

Bloatware as a Business

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What a tangled web we weave...that free, preinstalled software (often trial or demo) that we used to dangle in front of public (as a reason to buy a particular PC) is now called "bloatware" by an unappreciative public. And retailers want to charge that public a service fee to take off the pre-installed software...

But software companies pay PC makers to load it up. Removal upsets software publishers and drives PC makers right into the negative margin zone.

We are an industry at war with ourselves (and our customers are in the middle). Click here to see Bob's Byte and hear how bad this war is-- and what HP wants to do about it.

Go ['Bye, 'Bye Bloatware](#)