

Will sell 5 million 100USD laptops

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M. Bletsas, a senior project leader on Jan. 10, said one of the ideas being considered is that customers in developed countries who want to buy a computer above will have to pay for 2 pcs. The second one will be delivered to poor countries. N. Negroponte, president and founder of the OLPC project, said the plan to "buy 2 get 1" could start in 2008 or sooner. He added that if these cheap computers were launched. If you go to the market right now in developed countries, your business will be very good but because the focus of the project is to help children in poor countries get access to them, everything has to be calculated very carefully.



Since the market is targeted at poor countries, where access to computers is still limited, the aforementioned notebooks are designed with very high durability, focusing on simplicity of use and all. However, the cost must be low. The ultimate goal is to sell it in poor countries for \$ 100 / unit but the current price remains at \$ 150. Brazil, Argentina, Uruguay, Nigeria, Libya, Pakistan and Thailand were the first countries to sign a contract to buy this type of laptop. In the short term, 5 million computers will be distributed next summer.

One of OLPC's other goals is to ensure that children who use low-cost computers are networked and can share the fruits of their labor with each other. The project managers are now working on the eBay network. about distribution, with the aim of reducing distribution costs to a minimum. According to these people, it is more

difficult to make sure that products reach third-world children than making cheap computers.

Japan

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