

Higher Capacity MP3, SSD Bows From SanDisk

BY GREG SCOBLETE

LAS VEGAS — Flash-memory maker SanDisk unveiled higher-capacity Sansa MP3 players, a new 72GB solid state drive (SSD) and a new line of flash-memory cards geared toward high-definition flash-based camcorders.

SanDisk will ship higher capacity versions of its Sansa Clip and Sansa View MP3 players in February. The Clip will get a 4GB addition for a suggested \$79.99, the View goes to a

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iPod, iPhone Add-Ons Bow At CES, Macworld

BY LISA JOHNSTON

NEW YORK — Apple did not announce any new iPod or iPhone models at Macworld this year, but that didn't matter to accessories manufacturers. Exhibitors at International CES and Macworld — both shows were held earlier this month — rolled out a host of cases, FM transmitters, chargers and miniature speakers for iPods, iPhones and other MP3 players.

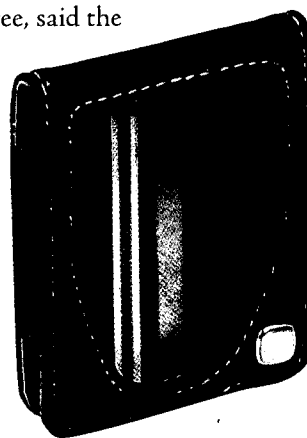
Read below for some of the newest additions of cases, and see the sidebars on p. 100 and 102 for other iPod and iPhone accessories that were announced this month.

Atlantic displayed the IceBar2 at CES, which the company is billing as a breakthrough portable, shatterproof and waterproof speaker system compatible with all three generations of iPod Nanos. Users

simply insert a Nano into the polycarbonate protective case, close the latch and enjoy the music worry free, said the company. The clear case features a click-wheel membrane so users can control the iPod while it's protected in the case. It weighs slightly more than half a pound, has a play time of approximately 16 hours on four alkaline batteries, and has a frequency range of 200Hz to 20KHz.

Included with the Ego IceBar2 is a buoy with strap, detachable flexible wrist strap,

The Rhea iPod Nano case from Avenues in Leather



detachable hanging loop and four AAA alkaline batteries.

It has a \$59.99 suggested retail and will be available in March.

Avenues in Leather, an authorized licensee of the Wenger and SwissGear by Wenger trademarks, announced a line of "for ladies only" Rhea models. The soft slip-in case and snap-closure, open-faced unit both feature a pink-based, colorful striped interior. The slipcase retails for \$29.99 and the Rhea open case style is \$34.99.

The Unisex line of all-over-black See **iPod, iPhone Cases** on page 100

2007 PC Shipments Higher Than Expected

BY DOUG OLENICK

NEW YORK — PC shipments grew about 14 percent in 2007 worldwide with about 270 million units shipping, according to the research firms IDC and Gartner.

Hewlett-Packard remained tops worldwide, while Dell retained its first place position in the U.S. market despite losing 3 points of market share and shipping 4 percent fewer units compared with 2006.

HP's worldwide shipments increased 30 percent to 49.4 million units in 2007, giving it 18.2 percent of the market. Dell was a distant second, shipping almost 38 million computers with its shipment level remaining nearly flat compared with the previous year, according to Gartner's data. Acer, Lenovo and Toshiba closed out the top five with each posting shipment gains between 18 percent and 33 percent.

In the United States only Dell managed to lose ground during the year. Dell kept a fair, but steadily shrinking, lead over HP in the U.S. market, reported IDC. For the year it shipped 19.6 million units, down 4 percent, for 28 percent of the market. On the plus side Dell did perform well during the fourth quarter, IDC said, boosting shipments by 15 percent compared with the same period in 2006. IDC credited the company's move into the retail channel for the growth. HP shipped 18.8 percent more computers for a total of 16.7 million during the year compared with 2006 for 23.9 percent of the market.

Apple continued its surge in the U.S. computer market, enjoying a 31 percent increase in shipments, for a total of 4.1 mil-

lion, placing the company in third place on IDC's list, with 5.8 percent of the market

Notebook maker Toshiba had a very healthy 23.4 percent increase in ship-

ments, for a total of 3.5 million last year.

IDC said the newly combined Acer/Gateway tripled its shipments during the year, climbing 171 percent to 3.8 million. □

Worldwide PC Shipments

SHIPMENTS IN THOUSANDS

COMPANY	2007		2006		2007/2006 GROWTH
	UNITS	SHARE	UNITS	SHARE	
Hewlett-Packard	49,434	18.2%	38,037	15.9%	30.0%
Dell	38,709	14.3%	38,050	15.9%	1.7%
Acer	24,257	8.9%	18,252	7.6%	32.9%
Lenovo	20,131	7.4%	16,652	7.0%	20.9%
Toshiba	10,932	4.0%	9,198	3.8%	18.9%
Others	127,717	47.1%	119,022	49.8%	7.3%
Total	271,180	100.0%	239,211	100.0%	13.4%

Source: Gartner

Note: Data includes desk-based PCs, mobile PCs and X86 servers.

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U.S. PC Shipments

SHIPMENTS IN THOUSANDS

COMPANY	2007		2006		2007/2006 GROWTH
	UNITS	SHARE	UNITS	SHARE	
Dell	19,645	28.0%	20,472	31.3%	-4.0%
Hewlett-Packard	16,759	23.9%	14,106	21.5%	18.8%
Apple	4,081	5.8%	3,109	4.7%	31.3%
Acer	3,860	5.5%	1,421	2.2%	171.7%
Toshiba	3,509	5.0%	2,843	4.3%	23.4%
Others	22,235	31.7%	23,530	35.9%	-5.5%
All Vendors	70,088	100.0%	65,481	100.0%	7.0%

Source: IDC

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Sanyo Cellular Is Sold To Kyocera For \$375M

BY JOSEPH PALENCHAR

KYOTO, JAPAN — Kyocera Corp. reached a definitive agreement to buy Sanyo's mobile phone business from Sanyo Electric as part of its strategy to build the telecommunications portion of its diversified \$3.7 billion business empire.

The purchase, scheduled to take place April 1 at an expected cost of around \$375 million, will build Kyocera's share of the wireless handset business in large part by tapping into Sanyo's expertise in developing and manufacturing mid-

For the "foreseeable future," Kyocera said it plans to offer both Kyocera — and Sanyo — branded products worldwide.

to high-tier phones, a Kyocera spokesman told TWICE. Kyocera's previous focus has been on low- to mid-tier phones, he said. Both companies market CDMA handsets and PHS-technology phones used in Japan and other parts of Asia.

"We're not doing this to cut costs," the spokesman said. "We can't say we'd never change the organization, but the focus of this transaction is the synergy available through technological development."

With that in mind, the company

See **Sanyo Cellular** on page 114

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