

EMEA PC Shipments Up 25.9% in Q3

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Gartner says PC shipments in EMEA hit 28.8 million units in Q3, a 25.9% increase from last year. Sure, you have to credit cheaper mini-notebooks for a re-shaping of the market leaders.

For the first time since HP bought Compaq, HP lost its No. 1 PC position in EMEA. Acer took first by selling netbooks and selling into telco retail channels across W. Europe. Acer sold 20.6% of shipments in the region, and HP accounted for 18.7% in Q3.

"What do you have to say, HP?" HP launches a new Mini 1000 that uses the Atom processor. Analysts predict this \$399 (in USA) device will start a price war in netbooks that will only end with \$100 price points. Should be an industry rule that a PC price point has to be at least as big of a number as the Model Number.

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