

A Year in the PC Business

Written by Marco Attard
29 December 2011



A weak economy, [the death of the industry's leading personality](#) , even a new version of Windows-- the year had it all.

We received plenty of gloomy news regarding the state of the PC industry-- not to mention the economy in general. The EU economy growth forecast bears the title ["Growth at a Standstill"](#) while all analyst figures point at an [EMEA PC market sliding downwards](#)

The only upwards trend? Tablets, but only those of the Apple variety, really... even if the cheaper Amazon Kindle Fire [might shake the market a bit](#).

HP nearly gave up on the PC business by [setting up the Great Garage Sale](#) , where ex-CEO Léo Apotheker planned to turn HP into an enterprise solution vendor. The company [turned around on his decision](#) following his replacement by Meg Whitman. The company's mobile ambitions failed to receive such mercy, though.

[Will Ultrabooks save the PC industry?](#) Intel is betting heavily on the ultra-thin laptop category. Vendors including [HP](#) and [Asus](#) are already bringing out ultrabooks, while some industry analysts ([such as IHS iSuppli](#)) provide some cautious hope, especially if makers reduce prices further.

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[Floodings in Thailand also hit the PC industry](#) as , as HDD makers slash production targets. Even then however there's disagreement-- while Intel says the global PC supply chain is "reducing inventories and microprocessor purchases," AMD insists the channel is still "going pretty well."

[Microsoft unveiled Windows 8](#) , designed to run not only on PCs but on "everything." A tile-based UI replaces the traditional Start menu, confirming the company's tablet-based plans.

And finally, [the Commodore 64 made a comeback](#) with an Intel Atom processor and USB ports hiding inside the beige-gray body and chunky keyboard. Nostalgia with a modern twist, in a way.