

Acer, Asus Betting on Chromebooks?

Written by Marco Attard
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According to DigiTimes Acer and Asus believe in Google's Chromebooks-- both companies are reportedly planning to release new models on H2 2013, with Google expected to "aggressively" promote the platform.



According to "sources from the upstream supply chain" monthly Acer Chromebook shipments used to reach 150000-200000 units until January 2013 when shipments dropped to just 20000-30000 units, causing the company to pause shipment plans to H2 2013.

However the company is expected to launch an 11.6-inch model "targeting students" on July 2013.

Meanwhile Asus never had Chromebook plans, but will reportedly launch a branded model on H2 2013.

Three other companies are also set to release Chromebooks in the near future-- Samsung, Lenovo and HP.

In addition, DigiTimes claims Google is working with Samsung, Asus, HP and Acer on "Androidbooks" in a plan to force Microsoft to take "a more cautious approach" to licensing fee

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strategies and entering the hardware business.

Go [Acer, Asus to Launch New Chromebooks in H2 2013 \(DigiTimes\)](#)