

Ultrabook will cost 699 USD in 2013

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But so far, Ultrabooks sold have not followed the promised price. However this may change next year.

Techradar said that PC makers are preparing to launch a series of Ultrabooks towards the low-end of the market for only \$ 699 (about 14.5 million).

To maintain profitability, of course, these companies still sell expensive machines for over \$ 1,000.



The body of cheaper Ultrabooks will not be equipped with high-end materials such as aluminum or carbon fiber but instead of reinforced plastic with glass fiber or metal hybrid plastic.

They will also be equipped with traditional batteries, no touch screen for Windows 8 and use a thin HDD or HDD / SSD hybrid drive.

By comparison, high-end Ultrabooks will be equipped with Lithium Polymer batteries, touch screens and a monolithic aluminum or carbon fiber chassis.

Redefine the price to increase sales

Ultrabook market has not exploded as expected and could not promote the PC market in general. Even if Intel supports \$ 300 million to develop Ultrabooks last year, it can't be inspirational to create consumer appeal.

Computer manufacturers are hoping that low prices will change this, Topology Research Institute in Taiwan announced that global Ultrabook sales will increase from 16.7 million units in the year. 2012 to 31.6 million units in 2013.

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