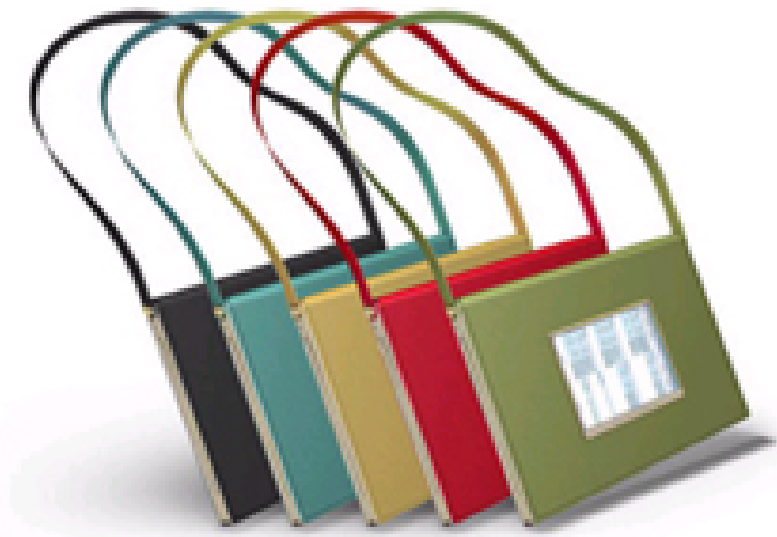


The world's most 'supermodel' Notebook: Almost as thin as ... Cellphone

When Intel ordered designers to draw a new, superior and perfect laptop model, the chip giant only required very general and simple: The machine looked fashionable, could connect to all both wireless and right networks

If "take off", Intel's "supermodel" laptop model will change the future of the global computer industry.

When Intel ordered designers to draw a new, superior and perfect laptop model, the chip giant only required very general and simple: The machine looked fashionable, could connect to all Both wireless networks and must be equipped with the latest and fastest computing features. Most importantly, it must be as thin as Motorola's RAZR razor phone.



Each Metro will be protected by a pair of colorful colors, looking like a lovely diary. *Source: BusinessWeek*

It can be said that with such a difficult topic, the team of engineers from Intel and Ziba Design Company of Poland did not have to scratch their heads, wrinkled their eyebrows.

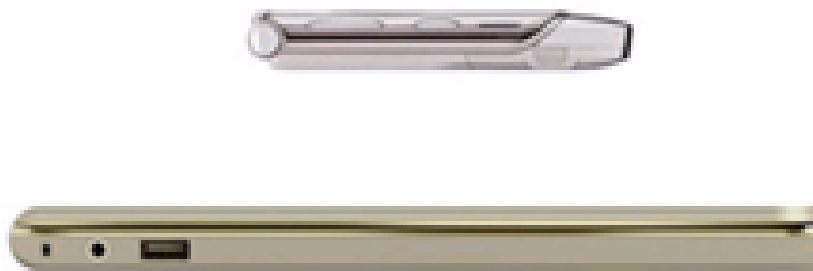
Yet in the end, sweet fruit was also sprouted. The notebook model called Metro was born, with a thickness of less than 0.7 inches (1cm), which is only a few millimeters thicker than Motorola's famous phone. Undoubtedly, Metro is the world's smallest "waistline" supermodel laptop.

And with a weight of 2.25 pounds, it is also one of the lightest "long legs".

Unlike many model computer models that people have ever created (including Intel's), the opportunity for Metro to land on the market is huge. Although Intel has not yet announced when it will officially launch its pet notebook, a source close to the company will start bringing Metro into mass production later this year.

I am thin but thick in market

In fact, Metro is the only notebook that Intel can launch this year. It was displayed for the first time at the Intel Developer Forum, which took place in April in Beijing, China, but the specifications and description were very sketchy.



Thin like a Motorola RAZR razor phone. *Source: BusinessWeek*

Through its own relationships, the reporter of BusinessWeek.com was designed by Ziba designer to "show up" the beautiful people, as well as the ideas behind the project. If produced and sold on a large scale, Metro may permanently alter the way computers are designed, used and marketed in the future.

Of course this is good news for Intel, which is seeing its market share and revenue recover after a long time being dominated by rival AMD.

Intel will not only provide a processor for Metro but more likely, it will "bid" for both memory and wireless networking chips. In addition, Metro also integrates many technologies backed by Intel Capital (Intel Venture Venture Capital).

Intel expects Metro, its chip revenue for laptops will jump, especially in the high-end segment. Sales of laptops priced at more than \$ 2,000 have increased by more than 1.4% annually, mainly due to rising demand from wealthy corporations, businesses and merchants.

Like jewelry



Source: BusinessWeek Despite this, mass consumers are the subjects to decide the revenue of the whole market. Never before, has their decision to purchase be affected by the current factors of fashion and appearance.

As a result, many computer firms have shifted their focus to design, rather than focusing on configuration and functions as before. That is where Intel and Ziba hope to make their mark. Not only does it create an ultra-thin machine, Intel also uses high-quality manufacturing materials and looks very stylish.

Made from luxurious champagne-colored magnesium alloy, Metro is adorned with eye-catching golden patterns.

" *It looks like a piece of jewelry,* " said Omer Kotzer, Ziba's creative director.

And just like mobile phones - there are many different types of ringtones and colors - Metro will also be accompanied by an army of fashion accessories.

First, the case looks like a diary, attached to the laptop body thanks to magnetism. The pair has a lot of different colors, and also features a wireless charger. One side of the camera is equipped with a tiny screen, which can display images, calendar or work you need to do during the day.

In addition to the aforementioned protective leather briefcase, Metro also has a cardboard shoulder strap on colors and materials, which, when worn, looks like a lady's and lady's fashion handbag.

Embedded chip

Although designers claim that Metro is a product for both sexes, it is clear that its fashion accessories "designate" for women. For a long time, women are a group of customers that Intel always wants to conquer.



Source: **BusinessWeek** " Women play an increasingly important role in making shopping decisions, especially when expensive and high-end items, " IDC expert Richard Shim said. " More and more technology companies pay more attention to the market for women . "

The ultimate task of a laptop today is remote connectivity, and so Intel has included in Metro all existing wireless connectivity technologies.

Some laptops on the market require special cards to surf the Web via mobile networks. Meanwhile, the embedded chip system allows Metro to access freely from mobile networks, Wi-Fi to Wi-Max.

Mobile connectivity can radically change the way laptops are distributed and consumed in the future. In the US, the technology of mobile networks is completely different, so PC manufacturers have to sell a special "adapter" card. But with Metro, all these barriers will no longer exist.

"Foliage flowers"

Some other features of Metro are also expected to make things happen. The laptop is equipped with a micro-powered Fortemedia microphone (Intel Capital also invests here), which eliminates the noise of the surrounding environment that fans of Skype are very popular with.

In addition, technologies to enhance security such as fingerprint reader or hard drive disabling by remote control are also integrated into Metro.

Of course, there is no guarantee that the final release version of Metro supermodel will have all these attractive features. But if there is enough, no one knows how much the price of "beautiful people" will be. For Intel, "price doesn't matter", because they target high-end people.

Trong Cam

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