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[Hewlett-Packard to Unveil Teenager-Friendly Computer Line](#)

The new products will be designed by teenagers



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Hewlett-Packard's new products will be designed by teens, for teens
Hewlett-Packard

This fall, Hewlett Packard will introduce a completely new line of products primarily targeted at young computer users. According to Ameer Karim, director of HP's future and innovations group, the new computers will be designed by teenagers and will meet youngsters' needs in terms of fashion and functionality.

"We've used this teen council to help us with everything from the design of the products, the user interface and the box design, even including how the Web site will look," Karim said during a teen-oriented press event, also attended by Sun and Microsoft representatives. "That's a major transformation for a company like HP, which has been much more focused on an older crowd," Karim continued.

Although the company refused to detail the technical specifications of the upcoming product line, HP spokeswoman Ann Finnie has stated that the company will tailor the new products in such a manner as to meet the demands of a broad audience. It is being said that Hewlett-Packard will build the new offering on top of products such as the TouchSmart PC, a desktop with a touchscreen interface, introduced back in January 2007.

Teenagers are increasingly aware of the benefits of technology, as they use computers for more than communications and multimedia purposes. According to Karim, youngsters are also using technology to innovate, start companies and even to defend their causes.

Sun is also deeply involved in developing technologies for teenagers, and one of the company's goals is to grant youngsters access to Sun's products by making everything free of charge. Matt Thompson, director of technology outreach at Sun, also said that children are more sensitive to free / open source technology.

"My job is to literally give things away," Thompson said. "We make a long term investment in those (kids) interested in technology." he added. On the other hand, Microsoft was caught on the wrong footing as D Lewin, a Microsoft executive, frankly admitted "I don't know how we market to teens."