

Google waxes poetic about Chromebook spread

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Attendees inspect the Google Chromebook Pixel laptop during the Google I/O developers conference at the Moscone Center in San Francisco, California, on May 15, 2013

Google used painful prose to proclaim that Chromebooks designed to push computing into the 'cloud' are heading for more countries.

"Chromebooks are coming to nine more nations; to improve computing for all generations," Google marketing executive and 'occasional

versifier' David Shapiro said in a rhyming blog, on Monday.

Subsequent verses were dedicated to Chromebooks going to Norway, Denmark, Chile, Mexico, Spain, Italy, Belgium, New Zealand, and the Philippines.

"When Chromebooks in these countries alight," Shapiro said in poetic form.

"We hope our new global friends find some computing delight."

The new nations will bring to 25 the number of countries where Chromebooks are sold, according to Google.

The California-based technology titan's drive to put the future of personal computing firmly in the Internet "cloud" got a boost on last month from chip titan Intel and hardware giants including Lenovo.

The leading [computer](#) maker joined Acer, Dell, Toshiba, Hewlett-Packard, Asus, and LG Electronics to introduce an array of new Chromebooks, many powered by newer-generation Intel chips that promise improved performance and battery life.



A Chromebook Pixel is on display in San Francisco, on February 21, 2013

The array of Chromebooks coming to market includes the first one from Lenovo aimed directly at home lives instead of work lives. China-based Lenovo is the world's leading personal computer company.

Popularity of a Lenovo Chromebook tailored for students in schools prompted the company to create a model for use outside of class, according to Lenovo "ambassador" Ashley Rodrigue.

"We have seen significant momentum and traction on the Chrome side of the house," Rodrigue told AFP at the unveiling last month.

"Because of that, we have taken a look elsewhere at the growth of Chrome."

Chrome challenges the traditional model of installing and maintaining programs on machines, instead letting devices serve as doorways to applications or services hosted at data centers connected to the Internet.

Chromebooks are also known for bargain prices. For example, Lenovo models will start at \$279.

Shifting operating software to banks of servers online means that Google updates programs and fends off hackers and malicious software.

Google introduced the first Chromebook in mid-2010 in a challenge to Windows operating software at the heart of Microsoft's empire.

Since then, the list of Chromebook makers has steadily grown and Chrome "boxes" designed for desktop computing have been added to the line-up.

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