

The Australian

Please rush my free
Information Kit ▶

Get insured today with
BMO Guaranteed-Life *Plus*.
Issued by BMO Life Assurance Company

BMO  Insurance

Frenzy forecast for iPhone on steroids

- Stuart Kennedy and Mitchell Bingemann
- From: **The Australian**
- January 29, 2010 12:00AM



Source: Bloomberg

THE surprisingly low price of Apple's iPad, a giant version of the iPhone launched yesterday, is expected to ignite the long-stagnant market for touchscreen PCs.

The iPad, revealed by Apple chief executive Steve Jobs at San Francisco's Yerba Buena Centre for the Arts Theatre, is 1.3cm thick, weighs 680g and has a 24.6cm touchscreen display.

It uses a new version of the finger-guided interface from the iPhone and comes with a ready-made software library, as it can run most of the 140,000 applications available for the iPhone.

It will come in two basic models: one with 3G-network capability and WiFi; one with just WiFi. The cheapest iPad, with 16GB of memory, will launch worldwide in late March for \$US499 (\$554), with the 3G version due in April. Users will also have to pay for a plan with a telecommunications provider. In the US, the 3G-enabled iPad will be available through AT&T for \$US14.99 a month for 250MB of data or \$US29.99 for unlimited data.

Apple Australia was in the dark yesterday about local pricing. Telstra, Optus and Vodafone welcomed Apple's latest creation and expressed interest in stocking it, but Telstra could have a head-start. It is understood Telstra initiated talks about selling the iPad in the weeks leading up to the launch. "Now that the iPad has been publicly announced by Apple, Telstra welcomes the opportunity to talk with Apple about bringing iPad to our Next G network," a spokesman said.

All three carriers will be desperate to be first to market with the iPad after witnessing the success Optus achieved with the iPhone when it began selling it in 2008. At that time, Optus carved out a large chunk of the iPhone market by absorbing heavy subsidies on the device's sale price.

While the iPad's user interface is similar to the iPhone's, the much larger display allows an almost full-sized touch keyboard. It will have its own range of software available through Apple's iTunes App Store, including a new desktop productivity suite called iWork that offers word processing, spreadsheet and presentation software.

Apple is relying on the iPad's ease of use and viewing display to carve out a new market. "Using this thing is remarkable," chief executive Steve Jobs said. "It's so much more intimate and capable than the laptop."

But it is the price - it had been expected to cost as much as \$US1000 - along with its usefulness as an e-book reader - that will probably make it a success.

Apple has its own e-book shop, called iBookstore, and newspaper and magazine publishers are rumoured to be in discussions about feeding their content through the iPad.

Ads By Google

- ***Wholesale iPhones \$149***
Unlocked iPhones 3G 16GB, 3GS 32GB. Compass/WiFi/TV/Java. Free Shipping
DHgate.com
 - ***Other World Computing***
Exhibiting at Macworld Expo 2010 February 11th - 13th in Booth #1354
www.macsales.com/Macworld
 - ***BlackBerry® Solutions***
BlackBerry Business Solutions For Your Global Business. Learn More.
BlackBerry.com/GetTheFacts
-