

IPAD3'S MUCH AWAITED DEBUT REINFORCES APPLE'S DOMINANCE



The much awaited ad for the new iPad has finally been aired and much of the queries, that the potential buyers, had have probably been addressed. Is it all that they had hoped for? How different is it from its predecessors? Does it match expectations or does it fall short? Unfortunately, the ad focuses only on one aspect, of the gadget, leaving most people to jump to their own conclusions. The ad primarily focuses, and not without reason, on the new iPad's Retina display, that has a 2048x1536 pixel resolution, which makes it the most advanced tablet screen, as far as pixel density is concerned, amongst similar gadgets in the market. The focus is on the screen, with a narrators voice claiming, "When a screen becomes this good, colors are more vibrant. Words are pin sharp; everything is more brilliant." Strangely, however, the ad has no mention of the device's new quad-core A5X chip or the new 5-megapixel camera. Perhaps they are saving them up for their next ad campaign. Tim Cook, Apple's chief executive, whilst announcing the new iPad at an Apple event in San Francisco, called it the flagship amongst the company's "post-PC" products. To those who feel that there is not too much of a change from the iPad 2 introduced last year, Apple has outlined the basic new specs of the iPad. Apart from the higher resolution high-definition screen, it has a 4G LTE wide area network connectivity and a faster processor A5X chip and a host of other facilities. The demand for the iPad will also be given a push-up, with Carphone Warehouse announcing that it will offer a trade-in scheme for iPad's. iPad1, the pioneering one, will be bought for prices between £135 and £205, depending on the model, while iPad 2 prices will command prices in the range of £245 to £355 and adjusted against the purchase of the new iPad3 that is expected to hit store shelves, in ten countries, on March 16. J.P. Morgan's Mark Moskowitz has said, that contrary to the feelings that it has not lived up to the high expectations of its users, the upgrades are just right and that the new iPad will take Apple to newer levels and would further cement Apple's market dominance in the tablet market.

<https://blog.granted.com/>