



Free Computers: Want Buyers

With a view to bridge the digital divide in developing countries, a Hong Kong-based company, Asiatotal.net has come up with a unique business model to provide free computers to communities. The company has developed a portable desktop computer called iT, which has features to connect to the Internet, home entertainment devices, printer, and USB card reader. What sets this low-cost or free-cost computer model is that iT will be distributed free of charge to individuals and small businesses through the participation of sponsors and partners.

iT's keyboard includes around fourteen hotkeys which enable features like music and e-mail. Ten hotkeys will be solely owned by sponsors while the rest would be for generic purposes like financial services or health care. It is looking out for companies interested in signing up. The software on iT would be available in Hindi and English. The free computer is aimed at families whose average annual income is around \$1500.