

Why does Intel ultrabook have poor consumption?

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Once expected to create a new trend in the consumer electronics market, but ultra-thin, ultra-light ultrabook laptops initiated by Intel are in very poor consumption, with a total of The delivery to the end of the year may only reach half the expected level.



Specifically, research firm *IHS iSupply* has forecast that there will be only about 10.3 million ultrabooks shipped this year, significantly lower than the previous target of 22 million.

IHS iSupply points out two main reasons for this situation: marketing strategy for ultrabook is 'vague,' and 'exorbitant' selling price makes this product lose its appeal to consumers.

According to *IHS iSupply*, the start-up of Intel continually changes the definition of how new is called an ultrabook, which is clear evidence of poor marketing, while the price of \$ 1,000 or more of ultrabook is considered The selling price is 'heavenly,' and this kind of product will only be able to change the poor consumption situation when producers lower their prices by about 600-700 USD.

Anyway, *IHS iSupply* still expects upcoming "stimulant doses" such as Microsoft's Windows 8 operating system and Intel's Haswell processor generation to make ultrabook more sublimated.

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