

Xiaomi, Laptop Maker?

Written by Marco Attard
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Xiaomi is reportedly set to rival Apple in more than just smartphones-- according to Bloomberg the Chinese company is working on a premium notebook similar to the the MacBook Air or Lenovo's ThinkPad range.



Bloomberg sources say Xiaomi is in talks with Samsung to supply memory chips and maybe even displays. DigiTimes also reports the story, adding the company is developing a 15-inch Linux-based notebook with ODM partners Inventec and Foxconn.

"For the notebook business, Xiaomi is planning to use the same strategy as the one for smartphones and will release notebooks with high price/performance ratio," DigiTimes sources claim.

But why would Xiaomi want to take on the ailing PC market? One reason is its core smartphone market is shrinking, with Q2 2015 global sales recording the slowest growth since 2013 ([according to Gartner](#)). Another factor involves the popularity of low-cost notebooks such as Google's Chromebooks, making for a potential growth market in the territories Xiaomi operates in, such as India, Brazil and, of course, China.

Go [Xiaomi Considers Introducing Laptop to Compete with Apple \(Bloomberg\)](#)

Go [Xiaomi Said to Release Notebook in 2016 \(DigiTimes\)](#)