy-to-use keyboard is the attraction of Sony's Vaio P series. Moreover, Sony Vaio X's incredible, slim design has impressed users. The Vaio X series has an 11 inch screen so thin that Sony has to redesign the Ethernet port to fit the 'body' of the machine.

Although both of Sony's laptops cost more than the Atom netbooks, the duo has surpassed the 'mobile and fragile' threshold of computers.

### **Apple laptops say goodbye to replaceable batteries**

Starting from MacBook Air - is the first laptop to have a unibody design. This type of design allows manufacturers to "rip" the laptop thinner but still powerful configuration - traditional manufacturing techniques do not achieve such a slender level.

Later, Apple continued this trend when designing the MacBook Pro line in a unibody style, and the latest version of the Apple MacBook White also has a similar design.

However, everything has its price. The unibody design forces the manufacturer to remove a variable battery pack - meaning users will have to transfer the laptop to Apple's customer care center if the battery needs to be replaced. This also means that users cannot carry extra batteries when traveling or on a long flight. However, the unibody design has a longer battery life.

Analysts are questioning whether unibody design opens a new future for laptops? Time will be the answer.

### **ThinkPad dual screen laptop**



ThinkPad W700ds has two LCD screens.

Some people feel good enough with a 12-inch screen, but some people still find it missing despite working on a desktop replacement laptop with an 18.6-inch screen. The Lenovo ThinkPad, famous as a laptop, has designed two LCD screens for the W700ds version.

The ThinkPad W700ds impresses with two monitors, a 17.1-inch LCD main screen and a 10.6-inch sub-screen. The second screen is for quick access to e-mail or IM chat windows while the user is working on the main screen. Although the dual-screen laptop trend hasn't started yet, people will never forget the ThinkPad W700ds.

### **CULV laptop laptops break down the price barrier**

Netbooks are hot topics in 2008, but users soon realize that Atom processors are not strong enough, it is only suitable for web surfing. To bridge the gap between cheap mini laptops and standard laptops, the CULV (Consumer Ultra-Low Voltage) power-saving processor was born.

Cheaper than Intel's powerful chips, laptops using CULV, such as Acer Aspire Timeline 3810T and MSI X-Slim X340, are a bit more expensive than netbooks but are a few hundred dollars cheaper than ultraportables. ultraportable action. Ultra-thin laptop (ultrathin) using CULV chip is both slender and eye-catching and consumes less power, helps extend battery life. Unfortunately, the ultrathin line is forced to sacrifice the optical drive. Some manufacturers have overcome this weakness by selling an external optical drive.

Will 2010 witness the 'sublimation' moments of the laptop market when analysts assess the mobile computing industry will have a year of 'great victory'?

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