



Strategy Analytics: iPad to Revitalize Tablet Market

Global Tablet Market Forecast Over \$11 Billion by 2014

Boston, MA - January 28, 2010 – In reaction to Apple's announced iPad tablet device, Strategy Analytics foresees that the iPad will cannibalize existing product categories of Netbooks, Smartbooks, E-Book Readers and Mobile Internet Devices.

New converged mobile devices—which are larger than a smartphone and smaller than a notebook computer—will attract attention from consumers in all categories. Purchasers who were considering one of these devices will now reappraise the situation with the emergence of the iPad, which can perform many of the functions of the other products, while providing Apple's renowned usability and multimedia entertainment.

"Without a doubt each of the four categories will feel the impact of the iPad," commented Peter King, Director; Connected Home Devices service at Strategy Analytics, "However each product still has its own strength and will retain consumer loyalty from dedicated users. The iPad will appeal to those consumers who are mobile and have a further interest in books, music, games and location-based services, in contrast to the road-warrior who must carry all his data with him, or the dedicated book reader, who requires e-ink capability."

"Apple will not be alone in the new tablet category, which Strategy Analytics forecasts to be worth over \$11 billion in devices alone by 2014. Competition will follow quickly."

About Strategy Analytics

Strategy Analytics, Inc offers high frequency market intelligence on Automotive Electronics and Entertainment, Broadband Connected Home, Mobile & Wireless Products & Systems, and Virtual Worlds. Headquartered in Boston, MA, with offices on five continents, Strategy Analytics works with clients through annual multi-client services, management team workshops and custom consulting engagements. For more information, please visit www.strategyanalytics.com