

iPad Mini takes aim at 7-inch tablet market

Apple's new *iPad Mini* will make a play to dominate the smaller tablet market, which is predicted to double in size this year to 34 million units

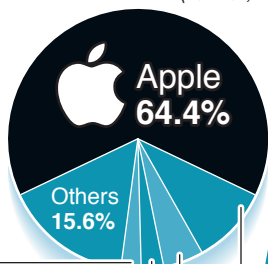
► **TOP FIVE TABLET BRANDS** (units shipped, 000s, Q2 2012) Q1-Q2 % change ▼

Apple iPad		17,000	+44.1% ▲
Samsung Galaxy	2,254		+2.8% ▲
Amazon Kindle Fire	1,027		-13.3% ▼
Asus Transformer	688		+26.2% ▲
Barnes/Noble Nook	459		-25.2% ▼



Google's *Nexus 7* is another untested player in 7in tablet market

► **MARKET SHARE** (Q1-Q2, 2012)



Asus
2.8%

Samsung
9.9%

Barnes
& Noble
2.4%

Amazon
4.9%

Screen: 1024 x 768 resolution – same quality as iPad 2, but scaled down to fit smaller size

► **COST**
Wi-Fi only

16GB	\$329
32GB	\$429
64GB	\$529

Wi-Fi + cellular

16GB	\$459
32GB	\$559
64GB	\$659



Weight: 308g

CPU: Dual core A5 chip – same as iPad 2