

Informa comment on new iPad

LONDON, UK: Apple's much hyped new 3rd generation iPad is well positioned to maintain the company's dominant market leadership among tablet manufacturers.

By [Andy Castonguay](#) 9 Mar 2012



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The latest or 'new' iPad maintains strong fidelity to its familiar form factor, despite market rumours about the potential introduction of smaller formats. After all, why change the format when it continues to be the most coveted tablet on the planet?

Strategically, the most important updates were those made to its wireless technology, adding a strong array of mobile connectivity including HSPA+ for global markets and LTE, initially targeting the US market.

The addition of LTE will provide the new version with considerable marketing support from US mobile operators AT&T and Verizon Wireless as they continue their efforts to drive greater adoption of their 4G networks. Given the considerable increase in pricing tiers for the new iPad, mobile operator subsidies and marketing support will be important to sustain Apple's tablet sales trajectory.

Apple's addition of LTE connectivity, a superb new HD display, and faster processing power on top of its market leading applications offering and fervent user base will maintain Apple's status as the primary standard bearer in the tablet ecosystem.

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