

Lenovo sees PC market growth in hybrid models (Update)

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Lenovo Yoga 2 Pro ultra books are displayed at IFA, one of the world's largest trade fairs for consumer electronics and electrical home appliances, in Berlin, Germany, Thursday, Sept. 5, 2013. IFA will take place on the Berlin Exhibition Grounds from Sept 6 to 11, 2013. (AP Photo/Gero Breloer)

(AP)—Lenovo is hoping hybrid computers—which can turn from laptops into tablets with a flip of the lid—will spur growth in the ailing PC market and win back consumers who are attracted by sleek, lightweight tablets, the company said Thursday.

To this end the Chinese company is unveiling a range of new computers based on its Yoga platform and aimed at buyers who want to be able to use their device in the office, in bed or in the kitchen.

"We see the usage model changing," Gianfranco Lanci, president for Europe, Middle East and Africa, told reporters at Berlin's annual IFA gadget show.

Lenovo, which acquired IBM's computer business in 2005, became the world's top PC maker ahead of HP in the second quarter, with a market share of 16.7 percent. But like other manufacturers, it has struggled with waning consumer demand for desktop and laptop models.

In response, Lenovo is offering more hybrid, or multi-mode, computers. Some, such as Lenovo's new Yoga 2 Pro, can also be propped up like a tent or stand with the keyboard folded back for movie viewing and video chat.

Business and budget models, called Thinkpad Yoga and Flex, are also being released later this year.

Lenovo did present its new Vibe X smartphone and S5000 tablet in Berlin, but insisted they didn't signal a departure from its focus on computers.



New Lenovo Vibe X smartphones are displayed at IFA, one of the world's largest trade fairs for consumer electronics and electrical home appliances, in Berlin, Germany, Thursday, Sept. 5, 2013. IFA will take place on the Berlin Exhibition Grounds from Sept 6 to 11, 2013. (AP Photo/Gero Breloer)

"PC is our core business," said Lanci.

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