

The Chromebook Opportunity For Solution Providers

Chat Moderators:

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THE **CHANNEL** CO.™

WHAT IS A CHROMEBOOK ?

- Lightweight laptop, typically with 11- to 15-inch display
- Chrome OS from Google
- Inexpensive – typically retails for \$150 - \$300
- Performs most functions not with local applications, but over the internet
- Stores most files in the cloud (Google includes 100GB per device)
- Fast startup – typically 7 seconds
- Long battery life – up to 14 hours
- Ok with entry-level processor & minimal memory



RUGGED CHROMEBOOK FEATURES - FOR LONGER REFRESH CYCLES

Many schools (largest market) keep their Chromebooks for at least 3 years.

Some schools keep Chromebooks on carts that students check out during the day -- meaning the devices are used non-stop. So they need to be rugged. Here's one example:

U.S. Military Standard tested
for durability, pressure, humidity,
temperature, shock, and vibration

180-degree hinge



Scratch-resistant Corning®
Gorilla® Glass touchscreen

Sealed keyboard
and touchpad

Dell™ Chromebook™ 11 P22T
Intel® Celeron® processor N2840

ChromeBOXES/BASES, Too > For Offices with Tight Spaces

2 examples: HP Chromebox & ASUS Chromebox



Both configured similarly:

- Intel Celeron 2955U processor
- HD graphics
- 4GB RAM
- 16GB storage
- Chrome OS

About the same size:

- HP: 4.9 x 4.9 x 1.5 inches
- ASUS: 4.9 x 4.9 x 1.6 inches

About the same weight:

- HP: 1.4 lb.
- ASUS: 1.3 lb.

Same price: suggested retail of \$180



Chromebooks for Business

Example: **Acer Chromebook 14 for Work**

- Intro'd April 21 “for business customers”
- Intel 6th Gen Core processor, Chrome OS & Chrome for Work browser
- 14-inch HD display
- Up to 12 hours battery life
- Ships in May, retail starts at \$350



...and ChromeBIT



- Mainly used for signage
- Turns monitor or TV into a Chrome computer
- 2GB memory, 16GB disk, Wi-Fi
- 4.8 inches long, weighs 2.6 ounces
- Result of ASUS/Google joint venture
- Retails for \$85

WHO SUPPLIES CHROMEBOOKS?

- Acer
- ASUS
- Dell
- HP
- Lenovo
- LG
- China suppliers: Haier, Hisense, et al.

- But notably NOT Apple

THE CHROMEBOOK MARKET: UP, UP AND AWAY !

Worldwide Chromebook unit sales by year

2015	2016	2021
6.2 million	7.6 million	11.6 million

Data and Forecast: ABI Research, March 2016

WHO BUYS CHROMEBOOKS?

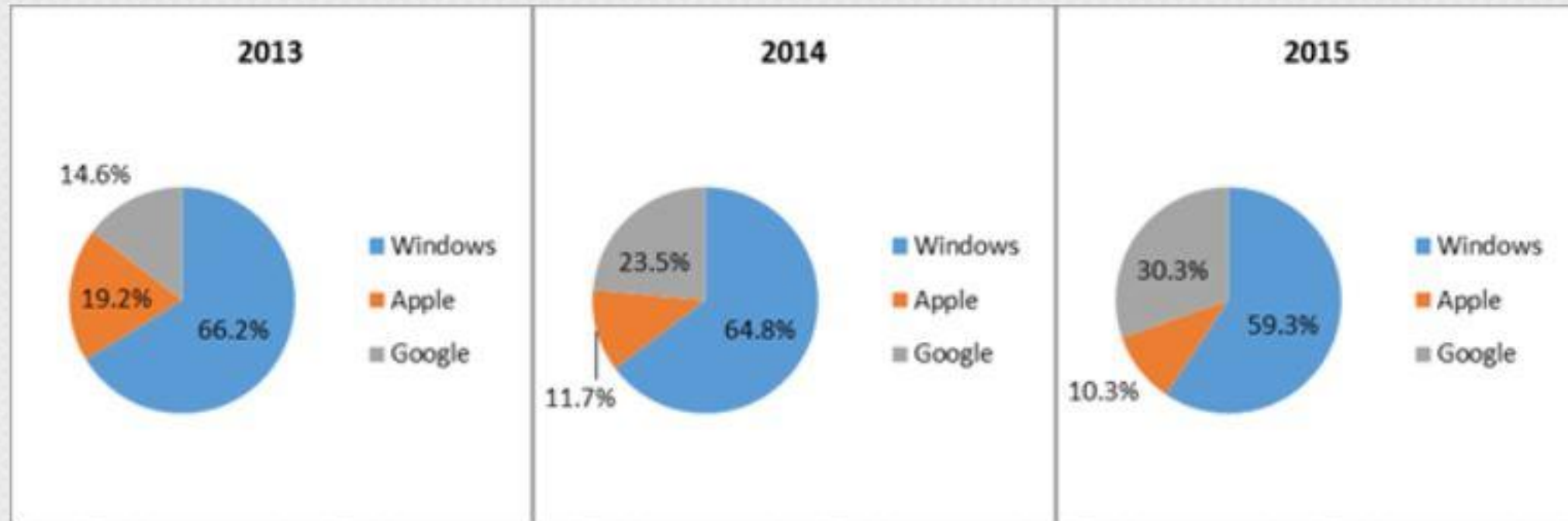
U.S. Chromebook Sales By Industry Sector

- **Education: 60%**
- **Consumers: 39%**
- **Other Businesses: 1%**

DATA: Gartner, May 2015

CHROMEBOOKS – TAKING MARKET SHARE

First-Half Comparisons of PC and Tablet Unit Share by OS Brand



Source: The NPD Group / Distributor Track and Reseller Tracking Services

Q&A:

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We welcome your Chromebook comments and questions.

Please type your questions and comments into the on-screen comment box.