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The iPad is for grandparents, not just geeks

BUSINESS INSIDER

By **Dan Frommer**, Business Insider
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The iPad is a great tool for grandparents for the same reason candy is -- their grandkids love it.

STORY HIGHLIGHTS

Apple's iPad tablet isn't just for geeks, yuppies, and rich people

The iPad is incredibly easy to use and easy to learn with no hidden menus or buttons

iPad is great for what our grandparents would want to do with it, like photos, games and e-mail

Editor's note: *Business Insider is contributing a series of columns to CNN.com that challenge commonly held beliefs about the tech world.*

(Business Insider) -- Apple's iPad tablet isn't just for geeks, yuppies, and rich people. It's also for grandparents.

That may not be the target audience you're thinking of for a \$500 piece of high-tech metal and glass. But it actually makes sense. Why is that?

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First and foremost, the iPad is **incredibly simple to use**, and easy to learn. (After more than 100 days of owning one, I love it.) For older people, or especially for inexperienced computer users, that's very helpful.

Because the iPad is just a 10-inch touch panel, all you need to think about and interact with is what's on the screen. There are no hidden menus to have to learn about, or buttons to think about. There's no need to master double-clicking or right-clicking. You just touch what you want.

So while there is some learning curve for the iPad, it should be much easier than trying to figure out the intricacies of Windows or even a Mac. And the touch-based user interface should seem very intuitive. There isn't anything much simpler than just touching what

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you want from the screen.

Second, the iPad is easy for the sort of stuff we imagine our grandparents would want to do with it: Reading the web, e-books with large-as-you-want-it text, magazine articles, and email; looking at photographs and videos; filling out crossword puzzles; and writing short messages.

Some of these apps are built in; others can be downloaded quickly and easily from the iPad app store.

The iPad is admittedly not very good for writing longer e-mails, but that's where an optional wireless keyboard or keyboard dock could be helpful. And it's not designed (yet) for printing stuff, but there are some [work-arounds available](#), depending on what sort of printer you have, what you want to print, or if you want to go through a computer to print.

Lastly, the iPad is a great tool for grandparents for the same reason candy is -- their grandkids love it!

Consider what my colleague Henry Blodget [has written](#) at Business Insider, under the title "HELP! My Kids Are Addicted To My iPad."

He says, "We got an iPad because we thought it might provide more peace and quiet during a long trip. And it did. Sometimes. When they weren't fighting over it." He adds, "A month after we bought it, the iPad has become so central to our household that we have to hide it. And in relatively short order, to preserve my family harmony, I'm probably going to have to buy two more of the damn things."

So if there's one way to be the most popular grandparents in the family, it's by keeping an iPad in the living room, stocked with kids' games, e-books, and the Netflix app for movies and TV shows. (Or, when it's [cheaper in a few years](#), an iPad in every room.)

If I were a kid now, I'd love going over to grandma and grandpa's house to play with their iPad -- just as I loved going to my grandparents' house in the '90s because they had cable and MTV, and we didn't at home.

Apple's device is set to be one of the most desired gifts this holiday season. Its mainstream appeal -- to all age groups and levels of tech-savviness, even grandparents -- is a big reason why.

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wordsnorth

Who says grandparents can't be geeks?

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YummyYummy

As long as Apple continues to make products that make doing everyday things more convenient, they would get a lot of press. Anyone who has any knowledge of what it takes to make a product like the iPad would understand, mapping of technological innovations to everyday actions is not easy. That is th... [more](#)

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wordsnorth

Quite right Yummy. I have win doze and Mac desktops and laptops. The iPad was not designed to take their place. However, I also have an iPad that is an awesome bit of engineering that makes being on the road so much nicer. It is perfect for exactly what it was designed to do.

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acfan101

Since when was the ipad for geeks?

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Guest8810

It's easy to use because you don't have to be tech smart to use Apple products. In fact, that's how Apple became so big - because most people don't buy high tech, they buy high popularity. Tablet PCs have been around for years and have double the functionality as an iPad, but people only care about ... [more](#)

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MikeSW

WE bought one for my wife's mother, and it is the first device she has actually used. Of course it can't do much of what a laptop, or even a netbook, can do, but it does what she wants: Email, web browsing, looking at photos and playing games. I think for those who simply want to use what is already... [more](#)

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xmissile

An incredibly contentless article in the same league as some random Lohan tabloid cover.

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BorgX

The iPad is NOT for geeks. True geeks realize the iPad has limited functionality and are awaiting something more useful and less restricted. If you have an iPad good luck plugging in an external hard drive to it. Or anything USB unless its been prearranged by apple. Of course apple must get a big chu... [more](#)

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otto55

Translation: I'm going to fixate on what my perceptions of what the iPad can't do and hold my breath till I turn blue until someone gives me something I can type "root" into and start hacking away. In fact what you're looking for already exists in any number of tablet computers which are not new at ... [more](#)

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Bull4UW
Sheesh... I wonder how much Apple paid CNN to run this article.
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RepofTexas
Never bought the iPad. I played with one at Best Buy and seemed like a gigantic iTouch. I could see my grandparents using one though because it is simple and basic.
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Marty28
The iPad ids for people who are too simple to understand real computers.
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rayvol
I'm a system and software engineer who worked with more systems than you'll never touch and I LIKE the Ipad. I discovered it and found it incredible. Finally, there is something for users who don't care about tech. Just the pleasure to do nearly all the things they need, easily, everywhere. My mothe... [more](#)
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he110w0r1d
iPads were always for old people and Apple losers. Any "nerd" I know that purchased one swiftly sold it afterward.
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bobbob1
he110w0r1d: You must have a lot of frustration and free time on your hands. Maybe it's time to cruise the job listings.
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Turbonaut
I wonder how many iPads were sold in eBay...
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Jefffff
Almost every other reader goes off on CNN for so many articles related to Mac. It appears to me the Mac articles get the most feed back (except Obama). Especially from Mack Bashers. As I read this article thinking CNN is laughing all the way to the bank, cause you nimrods keep reading and commenti... [more](#)
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bobbob1
he110w0r1d: You must have a lot of frustration and free time on your hands. Maybe it's time to cruise the job listings.
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he110w0r1d
CNN has never once published any respectable news, so the jokes on you for thinking you're reading the truth! I come here for the trash, I go to REAL news sites for REAL news that reports the TRUTH.
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Tysic

The headline should read: The iPad for grandparents, not geeks.

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SouthernKim

The family went in together to buy an iPad for Grandma for her birthday, replacing an archaic and dying desktop computer. One of the grandkids set it up so everything she needs is on the screen. Now she can easily receive e-mails and read the various blogs by different family members. She LOVES it!

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lw168

We gave an iPad for my father on fathers day and he really loved it, in fact we asked him if he'd prefer a notebook or a iPad and of course iPad was to be. There's no hassle with keyboard and mice just a touch on the screen does the job. UI is easy to navigate and it's made his life more enjoyable, ... [more](#)

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Neptune73

@ he110w0r1d: Maybe Kim could have, but stop to think about the size of the Netbook screen. It's tiny. And while the iPad's screen is no larger, the multi-touch that allows the user to enlarge it is invaluable to those older users who may have trouble seeing it. Not to mention multi-touch may a... [more](#)

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he110w0r1d

You could have done that with a Netbook for half the price, saving your family money.

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smallfolk

I love the iPad, but the opening paragraph is ridiculous. "It's not just for geeks and rich people"? Um, no, it's not. And the implication that unless you're rich you can't have one is completely false. MANY people have netbooks and laptops with price tags in the same range as the iPad. \$500 doe... [more](#)

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