

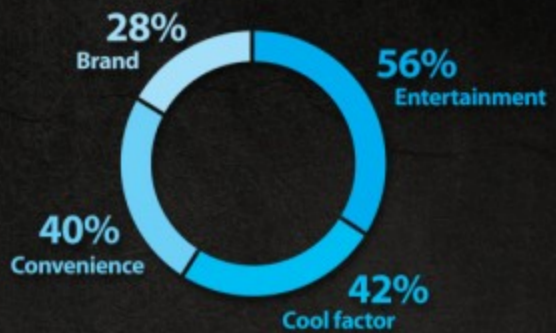
A brief history of the iPad

2010	March 12	Pre orders for iPad begin
	April 3	WiFi version of iPad for sale in US
	April 8	450,000 iPads sold 3.5 million iPad Apps downloaded 600,000 iBooks downloaded
	April 30	WiFi+3G version on sale (AT&T)
	May 3	sales reach 1 million
	May 31	sales reach 2 million
	July 21	sales reach 3.3 million
	September 1	sales reach 7.5 million
	September 17	iPad sales slashing laptop sales 50% reported by US Retailer Best Buy
	October 28	iPad 3G service available (Verizon)
2011	November 13	Analysts predict iPad sales will top 6 million units in Q4
	January 18	sales reach 14.8 million
	March 2	iPad 2 announced
	March 11	iPad 2 for sale in US

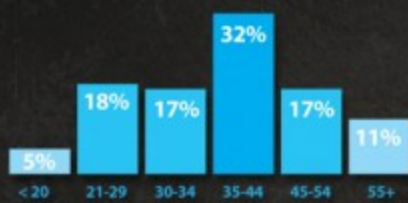
The iPad was introduced to the U.S. market in April 2010. In just over four months, the iPad reached \$1 billion in sales — the fastest ever for a consumer device.

The iPad 2 continues the tradition by posting strong sales after its introduction in March 2011. Read on to learn about the improvements in the next generation iPad 2.

Why buy an iPad?



Who is using the iPad?



The majority of iPad users are between the ages of 35 to 54.



Male users outnumber female users 2:1

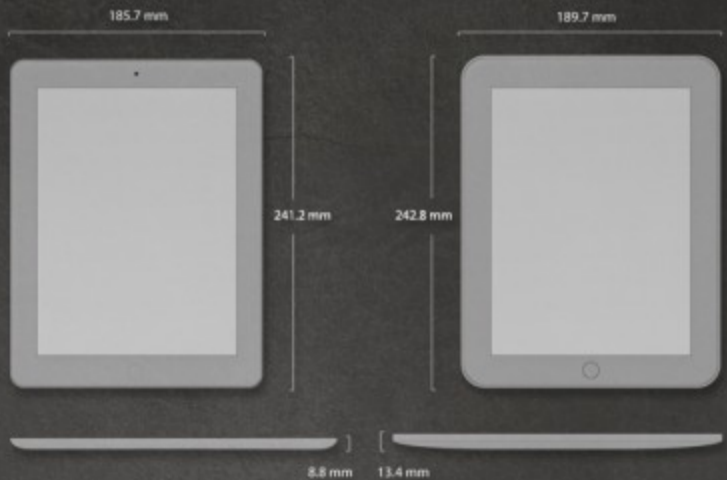


The average user spends 5 to 20+ hours a week using the iPad

iPad 2 vs. iPad

The iPad 2 is similar to the original iPad. The display size is the same, however the iPad 2 is **33% slimmer** and **15% lighter**.

- Also new in iPad 2:
- More powerful A5 processor
 - Memory doubled — 512 MB
 - New gyroscope for improved gaming
 - Improved operating system iOS 4.3
 - Front facing camera enables video chat
 - SmartCover display cover
 - Two color choices — white and black



FaceTime video chat

Powerful new apps for iOS 4.3

Improved gaming experience

Slim & lightweight body

80% faster browsing experience



Weight (WiFi/WiFi+3G): 601 g / 615 g

Storage: 16GB / 32GB / 64GB

Display: 9.7-inch LED-backlit

Resolution: 1024x768 @ 132 ppi

Battery: 10-hour battery life

Camera: HD (720p) / 30 fps

Get a free US iPad 2

Sources:
<http://www.ipadinsider.com/tag/ipad-sales-figures>
<http://en.wikipedia.org/wiki/iPad>
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