

## Gaming Laptop Arena Set for Change

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The current gaming laptop arena is held a comfortable balance between Asus and MSI-- but things are about to change, DigiTimes reports, as big notebook vendors are set to enter the lucrative, high-margin market.



"Industry sources" tell the news website the likes of HP, Dell, Acer and Lenovo are "aggressively" taking on the gaming market with low-price promotion campaigns in various regions, as well as new model roll outs and overall brand strengthening efforts. The vendors are also sponsoring gaming teams and hosting events in order to further promote sales, a strategy from the playbook of both Asus and MSI.

DigiTimes says such efforts working-- for instance, Lenovo has captured 30% of the lucrative Chinese gaming market, while the Dell-owned Alienware brand is doing well in both shipments and profits for all product segments. Second-tier players such as US-based Razer, Taiwan's Gigabyte, China's Hasee, Shinelone and Tongfang, and even smartphone maker Xiaomi are also pouring "substantial" resources in gaming laptop development.

The aforementioned Xiaomi is working with Intel and Nvidia on low-cost notebooks to capture a "major slice" of the large Chinese entry-level gaming device market, namely the recently launched Mi Gaming Laptop and Mi Notebook Pro 2.

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