

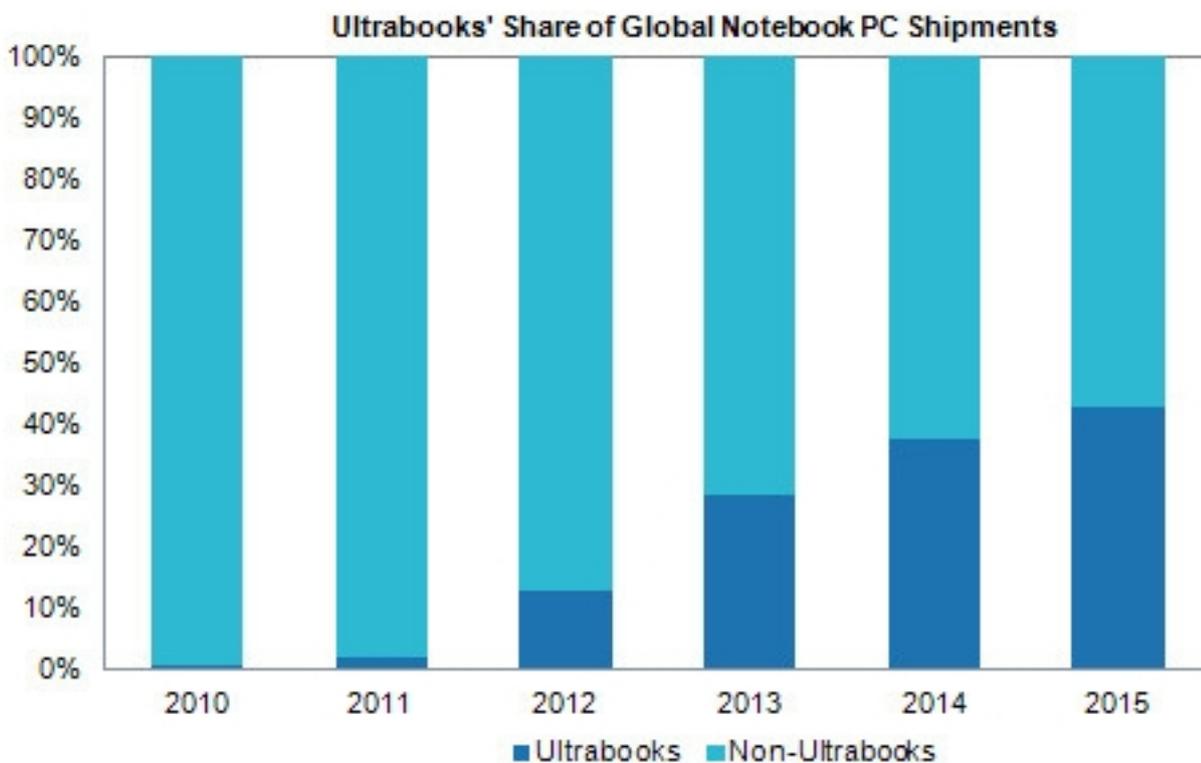
## Ultrabooks: PC Industry Saviours?

Written by Marco Attard  
09 November 2011

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"To compete with media tablets, notebook PCs must become sexier and more appealing to consumers," IHS iSuppli says. Will the "sexier" ultrabook notebook format fit the bill-- and drive the PC industry?

The ultrabook format (as set by Intel) includes ultra-light/thin notebooks with tablet-like features like instant-on activation, always-connected wireless links, SSD storage and battery lives longer than 8 hours.



Source: IHS iSuppli November 2011

The analyst forecasts ultrabook shipments will account for only 2% of all notebooks in 2011-- before rising to 40% of all notebooks by 2015. However, notebook growth will retain a stolidly mature pace, with shipments growing at a CAGR of only 10% from 2011 to 2015.

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In comparison, iSuppli expects tablet shipments to grow at a CAGR of over 40% for the same 4-year period.

While being a reaction to the tablet boom, the ultrabook effort might "set the stage for the revitalization of the electronics supply chain," according to the analyst-- especially if makers reduce prices. Attractive price points (below current prices around \$1000), ultrabooks can potentially reach "must have" status, driving the market in the process.

In turn, the growing ultrabook market will fuel the component industry (including memory, logic, and power management device makers), potentially bringing an end to the current slowdown in the semiconductor and electronics manufacturing industries.

Go [IHS iSuppli: Ultrabooks to Deliver Ultrafast Growth](#)