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## With Such High Expectations, Will The Apple Tablet Deliver?

Written by Kyle Buckley  
November 17th, 2009



Speculation of Apple's Tablet device continues to gain energy. [CNMMoney.com reports](#) that several tech analysts are predicting the rumored tablet will be "the gadget to end all gadgets."

Hmmmm. I have my doubts. First, if this rumored device ever sees the light of day, Apple will likely *not* be referring to it as a tablet. Tablets are clunky, over-priced companion devices that have an extremely niche market and aren't very useful. When people think of a tablet computer, they push it aside as an expensive toy and go use a more affordable, more powerful, and more useful laptop or desktop. Associating this new Apple device with the miniscule tablet market would not serve Apple well. Secondly, I have strong doubts that this speculated device will have as much success as industry analyst are predicting. For those of us who already have a laptop and iPhone, adding a third device to the mix would empty our wallets and serve our tech egos, but nothing else—if the rumors are true.



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According to the CNNmoney.com article (referring to the Apple "tablet"):

*It's an e-reader, a gaming device, and a music player. You can watch TV and movies on it and surf the Internet*

Wow! I can't do any of that on my laptop or my iPhone. Oh, wait, I can. Why would I want to buy a device that can do what my current computers already do? Having touchscreen on it won't sweeten the deal either. Touchscreen technology works well with smaller hand held devices, but on a 10" tablet-like device, it would be awkward to hold, and would only be good for quick and dirty typing. My iPhone is much more comfortable to hold and I can already do the quick and dirty typing on it.

I'm skeptical, I know, but I also admit that Apple has a knack of producing enticing machines that surpass expectations and rumors. But will it happen this go around? Apple never comments on products under development and thus far, all that we know about this thing is based on rumors. Even so, analysts have already placed it on a high pedestal.

*"This will be the next big thing," said Laura DiDio, principal analyst at ITIC. "Apple is going to wow everybody with the tablet."*

*"Apple will come out with the tablet and blow everyone away," said Dan Ackerman, senior editor at CNET.*

*"The Tablet will be awesome, and my guess is that it will be an instant hit for people who loved Kindles and people who want netbooks," said David Wertheimer, executive director of the University of Southern California's Entertainment Technology Center.*

With such lofty anticipations, the Apple "tablet" will arrive D.O.A. for some, especially if the device has nothing new to offer. That's where the Apple magic may come in to play. Steve Jobs and his crew have a way of designing and creating products that have killer features and a terrific user experience. But what would the killer feature be of this device?

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Thus far, the most interesting rumors place this device as being an entertainment piece, focusing mostly on e-books, movies, and games. Apple has had good success with targeting the iPod touch as a gaming device, and they may be intending to do the same with this "tablet." With an already successful delivery mechanism (the App Store), with millions upon millions of iTunes customer accounts, and with strengthening relationships with major game developers, Apple may be able to pull this tablet thing off well.

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 Why don't you just admit that you hate Apple an the iPhone. Everyone also said the iPhone was going to suck. Guess what, it doesn't suck. Can I come back and laugh at your face after Apple sells 1,000,000 iTablets in its first 6 months of availability? I bet if all these rumors were about the Microsoft tablet, you would be praising it left and right. The Microsoft tablet is just a stupid concept and will never be relesed. 2 screens? who cares? A stylus? Great til you lose it and have to pay \$50 for a new one. That's the problems with the MS tablet.

Your bias against Apple is plainly obvious.

Posted November 17th, 2009 at 01:00 PM by Hayden (guest)



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