

iPad 2: Ahead of Competition?

With the release of the iPad in 2010, and the tremendous and unexpected success of this latest Apple innovation, there was no doubt that all of Apple's competitors would be releasing their own tablets in the near future in order to compete with the iPad.

After the first wave of releases and the initial thickening of the competition in this market, rumors began to fly, already in January, regarding the new features and specs expected to accompany the release of the iPad 2, which will ship on March 11.

Here we'll take a look at what innovations the iPad 2 will be bringing to the table (or should we say tablet?), as well as what Apple's competitors will offer in an effort to stay in the race.

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	Apple iPad2	Motorola Xoom	Samsung Sliding PC 7 Series	Notion Ink Adam
processor:	A5 1GHz dual-core	NVIDIA® Tegra™ 2 1GHz dual-core processor	Intel® Atom™ Oak Trail Z670 @ 1.66GHz	NVIDIA Tegra 250 Dual Core Cortex A-9 ULP GPU
operating system:	iOS 4.3	Android 3.0 Honeycomb	Windows 7 Home Premium	Android 2.2
dimensions / weight / screen size / resolution:	7.31 in x 9.5 in x 0.35 in, 1.3 lbs, 9.7 in screen, 768 px x 1024 px LCD HD	6.60 in x 9.8 in x 0.5 in, 1.6 lbs, 10.1 in screen, 800 px x 1280 px LCD HD	6.88 in x 10.47 in x 0.78 in, 2.2 lbs, 10.1 in screen, 768 px x 1366 px LCD HD	7.52 in x 10.59 in x 0.55 in, 1.55 lbs, 10.1 in screen, 600 px x 1024 px LCD or Pixel Qi
battery life	10 hours	Up to 10 hour video playback	9 hours	15+ hours
cameras	0.3MP VGA front-facing camera* 5 MP rear-facing camera*	2MP front-facing camera 5 MP rear-facing camera with dual LED flash	1.3MP camera	3.2 MP Auto Focus Swivel
network	3G UMTS/HSDPA/HSUPA, GSM/EDGE, CDMA EV-DO Rev. A	3G, 4G LTE upgradeable, 802.11n w/Personal Hotspot	3G 802.11b/g/n	3G (HSPA/GSM) WWAN - 3G HSPA Bluetooth 2.1 + EDR
audio	built in speaker	available HD speaker dock as add-on	Integrated speaker 2 speakers with 0.8W	Stereo loudspeakers
connectivity:	Wi-Fi (802.11a/b/g/n) Bluetooth 2.1 + EDR technology 30-pin dock connector port 3.5-mm stereo headphone mini-jack Dock Connector to USB Cable HDMI	3.5mm, micro USB 2.0 HS, Corporate Sync, Wi-Fi 2.4GHz & 5GHz 802.11b/g/n, Bluetooth 2.1 + EDR + HID	USB 2.0, Wimax HDMI out	USB 2.0 Host x 2 Mini USB HDMI DC connector
memory:	512MB DDR2 RAM* 16 GB or 32 GB or 64 GB	1GB DDR2 RAM 32GB on board user memory, SD card support after software update	2GB DDR2 RAM 32 GB or 64 GB micro SATA SSD card 4-in-1 memory card reader	1GB DDR2 RAM 1GB SLC Micro-SD Card support 8 GB Flash
multitasking				
price:	from \$499	\$799	\$699	from \$327
released	March 11, 2011	February 24, 2011	March N/A, 2011	January 21, 2011

Despite any shortcomings Apple products might have as far as technical specifications go, it is important to remember the power of brand recognition and how loyal Apple users are, which automatically gives the iPad 2 a big advantage right out the gate. Not to mention the many groundbreaking applications only available on Apple products.

Numerous consumers expressed disappointment regarding the original iPad's lack of several features they believed to be very important. Has Apple taken this customer feedback to heart and corrected these technical omissions?

	iPad	iPad 2
Multitasking	✗	✓
Cameras	✗	✓
HDMI Out	✗	✓
Flash	✗	✗
Widescreen	✗	✗
Mac OS	✗	✗

*speculated or to be confirmed

Interesting iPad Facts

- Initial projections of the iPad selling poorly in 2010 proved to be completely wrong. 300,000 were sold on the first day of release, sales reached seven million by the end of 2010 and are expected to triple by the end of 2012.
- In its first two months, the iPad went from zero to 25 percent of the digital book market.
- The iPad was initially planned to be called the iBook and to be used solely for reading.
- A real jailbreak from a prison and getting caught jailbreaking your iPad will earn you similarly long jail sentences.
- The most used application on the iPad is the Safari browser.
- Companies are paying newspapers and magazines up to five times as much to place ads in their iPad applications compared to ads on their regular websites.

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