

Market Caution Casts Shadows Over Ultrabook Launch

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DigiTimes reports Acer, Lenovo, Toshiba and Asus are limiting initial Ultrabook shipments to below 50000 as a means to test the waters, according to unnamed sources close to the vendors.



The reason? Doubts over whether Q4 2011 notebook demand will see recovery while Apple continues taking the market.

After all, Ultrabooks sit somewhere between 2 uncomfortable stools-- netbooks and laptops.

Intel is hosting an Ultrabook conference on September 14 in the hopes to both attract more notebook players and "resolve some technology bottlenecks."

Meanwhile IFA 2011 sees the launch of the first Ultrabook models, also from Acer, Lenovo, Toshiba and Asus.

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