

## ABI: Ultra Portables to Reach 21m in 2012

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Ultrabook numbers might prove to be less than what Intel might have wanted, but ABI Research still predicts ultra portable laptop shipments will total 21 million units by end 2012.



Too-high prices and the wait for Windows 8 (not to mention a sluggish economy) kept customers from spending on such PCs, but the Windows 8 release and a slew of new models should help boost sales for this year and beyond.

ABI includes Apple's MacBook Air within the ultra portable category with laptops falling under Intel's ultrabook specification under the "ultra portable" category. In fact, Apple comes first in ABI's ultrabook Competitive Assessment study.

W. Europe is the 2nd largest ultrabook market, following, perhaps predictably, N. America.

According to ABI the majority of ultrabooks go for personal use, even if the consumer/business split should reach 60%/40% by 2017.

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