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Actionable Data for Emerging Markets

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5.2 MILLION NETBOOKS WERE SHIPPED TO SMBs WORLDWIDE IN 2009

Businesses including Enterprises accounted for 18 percent of Netbook Shipments

Emerging Markets' share was 20 percent with China as the leader

San Jose, CA, January 6, 2010: SMBs across both emerging and established market countries snapped up 5.2 million Netbooks in 2009 spending a little over US$2.0 Billion. The Netbook form factor was originally targeted towards consumers; however 2009 saw businesses including large enterprises purchasing Netbooks accounting for 18 percent of all Netbooks shipped to businesses and consumers. With price differential eroding between notebooks and Netbooks due to panic discounting of notebooks in the latter half of 2009, SMBs were attracted to Netbooks for their low weight, price and greater battery life.

The above data was released today by Techaisle through their MarketView product.

The current uptake of Netbooks among SMBs has been largely driven by very small businesses (less than 10 employees). However, it is highly likely that future Netbook buyers will come from larger SBs with between 20 and 99 employees. Even businesses with greater than 1000 employees purchased Netbooks in large numbers and shipment to enterprises is forecast to double in 2010. IT directors among larger businesses appear to be succumbing to demand from their users for Netbooks as add-on devices fitting a slot between Smartphones and notebooks. Netbooks, though, face increasing competition from recently introduced ULVs, CULVs and upcoming Smartbooks and sub-$1000 Tablet PCs. Nevertheless, it is becoming clearer that a form factor lower than a notebook is increasingly figuring in the purchase decision of businesses.

"Originally an emerging market play, Netbook shipments have fared far better in the established markets" according to Anurag Agrawal of Techaisle. Emerging Markets accounted for only 19 percent of Netbooks shipped within the business and consumer segments in 2009. Limiting factors in emerging markets were availability of broadband connectivity, awareness and education as well as intent to purchase a "full PC" as first PC.

Consumers in emerging markets spent US$1.9 billion on Netbooks in 2009. China was an early adopter of Netbooks and led the shipments across all emerging markets.

About Techaisle
Techaisle is a data driven market research analyst and consulting company based in San Jose with global coverage. Focused on emerging markets and Technologies, Techaisle has pioneered a business model which is very different from traditional market research firms.

Go-to-Market strategies require an actionable data delivery solution based on aggregation, focused analytics and dynamic market segmentation. Techaisle's core premise is that data is inherently more valuable when it can be summarized, made actionable and delivered as an answer to a specific question. Techaisle provides services in five major areas:

- *Worldwide IT Market and Channel Partner Sizing*, leveraging one of the most comprehensive opportunity sizing databases in the industry
- *Survey Research of End Users and Channels* across multiple countries
- *Custom Market Research* with strong analytical capabilities to uncover opportunity for clients
- *Segmentation*, based on algorithms that are easily understood, easily deployable and drive actual sales and market understanding
- *Social media tracking*, on-demand, aggregated delivery of sentiments, opinions, buzz, topics and much more from social media such as reviews, blogs, forums and news

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