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By: Alexandru Sima, Hardware Editor



## [Acer Wants New Identity](#)

### *For 2007 notebooks*

Acer could launch a new product identity for all of its IT products in 2007, according to sources with the company quoted by Digitimes. This is done to complement and continue the Folio product identity that has reinforced the image of the company's notebook line. The Folio product identity was launched in 2004 to introduce a look that users could easily recognize as Acer's, said the company representatives, adding the new product identity to be launched is expected to come as a boost to Acer's campaign to become the world's third biggest notebook vendor. Before the Folio design, Acer's notebooks were developed by its notebook making partners, and there was no product identity. With Folio, Acer stepped up self-development of notebooks and, in 2005, almost all of Acer's notebooks were developed by the vendor itself, the sources added. Today, Acer ranks as the world's No. 4 branded PC vendor, "designing easy, dependable IT solutions that empower people to reach their goals and enhance their life. Since spinning-off its manufacturing operation, Acer has focused on globally marketing its brand-name products: mobile and desktop PCs, servers and storage, LCD monitors and high-definition TVs, peripherals, and e-business solutions for business, government, education, and home users. Acer's unique Channel Business Model has been instrumental in the company's latest success. The model encourages partners and suppliers to collaborate in a winning formula of supply-chain management, allowing Acer to provide customers with fresh technologies, competitive pricing, and quality service." The company was established in 1976, and employs 5,600 people supporting dealers and distributors in more than 100 countries. Revenues in 2005 reached US\$ 9.7 billion. Acer's 2006 financial forecasts are NT\$ 400 billion (US\$ 12.42 billion) in consolidated revenue and NT\$ 10 billion (US\$ 311.12 million) in PAT. The first half results have hit 39%, and 71% of respective targets.