Best & Worst Laptop Brands 2010: All Scores

A winner in four of eight categories, Apple is the year's best brand.

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Apple: Best Laptop Brand 2010 Winner

Out of our eight categories, Apple brings home the gold in four, with one—Performance & Reviews—carrying the heaviest weight of all the criteria. Plus, the company ranked second in the keyboard and touchpad category. There's no question about it: Apple is the best notebook manufacturer and brand around. With every new product release, we eagerly anticipate its arrival, as do hordes of consumers who routinely flock to Apple Stores. Additionally, its support is second to none. We look forward to a bright future for this top brand, as its introduction of the iPad seeks to pioneer a whole new category of mobile computing. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
15*	13*	13	15*	9	9*	3	3	80*

Lenovo: Best Brand 2010 Runner-Up

Not only did Lenovo have a very good year, but things are looking even brighter with the expected arrival of its breathtaking Skylight smartbook and innovative U1 Hybrid tablet-notebook. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
12	10	14*	13	11	8	4	3	75

Sony

Strong support and top-notch designs make Sony's products well worth the premium. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
11	12	11	13	10	7	5*	3	72

Toshiba

An emphasis on delivering compelling industrial designs and innovative features at affordable prices make this brand one of our favorites. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
9	11	12	12	12	8	4	4	72

ASUS

Once known only for its netbooks, ASUS has evolved into an innovative notebook maker, keeping the likes of HP and Dell on their toes. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
12	10	9	11	11	6	5*	5*	69

HP

HP continues to offer slick designs and good performance for the money, but its lackluster support and customer satisfaction among readers dragged its overall rating down. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
11	11	8	7	13	9*	2	2	63

Dell

Despite lukewarm reviews and some ergonomic complaints, Dell's overall designs have improved a great deal. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
8	10	8	7	14*	7	4	3	61

Samsung

We're a bit underwhelmed by Samsung's offerings of late, but we hope the company can turn things around. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
10	8	11	12	8	5	4	1	59

Acer

Although we were disappointed with Acer's tech support, the company generally offers the best value in most categories. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
10	7	10	6	12	5	3	4	57

Gateway

While we're not exactly sure why Acer is keeping this brand around, Gateway does provide good design and performance for your buck. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
9	10	9	11	9	4	3	1	56

MSI

Lukewarm reviews and poor tech support cancelled out our positive feelings about this brand's strong ultraportable line. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
6	6	9	5	9	5	3	2	45

Fujitsu

Bringing up the rear, a varied selection of Tablet PCs and relatively good tech support are the only real positives about
this brand. Read more.

Performance & Reviews	Design	Keyboard & Touchpad	Tech Support	Value & Selection	Software	Customer Satisfaction	Innovation	Total Points
4	5	8	11	7	4	3	1	43