

New Laptop
Trend,



UMPC

Business
Administration

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UMPC

What Laptop I
am going to buy

UMPC !

Then,
What is
UMPC

Why we have to take a look at this?

As a college student, each student has to think about the purchase of Laptop. Because laptop is an essential material for Classes in a college, we need to think about the following parts; Price, Size and weight. UMPC can be the right answer for that.





Bits

Business • Innovation • Technology • Society

Mini-Laptops Fuel PC Sales Growth

Mini-laptop computers, typified by the popular ASUS Eee PC, have been derided by some analysts as little but low-cost toys. But they are changing the shape of the PC business throughout the world, bringing computing power to many who could never have afforded it.

Worldwide, portable computer sales for the second quarter were up 37 percent year over year. – 10 SEP 2008

The article about an importance of UMPC

The New York Times

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UMPC

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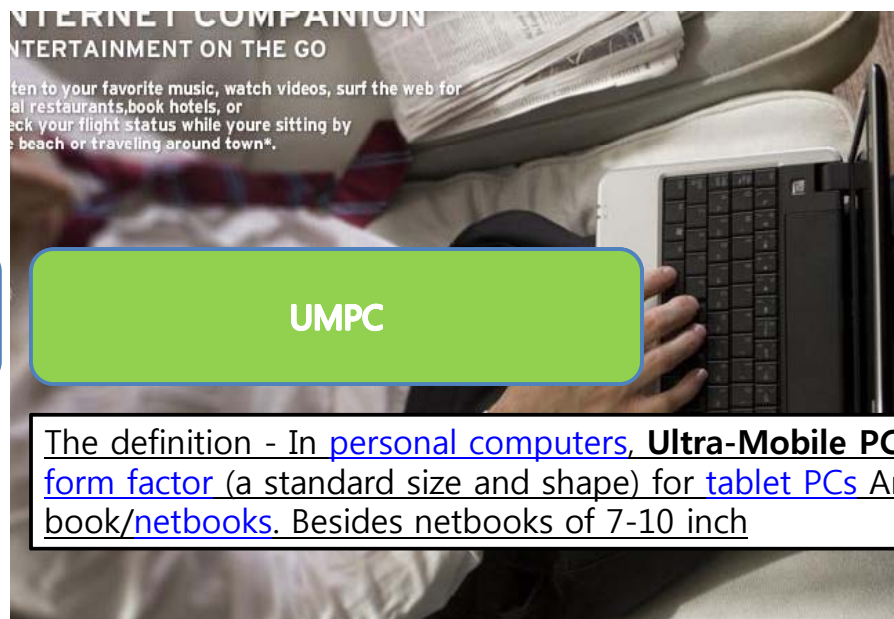
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UMPC - WEAK POINT




What is UMPC ?



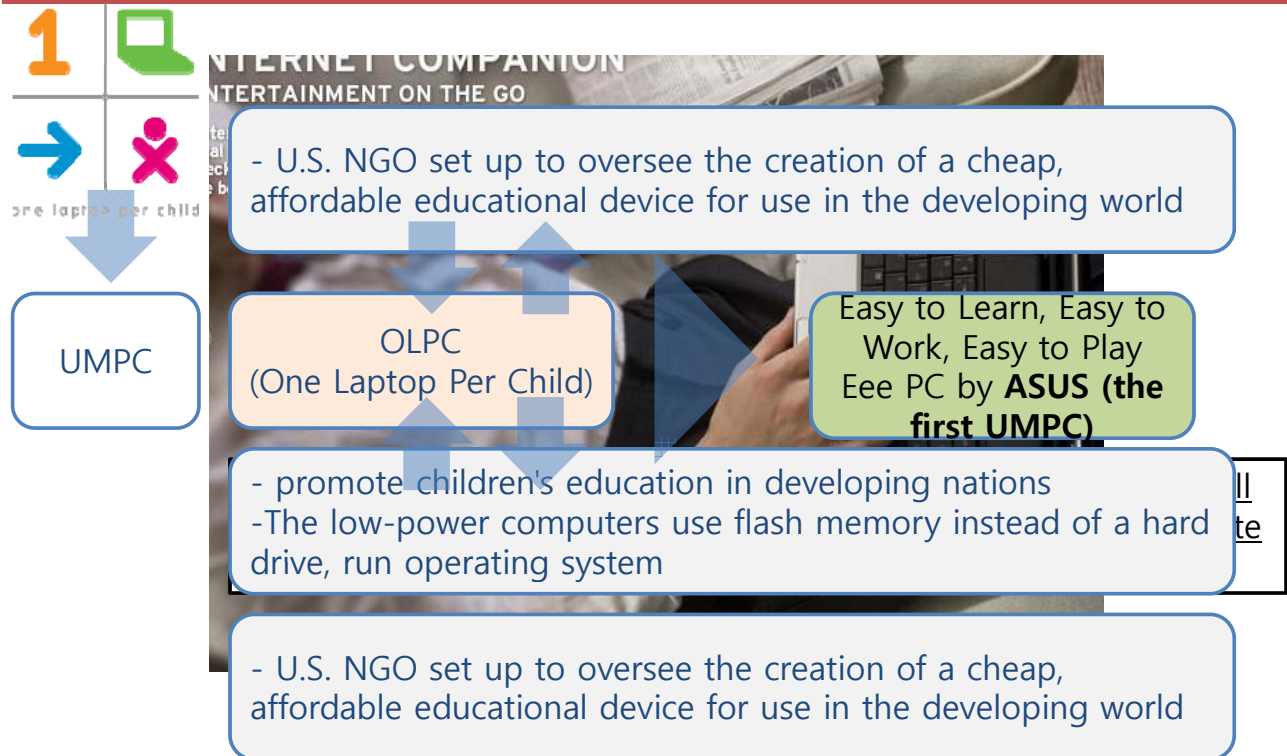
LAPTOP

UMPC

The definition - In [personal computers](#), **Ultra-Mobile PC** is a small [form factor](#) (a standard size and shape) for [tablet PCs](#) And subnotebook/[netbooks](#). Besides netbooks of 7-10 inch



HISTORY



HISTORY

Internet Companion
Entertainment on the Go

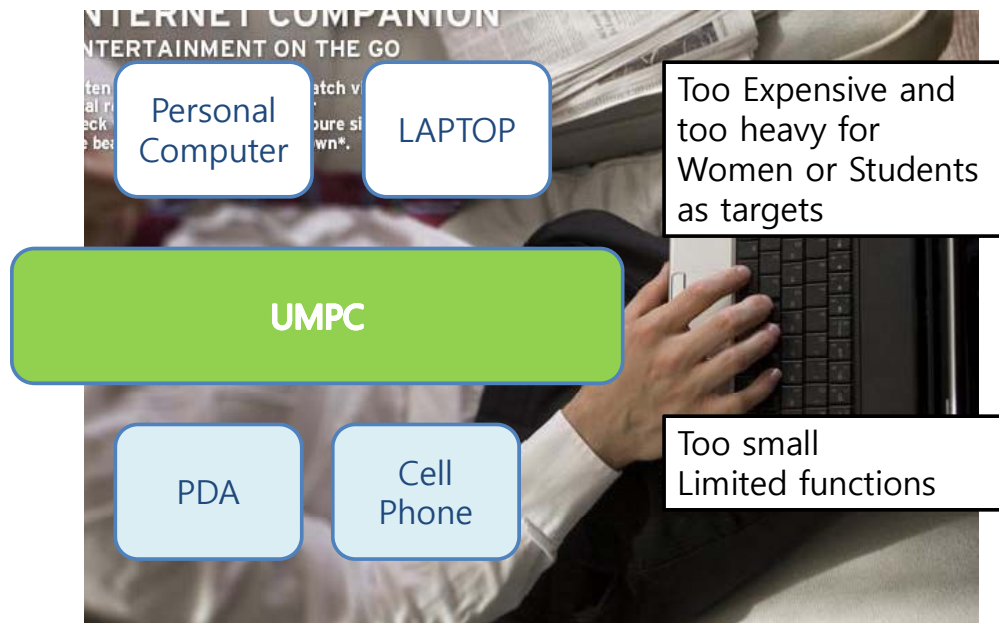
listen to your favorite music, watch videos, surf the web for

ASUS
Rock Solid - Smart Thinking

- designed by ASUS.
- combination of a light weight,
- Linux-based operating system,
- solid-state drive and relatively low cost

- a response to the XO-1 notebook from the One Laptop per Child initiative
- **sold over 350,000 units for 3 months in 2007 – due to this success, MS kept providing Win XP**

Why UMPC is Trendy?



UMPC

The image shows a silver Dell UMPC laptop with a screen displaying a sunset. Dimensions are labeled: 6.7 inches for the screen height, 9 inches for the base width, 1.2 inches for the depth, and 0.6 inches for the thickness. A callout box at the bottom states: 'Consumers need a smaller laptop'.

UMPC

Price

LAPTOP

Share this Product:

Featured Systems | Design | Tech Specs | Customer Ratings

Pre-Order with Mini OS powered by Ubuntu	Over 4 hours battery life!	Over 4 hours battery life!
Inspiron Mini 9 2GB of free internet storage from Box.net	Inspiron Mini 9 More Storage! Includes Windows XP!	Inspiron Mini 9 More Memory and Storage! Includes
Below 500 dollars		
Starting Price..... \$349	Instant Savings..... \$25 Subtotal..... \$399	Instant Savings..... \$40 Subtotal..... \$449
As low as \$15/month* ¹	As low as \$15/month* ¹	As low as \$15/month* ¹

UMPC Market provides cheaper laptop – even half price compared to other laptops!

UMPC

LAPTOP

Weight

		(kg)	Resolution
Aspire One ^[2]	Acer	< 1	1024x600
Vaio PCG-X505/CP	Sony	0.78	XGA
Vaio PCG-U3	Sony	0.82	XGA
Libretto U100	Toshiba	0.9	WXGA
Lifebook P1510	Fujitsu	0.9	SVGA
Panasonic R4	Panasonic	0.9	XGA [12]
EeePC 900 ^[4]	Asus	0.92	1024x600
Dell Inspiron 910 (Mini Note)	Dell	0.92	WVGA
EeePC 4G ^[3]	Asus	0.99	WVGA
Lifebook P1610	Fujitsu	1	WXGA
Lifebook P1620	Fujitsu	1	WXGA
Wind (linux)	Micro-Star International	1.04	1024x600
EeePC 901 ^[6]	Asus	1.1	1024x600
Wind (windows)	Micro-Star International	1.18	1024x600

Specialized for Mobility – We can go anywhere with this light one

UMPC FEATURES

1

WHAT IS UMPC

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HOW COME UMPC IS TRENDY

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UMPC – Special FEATURES

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UMPC - WEAK POINT



UMPC FEATURES


1. PROCESSOR



UMPC devices include either Intel ATOM or VIA processors,

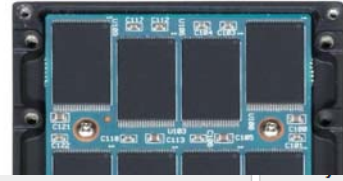
low-cost / low-power / 2.5x faster than the Celeron M.

Intel ATOM uses In-order method ; simple logic requires small space



UMPC FEATURES

2. STORAGE TYPE



512MB ² DDR2 at 533MHz	512MB ² DDR2 at 533MHz	1GB ² DDR2 at 533MHz
Hard Drive 4GB ³ Solid State Drive	Hard Drive 8GB Solid State Drive	Hard Drive 16GB Solid State Drive
VIDEO Intel Graphics Media Accelerator (GMA) 950	Video Card Intel Graphics Media Accelerator (GMA) 950	Video Card Intel Graphics Media Acc
Sound Base LCD Assembly	Sound Base LCD Assembly	Sound Base LCD Assembly

UMPC uses SSD memory storage

low power consumption and heat production when in active use

No noise; flash SSDs have no moving parts, and thus eliminate spin-up time, and greatly reduce seek time

Mostly 8 GB /up to 30 GB Hard Drive

UMPC FEATURES

STORAGE TYPE SPEED

VIDEO

Price down
Bigger capacity



UMPC special FEATURES

GRAPHIC CARD

Mostly, UMPC uses internal graphic card.

low performance, but low power / some models with up-to date graphic card like Geforce Model and so on.

Battery


Battery – mostly 3 or 4 cell method / up to 6 cell method / 6 cell method has longer operation time.

6 cell runs 6 hrs or more (if you play some multimedia files like movie or music, then It runs under 3 hrs)

Design

Focus on outfit ; various colors and attractive external design

Designed for mobility, it has web-cam and many external connection ; more than 2 USB port, smart card, memory stick and and so on.



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UMPC Weak Point

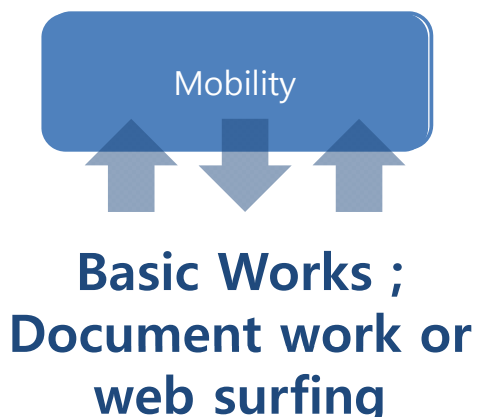
1 Low Performance

2 Manufacturers' Dilemma

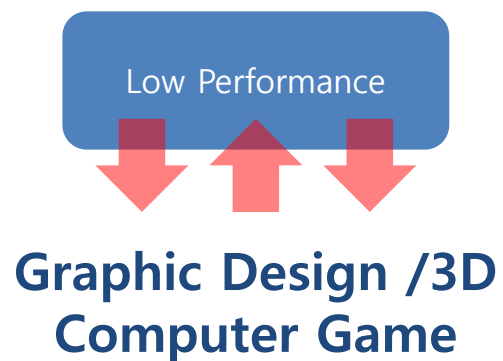
UMPC Weak Point

1 Low Performance

POSITIVE VIEW



NEGATIVE VIEW



UMPC Weak Point

2 Manufacturers' Dilemma

- It invades other notebook market.
- Major Computer company started later than others
- Manufactures expect UMPC market to grow individually
- Intel Allows manufactures to use Atom Processor only for UMPC w/ limited features (smaller than 10in. Or 1024X600 display)



**THANK
YOU**