

Acer Inc.

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Acer Inc. (ⁱˈɛɪsər/; Chinese: 宏碁股份有限公司; pinyin: *Hóngqí Gǔfèn Yǒuxiàn Gōngsī*, lit. *Hongqi Corporation*) (stylized as **acer**, or formerly as **acer**) is a Taiwanese multinational hardware and electronics corporation specializing in advanced electronics technology and is headquartered in Xizhi, New Taipei City, Taiwan. Acer's products include desktop and laptop PCs, tablet computers, servers, storage devices, displays, LED, LCD and plasma televisions, smartphones and peripherals. It also provides e-business services to businesses, governments and consumers. In 2014 Acer was the fourth-largest personal computer vendor in the world.^[2] In the early 2000s, Acer implemented a new business model, shifting from a manufacturer to a designer, marketer and distributor of products, while performing production processes via contract manufacturers.^[3] In addition to its core business, Acer owns the largest franchised computer retail chain in Taipei, Taiwan.^[4]

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Acer Inc.



Headquarters in New Taipei, Taiwan

Native name	宏碁股份有限公司
Type	Public
Traded as	LSE: ACID (http://www.londonstockexchange.com/exchange/prices-and-news/stocks/prices-search/stock-prices-search.html?nameCode=ACID) TWSE: 2353 (http://www.twse.com.tw/pdf/en/2353_en.pdf)
Industry	Computer hardware Electronics
Predecessor	Multitech International
Founded	1976 (as Multitech)
Founder	Stan Shih et al.
Headquarters	Xizhi, New Taipei, Taiwan
Area served	Worldwide
Key people	Stan Shih (Chairman and President)
Products	Desktops, laptops, netbooks, servers, smartphones, tablet computers, storage, handhelds, monitors,