

Amazon to launch \$50 budget tablet

Online retailer Amazon plans to release a \$50 tablet in time for Christmas, targeting the lower end of the market as it struggles to sell pricier devices

TOP
WORLDWIDE
TABLET
VENDORS
Q2, 2015

Decline
in Amazon
tablets shipped,
2013-2014:
69.9%

Other
43.3%

*Q4, 2014
figure

Amazon*
2.3%

Apple
24.5%

Samsung
17.0%

Lenovo
5.7%

Huawei
3.7%

LG
3.6%

Amazon \$50 tablet:
Mono speaker will
save costs



HOW IT WOULD FIT INTO BUDGET TABLET MARKET



Apple iPad
mini 2: **\$299**



Samsung Galaxy
Tab 3: **\$199**



Huawei Media-
Pad T1: **\$189**



LG G Pad 7.0:
\$165



Lenovo
Tab 2: **\$90**



New Amazon
tablet: **\$50**

■ Cheap tablets typically
compromised by inferior
screen quality, durability
or battery life

■ Amazon undercuts
competitors by selling
tablet at loss, recouping
earnings from sales
of ebooks and
other media

■ To reduce production
costs, Amazon has
outsourced development
to China and Taiwan,
rather than its own
Lab126 in California

■ Device will likely play
advertisement screen
savers to offset losses