

What is the key factor stopping customers from buying an ultrabook? Costs, as CONTEXT reports the devices retain too-high selling prices.



The analyst points out an ultrabook has an average price of €670. In comparison, the average consumer notebook costs €410 while a netbook costs €197. Not to mention that ultrabooks launched in a period of tightening consumer wallets and austerity measures.

Ultimately when buying a notebook (instead of a tablet) customers look less at weight and battery lives and more at prices.

CONTEXT expects ultrabook prices to drop during 2012, due to launch of the Intel Ivy Bridge platform and growing competition from companies like AMD.

The analyst also reports Acer lead the ultrabook market in W. Europe, taking over 62% of Q4 2011 sales. Following are Toshiba, Asus and Lenovo. Intel remains optimistic on the format, predicting ultrabooks will make 40% of the global consumer laptop market by the end of 2012.

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