

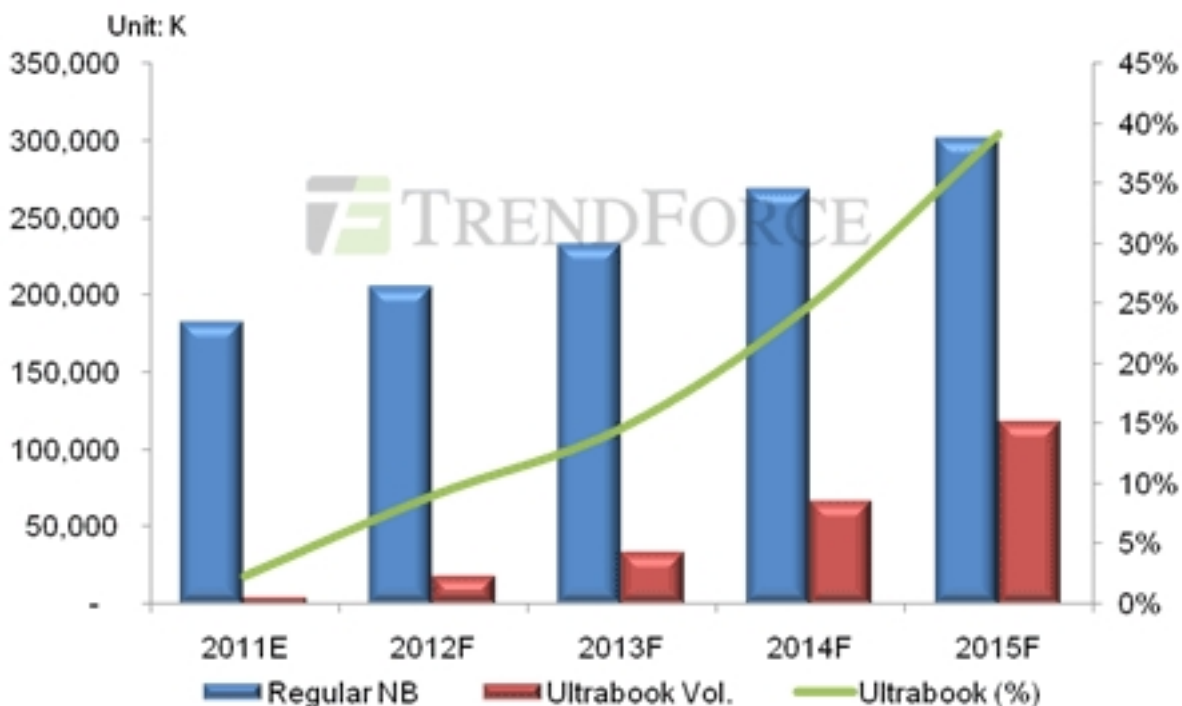
## Ultrabooks: Revolution Leaders?

Written by Marco Attard  
14 September 2011

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Will Ultrabooks take the market by storm? Trendforce believes so, predicting Ultrabooks will take at least 10% of the notebook market by 2012 while stimulating the industry in general.

Trendforce says Ultrabooks "will hopefully sweep away the clouds of tablet PC popularity" as they grow further-- from 2% market share in 2011 to around 40% by 2015.



Source: DRAmEXchange, Sep., 2011

Ultrabooks will also drive further technology improvement from the component industry, resulting in growth for SSD, low power RAM, battery, LED backlight and LCD panel makers.

However Ultrabook makers won't have it easy at first-- due to initially high component costs, competition against the Apple Macbook Air will be tough in terms of both specifications and price (even if the higher ultrabook price points should help increase notebook industry revenues).

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Go [Ultrabooks to Stimulate Key Component Technology Growth \(Trendforce\)](#)