

Lenovo hires Kutcher to design, pitch new tablet

October 30 2013, by Associated Press



In this Sunday, Aug. 25, 2013, file photo, American actor Ashton Kutcher, who portrays Apple's Steve Jobs in the film "Jobs" smiles at a promotional event hosted by the Macworld iWorld expo in Beijing, China. Computer-maker Lenovo announced Wednesday, Oct. 30, 2013, it has hired tech-savvy actor Ashton Kutcher to help design and pitch its latest line of tablets, dubbing the Hollywood star a "product engineer" who can bring his ideas along with his image. (AP Photo/Andy Wong, File)

Computer-maker Lenovo has hired tech-savvy actor Ashton Kutcher to

help design and pitch its latest line of tablets, dubbing the Hollywood star a "product engineer" who can bring his ideas along with his image.

It's the latest tech foray for the "Two and a Half Men" performer who recently starred in a biopic about innovative giant Steve Jobs and has invested venture capital in more than a dozen Silicon Valley startups.

The deal was announced Tuesday at a Lenovo live-streamed event in Los Angeles. Lenovo's first video advertisements for the new Yoga Tablet feature Kutcher acting as a product tester in his boxers, a spacesuit and aboard an airplane.

The company said Kutcher will do more than just advertise.

"This partnership goes beyond traditional bounds by deeply integrating him into our organization as a product engineer as we look at developing the next wave of products," said Lenovo spokesman David Roman.

Kutcher—who in recent years has appeared in ads for snack chips and cameras—said of Lenovo, "Entrepreneurship is part of their DNA, and I couldn't ask for a better fit."

Financial terms of the deal were not disclosed.

Lenovo, with headquarters in Beijing and in Research Triangle Park, North Carolina, acquired IBM's computer business in 2005 and became the world's top PC-maker ahead of HP in the third quarter. But, like other manufacturers, it has struggled with waning consumer demand for desktop and laptop models.

It's one of several Asian tech companies seeking to loosen Apple's grip on China's tablet market with less expensive Android models.

© 2013 The Associated Press. All rights reserved.

Citation: Lenovo hires Kutcher to design, pitch new tablet (2013, October 30) retrieved 20 March 2024 from <https://phys.org/news/2013-10-lenovo-hires-kutcher-pitch-tablet.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.