

## Apple's new iPad mini goes on sale

NEW YORK CITY USA: Apple announced on Tuesday, 12 November, that its newly revamped iPad mini tablet with an enhanced "retina" display is now available in various markets around the world. It had not previously announced a firm launch date for the new device.



The iPad mini with retina display is available from some Apple online stores. Image: Apple

Apple unveiled the new gadget on 22 October at the same time as its larger sibling, the iPad Air was announced.

Apple is the largest single vendor of tablets although its market share has slipped as competition from rivals mounts. Analysts say the lower-priced iPad mini accounts for more than half of Apple's tablet sales, although the company has not released detailed sales figures.

Chief executive Tim Cook said recently that he expects demand to exceed supply for the iPad mini over the holiday sales period. "It's uncertain whether we will have enough iPad minis for the quarter or not," he said during Apple's earnings call in October.

"We know how many we will have, but we really don't know what the demand will be until after we've started shipping. We'll see how that goes," Cook said.

Apple did not indicate in which countries the iPad mini would be immediately available. In October, the company said the new tablets would be sold in at least 40 markets worldwide.

"The response to iPad Air has been incredible and we're excited for our customers to experience the new iPad mini with retina display," said Philip Schiller, Apple's senior vice president of marketing.

"We think customers will love both of these thin, light, powerful new iPads, and we're working hard to get as many as we can into the hands of our customers," Schiller said.

The iPad mini is being sold at the Apple online store and by retailers and mobile operators starting at US\$399 for US customers. The old iPad mini is sold at US\$299.

Source: AFP via I-Net Bridge