

Toshiba aims to sell 60 million TVs and laptops

Producer Toshiba aims to sell 60 million liquid crystal display TVs and laptops globally in fiscal year 2013.

Japanese electronics maker Toshiba on April 20 said it aims to sell 60 million liquid crystal display TVs and laptops globally in fiscal year 2013 by boosting sales in markets. The school is emerging and introducing new products.



Toshiba is seeking to increase its global market share of these products to 10% in the business year starting April 2013 from 8.6% in the fiscal year ending in March when the company sold 33 million TVs and computers. The sales target includes 25 million TVs and 35 million computers. The company sold 14 million TVs and 19 million computers in fiscal 2010 while aiming to sell 18 million TVs and 22 million computers in the current fiscal year.

To promote growth in emerging markets, Toshiba plans to actively introduce value-added products aimed at wealthy consumers while increasing sales channels in the Middle East and Africa markets. Central and South America.

In the domestic market, the company will introduce a 3D notebook without the need for dedicated glasses in late July. This computer can display 3D and 2D images at the same time on the screen. It is expected that this model will cost about 230,000 yen.

In addition, by the end of June, Toshiba will also launch a tablet-based Android operating system developed by Google with a price of about 60,000 yen.

In order to meet the growing demand for energy-saving products, Toshiba will also introduce a television model that can switch from power to battery power during peak hours in July. As for the 3-D model without glasses that Toshiba introduced in December 2010, the company plans to introduce models with larger screens in this fiscal year.

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