

## Ultrabook plastic shell costs only 600 USD

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Despite the charming design, ultrabook has not attracted many customers because the price is still standing at a high of 800 to 1,000 USD, while the normal type running Windows 7 is 500 USD.

Ultrabook has not attracted customers because of the high price.

According to *PC World*, in order to overcome this problem, Intel and its partners are developing new directions, using plastic shell reinforced with fiberglass for durability not inferior to aluminum. However, many comments that plastic shell will make ultrabook lose its inherent luxury and difficult to compete with Apple MacBook Air.

Intel is also considering using a solid plastic frame, but the exterior is covered with a thin aluminum layer to save production costs but without losing the luxury look.

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