

Slow Start to Surface, Windows 8?

Written by Marco Attard
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According to supply chain sources Surface tablet sales remain fairly slow-- DigiTimes claims Microsoft has already cut tablet orders for the year by half.



The Taiwanese news site says Surface orders are now 2 million units (down from 4m) as "sources from the upstream supply chain believe [Windows 8] may not perform as well as expected in the market."

Demand is also not too hot for Windows 8 tablets from Asus, Samsung and Dell the site reports.

The DigiTimes sources also say Microsoft considers spurring demand through price cuts-- even such actions will only make its PC maker partners-turned-rivals even less happy.

Let's not forget how [Acer is already not too jolly about the Surface...](#)

Meanwhile Asus CFO David Chang tells the Wall Street Journal "demand for Windows 8 is not that good right now." Chang says demand ramp-up for Windows 8 touch notebooks is slow, even if he declines to mention actual sales figures. Asus currently offers one Windows 8 touch-capable notebook, the 11.6-inch Vivobook.

Such news follow the recent sales figures from Microsoft saying [Windows 8 licenses since the end October 2012 launch total 40m](#)

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. However the company does not provide any Surface sales figures.

Go [Microsoft Cut Surface Tablet Orders in Half \(DigiTimes,subscription required\)](#)

Go [Windows 8 Touchscreen Laptops See Slow Start \(WSJ.com\)](#)