

Fri, 5 Oct 2012

6:56 AM

## The Road to Success for Amazon Kindle

Kindle is not at all notable, it only provides a pure read, not as sexy as the Apple iPad. Kindle's design didn't cause any trouble, product color scrap and ash in ashtrays. In 2007 Kindle sale price was \$ 399, sold out within five hours. Critics argue that this is just a small niche market, fanatical pursuit of Kindle for book lovers. But as the day went on, and Kindle proved these critics is wrong.

Amazon Kindle applications developed for the iPad is simply too easy, some people think that the Kindle hardware device has went.

Not so, one reason is that Kindle uses black and white e-ink, this is an early dotcom technology has been invented before the start. Another reason is that Jeff Bezos's low price strategy--the cheapest Kindle model requires only \$ 69, is cheaper than parking ticket in most United States cities.

In conjunction with Apple's iOS devices sold millions of units, sales of the Kindle is also very good. Apple is proud to announce quarterly sold how many iPhone and iPad has sold, Amazon is prudent and will put Kindle sales receivable and the media combined to calculate a new digital standard "product sales ".

Next time when you see who use the Kindle in public, you can look carefully. Ask if they like paper books, some would say. Once the reader is immersed in the lines will not sense the difference between paperback and Kindle. From the design point of view, the Kindle was the digital paper. Tablet PCs want to accomplish too many functions, this is fundamentally different from Kindle. Tablet PC is clearly not a digital paper and even what will become the opposite and paper.

In the silicon valley, Apple is a company that typically has a good industrial ecology. Besides, we can also see from its accessories, apart from iPad, Apple also made all kinds of iPad accessories, for example,

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iPad 2 cases . A month ago I started thinking about the industrial ecology of the Amazon, Amazon releases new e-readers and tablet devices. Given the flat RIM, Microsoft, Dell and Motorola that have failed in the field experience, how can Amazon to nurture its own ecosystem? Americans in one-fifth has a tablet device today, simple interface for Amazon Kindle is, why can win the

hearts of so many consumers? The answer is simple: start from long ago, Amazon deeply started to study in its own industry.

When RIM and Google, Microsoft and other companies are competing App developers with Apple, but will look in the traditional areas of the Amazon: it has centuries of history of the publishing industry. This is a huge consumer market, at the time of the rise of the Internet has stubbornly prefer paper books. Amazon has been doing, is to extend this shift from printed books to Amazon's brand loyalty. Book is only part of the digital content industry. Amazon through their Prime program, select more digital content will take consumers to a shopping mall.

Low-price strategy, customer loyalty and content rich eco-system for Amazon opened a good start. When hardware manufacturers are also in the field of low-cost tablet device to compete, they will want to ask how did Amazon do. The answer sounds simple: the eco-system.

WitsView believes that Amazon choose to absorb the cost and put 7-inch Kindle Fire HD the same set at a level of \$ 199, in addition to consolidating as the share of the loss the Nexus 7 that were selling like hotcakes, for the fourth quarter it will be listed with iPad mini products of a similar size, taste of forestall one 's opponent by a show of strength in its selling price, enough to see that Amazon tries to divide forces advance on the low price and the mainstream market, determination to defend 7-inch market. According to WitsView of observation, including Google, Amazon and other platform commercials, provides content. Through subsidies of way down flat computer price almost has into normal, this for simple only can from hardware profit of flat computer brand,, 7 inch market has gradually lost competition of advantage, once future same mode is copy to 10.1 inch or 10.6 inch market, hardware manufacturers in flat computer of survival space will further is compression.

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Wed, 10 Oct 2012

5:55 AM

## There is keen competition in the Tablet market

In October 2012, for the IT sector as a whole, it will not be commonplace for a month. For the PC industry, Microsoft chose the revolutionary operating system Windows 8 on October 25. For the Tablet, October will have three consecutive blockbuster in this blue ocean: first Apple iPad mini will be released on October 17 (but has not yet been determined), and the second is 8.9-inch Kindle Fire HD will start shipping on October 20, the last is formally launched on the day of release of Windows 8 for Microsoft Surface RT.

About the rumours of the iPad mini, there were too much. The 7.85 inches smaller iPad, says it is Apple felt pressure from Google, Amazon and other companies decided to launch the product, says it is that Apple is trying to occupy the entry-level product in the market, its appear seems to bring round of shuffling to the Tablet market.

The \$ 399 iPad 2 and \$ 499 of The new iPad has occupied flat computer near 70% of share, in contrast, while Android flat of products lines are more rich--both 199 dollars of started model, also has 750 dollars of high-end products-- has just occupied flat computer of 30% share, this also clear means that many businesses of appetite do not to meet. But faced with strong iPad, Android family seems to have some reluctance, homogeneity of appearance and functionality, making their lack of competitiveness with the Apple. Simply hit "price" in exchange for nothing more than to be able to fight for the moment, has not changed in nature, the ultimate outcome remains "live" â perhaps the words used to describe too exaggerated, but also lot of money is not relevant. Isn't it? Many Android Tablet companies join forces, only hold less than half of the iPad's market share.

Perhaps Amazon get involved and brought some new changes to the Android tablet. Kindle Fire is the lower-priced flat-panel "ancestor", with a price of \$ 199 and various charges for their services (such as books, music) lesson for other manufacturers of the same camp: tablet computers can sell make money like this â does not rely on hardware and sell software, creating a fusion of hard and soft "ecological environment". Which can follow the example of Amazon but other companies are doing that? No doubt Google is one. No one knows that Nexus 7 is inspired by Kindle Fire, the same price of \$ 199, got on a quad-core processor and 1280X800 resolution in HD, and the software, apart from the first update to the latest version of the Android system, there is Google's own Google Play online application store.

If Kindle Fire has created difference Android Tablet pioneer at low prices and services, then Nexus 7 is no doubt will move up into the heights. Moreover, even if they do not take into account users will purchase other value-added services, both (perhaps including other products that imitate the Nexus 7) simply by virtue of the \$ 199, firmly occupy the entry-level tablet that block of shares:

Kindle Fire listing soon became the sales champion, Nexus 7 was once the goods were sold in North America.

But unfortunately is, regardless of the individual, no matter how good it is, it is still difficult to make a change in the environment as a whole, is thus rendered in our eyes, although Kindle Fire such tablets were welcome, but this situation can't change rule of iPad tablet. What is more, Apple also uses all ways to appeal customers and fans, for example, Apple would launch all kinds of Apple accessoires, such as

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Now Apple iPhone 5 was coming,

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cases for iphone 5 also was coming.

However, Amazon and Google's move was not wasted. Relying on iPad Apple tasted sweeteners in the high-end market, faced in getting started competition in the market to determine the opponent, perhaps feeling a bit of pressure: the so-called rainy day, worried that Kindle Fire eating into its own this "cake", rather than down the ruthless hands, that also took them over. Perhaps it was precisely such considerations, we did not see the iPad mini, this "price is more cheaper than iPad" tablet.

In the range of \$ 399-829, iPad is crushing dry weeds and smashing rotten wood. Its opponent on function and performance, you can perhaps more length but could not block the consumer referred to in "tablet" four-word first thought is the one bite of the Apple. Now Apple holding iPad mini killed into the \$ 200 price point, who think the iPad is too expensive and those who defect to Android tablets, how to choose?

Whether consumers will abandon the Android Tablet price, we can confirm is that the iPad mini rumor has last for a long time, its competitors will not die. Such as the advent of Kindle Fire HD was earlier, said was a confrontation of The new iPad replacement is no simple, but may also be at the iPad mini has not been forthcoming. Bezos has designed two 7 inch and 8.9-inch version, thought probably not just expansion of the product line is so simple.

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Fri, 12 Oct 2012

5:59 AM

## Surface VS iPad Mini VS Nexus7

From Pew Research Center of latest investigation report displayed, from 2011 to 2012, only after a years of time, Apple flat computer market share has reduced 29%, which main of causes is some low price flat computers, such as Amazon Kindle Fire, after launched market, currently last year November, it has occupied the flat computer market share of 21%, and 2011 all Android flat computer of market share only 15%, description low price of charming, Users are also unable to resist.

At the same time, data showed that already accounts for its share of the current Android tablet has reached 48%, 50% boundaries has only two percentage points, and after October, besides Kindle Fire HD and NookHD, there are also a note of large Windows 8 tablet will debut. There is no doubt that it's all streaming iPad's market share, in fact, following The New iPad is not adequately recognized by the market, people's enthusiasm for the products of this improvement is unlikely is not high, this iPad share no doubt one reason for the decline.

In that context, it is inevitable for Apple to make a change, in The New cycle of the iPad itself did not get a promotion, then, perhaps changing size preference to seek wider user base may be Apple's next policy, one of the underlying causes of this is the Mini version of the iPad in place.

It is well known that Microsoft has very high degree of concern for the Apple tablet, in the process of jointly promote WP8 Tablet PC manufacturers, it does not hesitate to personally go into action, the introduction of Surface tablet to compete with Apple. Currently, Microsoft has begun to Surface of its upcoming tablet computer sales, a neighborhood near the Apple retail stores in Chicago carried out a graffiti-style marketing campaign. It might just Surface of the preheating phase, but Microsoft passed a resolve to customers. However, Microsoft still learn Apple to launch some accessories to appeal customers, for example, Apple launch cheap

new iPad cases to add sell point.

In fact, when launching Surface, Microsoft is also under a great deal of determination, because many PC makers were criticized, even publicly accused Microsoft should not participate in the Tablet market. But Microsoft has their own calculations, when PC manufacturers of flat-panel products experienced the early development after still unable to shake the market share of the Apple iPad, so Microsoft had to make more choices, perhaps personally go into action is the best option. After all, outside of the notebook market, and perhaps the development of flat-panel pattern change will ultimately decide the future of the computer market, Microsoft missed the opportunity, future development is not only out of the WinTel architecture of interest, but a complete removal of the own.

In this evolution and anticipation, Microsoft war is inevitable, even if his coalition partners are offended, and their flat-panel market competition so long, this is

Microsoft's determination. Microsoft uses Surface tablet computer to compete with Apple's iPad, through their own design and production of flat-panel, coupled with the ARM version of Windows operating system RT-based Surface tablets come out, which has a big effect on Apple.

If Google did for the flat degree of importance is not enough, more effort placed on the Android mobile phone, then continuing hot of iPad, mobile strategy and future developments make Google had to on the flat-panel market planning. Google continues to provide the Union popular Android system to support the premise, punch Nexus layout.

Google also plans to expand the Nexus 7 Tablet production on line, the line will include intelligent machines, in order to further enhance their own system platforms as a way of penetration. Google hopes with a wide range of intelligent machines brand suppliers such as Samsung, LG, HTC and Sony cooperate to release its Smartphone Nexus 7 platform. It is learned that the Android Tablet market share 48%, Kindle Fire took 21% share, 8% of persons also have the Samsung Galaxy.

At present, the market began to spread across the various versions of the iPad Mini. It is learnt that the seventh-generation iPod touch and iPad Mini, with cheery behind the panels, more symmetric interface design, more narrow on the bottom side of the border.

Research and marketing company (Research and Markets) recently published research report forecasts number 7.85 inch iPad Mini production this year will reach 30 million.

According to the Wall Street Journal reported that Apple seeks to remain competitive against the time of Tablet competitors such as Google and Amazon, said Asian components makers of Apple executives, has begun volume production iPad Mini. It is reported that LG display and Taiwan last month began mass production of iPad Mini LCD screen.

Since being listed on the first-generation iPad, Apple's rivals have also introduced tablets of varying size, performance, and price. Google's Nexus 7 July 7-inch released, priced \$ 199. Amazon Kindle Fire tablet was on sale last month, introductory pricing \$ 159. Apple iPad \$ 499 price is clearly too expensive.

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**Mon, 15 Oct 2012**

**5:27 AM**

### Nine Big Problems are is still pending

Microsoft Windows 8 will be introduced on October 26. Windows 8 release date can be expected soon, but a new version of the operating system or large or small problem still exists. Every issue is likely to become an obstacle for users to buy Windows 8 devices. This article analysis the 9 outstanding issues of Windows 8 operating system for you.

How to implement a device between the multimedia synchronization

So far, Windows Phone users have been relying on a desktop application Zune to implement a multimedia transmission between the phone and the PC. Windows 8 coming, Zune will gradually disappear, but Microsoft officially revealed their take measures and new operating system synchronously with the phone.

Technology website The Verge exposed a suite of Windows Phone screenshots, but it can only show that the suite can be used for isochronous transfers. It also cannot answer whether Windows 8 will continue to provide a desktop synchronization application problem.

In addition, the user can only achieved through iTunes Windows

RT devices and data synchronization between the iPhone, the iPod touch, or iPad. But whether Apple releases the corresponding version of iTunes in Windows Store is still a mystery. Whether Apple will ignore these Windows RT tablet users? Time will tell us the answer.

#### Details of the Xbox Music

Although as early as June, Microsoft released Xbox Music, but so far we do not have Xbox for further details. Expected Xbox will be similar to Spotify and Pandora's music box to provide users with free streaming media and music subscription services or the Xbox can be like Apple's iTunes music cloud storage services for users is still a huge mystery. In addition, we continue to have nothing details about Xbox pricing, service, date and so on.

#### Smart Glass implementations

SmartGlass is Microsoft Windows 8 tablet, Windows Phone 8 Smartphone together to create service kit, Xbox 360 allows users to manage control and multi platform video sharing. Take advantage of this program, users can get on TV video on a mobile device for more information.

It seems SmartGlass features are so cool, unfortunately we do not know how to use, do not understand how it use third party software to choose. Not clear those applications can be transferred to a mobile device, or in a second screen. Microsoft had taken advantage of HBO GO to model and demonstrated the effect of a Halo 4 under SmartGlass. However, we also look forward to more details.

Where to go? Paint, Movie Maker desktop application

Windows 8 operating system for Tablet and touchscreen functionality to Bing, optimized for sport, finance and weather gadgets. But what is shocking is the traditional paint and Movie Maker is not disconnected from the desktop mode, does not get upgraded touch.

Microsoft built its own application, or using a third-party application to fill vacancies? If there is no reserve, in the Windows Store, it will be very sad. If Microsoft really wants consumers to take their application ecosystem seriously, the key is to match the modern style of its traditional desktop software touch-screen versions.

How Windows 8 will continue with the upgrade?

Windows 8 tablet and desktop operating systems sets attributes for one, can be widely used in Tablet and PC. However, the operating system upgrade is a tricky problem that Microsoft will face. If you emulate the iOS and Android system provides users with

a free upgrade, Microsoft's profit will no doubt lose a big chunk of fat. If you adopt a traditional Windows system pay to upgrade policies, then Windows 8 tablet sales are worrying. Here, I want to give a recommendation to Microsoft, whether Microsoft can like Apple to launch all kinds of ancillary products, such as In addition, the upgrade cycle will also make Microsoft in a dilemma. As we all know, mobile platform operating system updates speed enhancement upgrade cycle is very short. If Microsoft continues to update Windows operating systems every three years, will likely fall after the man, if shorter upgrade cycles, and how Microsoft will treat? Windows has not been published, the upgrade has become Microsoft headache problem.

#### Upgrade costs

Microsoft said that by January 2013, Windows XP, Windows Vista and Windows 7 users need only pay \$ 40 to upgrade the system to Windows 9 Professional Edition. But after January 2013, how to change upgrades?

Costs increase substantially more than \$ 100, or continue to keep prices low? When you upgrade Windows 8 after up to \$ 100, the user will continue to upgrade the system?

#### Details of the Surface

Microsoft's Surface caused widespread concern in the industry, its design and ultra-thin keyboards were widely praised. However, Microsoft has keep quiet to its price, display resolution and battery.

While major technology site on the Surface for many reports, but Microsoft official did not respond. Windows RT version of the Surface

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iphone 5 cases and so on. will be held on October 26 and released alongside Windows 8 operating system, will unveil Surface RT version of the mystery. In addition, we also expect Microsoft to publish Professional Edition Surface details.

Windows 8 and Windows RT just can't clear

Distinguish between both Windows 8 and Windows RT operating system really is just a piece of cake for IT, but many ordinary users is difficult to understand the difference between Windows 8 and Windows RT. While many technology blog has repeatedly stressed that the two frameworks are different, Windows 8 is based on the x86 structure, supporting traditional PC applications, and RT is unable to run legacy software complex based on ARM architecture,

apply only to the miniaturized device for the low price. But the structure of the normal user does not care about processors, understanding of the applications also have a lot of limitations. Differences in how two operating systems to consumers and recommend the appropriate for the user's operating system will be a major challenge to Microsoft's marketing team.

Number of applications

Microsoft actually gives the user a number of applications is a matter of user interest. It is learnt that as of October 10, approximately 2,400 total Windows application Store. Microsoft officials said that when publishing to provide users with applications. However Windows 8 release, Windows 8 will attract enough developers, complete indicator is still unknown. However, if Microsoft does not provide consumers with rich full applications, prospect is worrying.

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**Tue, 16 Oct 2012**

**5:53 AM**

**Apple iPad mini has a reasonable chance of success**

United Kingdom, Reuters reported on October 13, a person said on Friday, Apple will hold a Conference on October 23, is expected to introduce a smaller iPad to challenge Amazon and Google that provide low cost tablet computer.

Wall Street analysts have been speculation that Apple is planning to launch a low-cost for months, the smaller iPad, is similar low price equipment intended to fight. Analysts said that although it could hurt Apple's profit, they can prevent their rivals to dominate the growing computer market.

The sources do not explicitly what kind of products will be introduced by Apple, and an Apple spokesman also declined to comment. But the technology blog AllThingsD reported on Friday, Apple launches iPad mini in the activities of the company. Many experts expect iPad mini screen size will be 7 inches to 8 inches.

A smaller iPad will fight directly from e-commerce company Amazon Kindle Fire HD Tablet PC and Google Nexus 7 tablet. Both devices are equipped with 7-inch screen, sells for \$ 199. Last year launched the first Kindle Fire occupied the United States about

one-fifth of the Tablet market.

The unidentified sources said, Apple is preparing to launch on October 23, on the activities of a new product, which is earlier than Microsoft on October 26 launch system and new Windows 8 tablet Surface. What is more, Apple will also launch all kinds of ancillary products, for example, iPad cases, like Apple iPad2 and cheap iPad 2 cases .

Nexus 7 Tablet that manufactured by Asustek scored an initial victory, run out shortly after its launch.

One Wall Street analyst said at the time of its visit to a parts supplier in Asia, he saw the media call the iPad mini. Topeka Capital-analyst Brian White, said: "we really organic will try to play one supplier model for using the iPad mini. The 7.85 inch mini iPad likes gloves size, which is suitable for our hands. We easily can put the equipment in sports in a jacket pocket, it provides consumers with more mobile iPad experience. "

Apple's announcement was one of the most watched event in the industry as a whole, consumers and technology investors pay close attention to their publication. However, Apple's announcement was this time held in the context of popular technology stocks more volatile.

Saturday on the NASDAQ stock market, Apple shares rose 0.25%, closed at \$ 629.714, managed to equalize down share prices suffered losses over the past three weeks, because investors in shares of Apple on September 21 reached a new high after \$ 705.07 and threw unit now.

While Apple's share price has risen this year by 55%, this slipped 10% from current record high. Wall Street analysts said share prices fell because of fears major contract manufacturer Foxconn iPhone in September that violence will disrupt the supply of iPhone, and the Apple Map errors that got more consumer services attracted sharp criticism.

Profit margin has a risk?

IV of the Apple quarter results will be released on October 25, only two days after launching.

Mini iPad on Apple's industry-leading profit margins may be a risk, as both Amazon and Google have been exposed did not earn money from the small flat.

IHS iSupply agencies estimate that almost cost-benefit balance

Amazon Kindle Fire. However, the Internet retailers used the Kindle Fire sales, a lot of music, books, and other online content. Google said the Nexus 7 Tablet is \$ 199 sale at cost price, no profit.

According to Apple in July exposed a Samsung patent prosecution documents show that in the period from October 2010 to March 31, 2012, Apple iPad sales gross profit 23% in the United States, while iPhone sales in the United States is almost twice times the iPad gross margin, gross profit margins in between and 49% and 58% Sterne Agee analyst Shaw Wu said that if the price of the Apple iPad mini is set at between \$ 299 and \$ 349, that Apple can keep current profit margins. Because the tablets are the most expensive part that is the monitor, iPad mini display will be cheaper. If the iPad mini priced under \$ 299, so Apple can maintain better margins, as long as Apple 8 GB storage space, rather than the current minimum of iPad 16 GB of storage space.

IPad mini would mark a new starting point for Apple, because Apple currently has only a 9.7-inch iPad, even if the Tablet is equipped with a variety of storage options, and the starting price is \$ 499. Past Apple founder Steve Jobs has been laughing at a 7-inch screen for Tablet. However, Apple's internal e-mails showed Internet Manager Eddy Cue considers any 7 inch tablet computer market, Apple has a tablet. This appears in the e-mail sent to Apple executives in early 2011, jobs has been heating up on this idea

Are struggling Silicon Valley company earlier HP Tablet does exist proof low price good markets. At that time, HP decided to abandon the TouchPad and its price lowered from \$ 399 and \$ 499 after \$ 99, TouchPad sales are booming.

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**Wed, 17 Oct 2012**

**5:47 AM**

### Why Apple wants to launch iPad Mini

Beijing time, October 17, United States renowned science and technology eWeek Web site recently published in the literary magazine said that despite the late co-founder Steve Jobs has been against the smaller size iPad tablet, iPad Mini has a significant to Apple, the device or will become a new cash cow for Apple. Apple today issued invitations to the media, announced that it

will hold a Special Conference on October 23. Apple's invitation did not indicate this content, but said that we've got a little more to show you. However, widely seen as Apple iPad Mini will be released at that time. According to rumors, iPad Mini will be powered by 7.85 display, with two versions 8GB and 16GB. There are even rumors said that some versions of the iPad Mini will support 4G LTE network.

Of course, Apple had got success in the tablet computer market, Apple iPad is currently the best-selling products of the Tablet market. Sells for \$ 499, but with consumer and business users to just the growing love of computer products, iPad quickly overwhelmed the other similar Tablet products.

Given that Apple achieved these successes, and iPad Mini will bring smaller revenues, some people might wonder why Apple wants to launch new Tablet products. However, after further review can be found, Apple still has plenty of reasons to launch iPad Mini. As long as the correct strategy, iPad Mini will be successful without question.

Here are ten reasons to launch Apple iPad Mini:

#### 1. lower cost

Launch iPad Mini doesn't take too money that is one of the benefits of the cost for Apple. iPad Mini is the smaller version of the iPad, which indicate their production costs are lower than the iPad. Given that Apple has been holding more than \$ 100 billion in cash, invest in production equipment for the company just a drop. In short, there is no financial risk to launch the iPad Mini for Apple .

#### 2. Google and Amazon

If it is not in order to compete with Google and Amazon, whether Apple launches the iPad Mini, which is hard to say. After all, Amazon Kindle and Google Nexus 7 Fire overlord of the HD is a low-end Tablet PC market, but Apple has been unable to obtain more revenue in this market.

#### 3. beat other competitors

Though iPad Mini may not be denied Nexus 7 or Kindle Fire, but with the iPad Mini, Apple tablet will be deadly blow other competitors in the market. Barnes Nook and similar devices such as Samsung Galaxy Tab or will disappear soon after Apple rejection by far. When Apple entered the market, apart from Apple, and the market can hold only one or two competitors, while all other products typically are halfway out of the market.

#### 4. Apple realized the need to attract budget-consumer

Apple knows that while the iPad performance, but was unable to

really attract the very budget conscious consumers. However, Apple can resolve this issue by launching the iPad Mini. It is learnt that the lowest iPad Mini sells for \$ 249, such a price is not bad.

#### 5. holiday shopping season is coming

If you would like to know why Apple choose to publish at this time now: iPad Mini? Look in the calendar was clear. The busy holiday shopping season is at hand. You know, then there will be a lot of people going to the store to purchase tablet, Apple is hoping to involve as many users as possible to buy their products.

#### 6. increasingly difficult to reach analysts ' performance expectations

Apple was under pressure from investors. Every quarter, Wall Street would be for Apple to set the high revenue and profit expectations, and meet these high expectations for Apple, arguing more and more difficult. By launching the iPad Mini, Apple could be a new source of revenue, adding chips to meet high expectations on Wall Street.

#### 7. iPod will dying

Apple's iPod product is in edge of the dying. Once Apple abandons the product, Apple will lose billions of dollars in revenue. With the launch of the iPad Mini, Apple could make up for the losses. In addition, the small size version of the iPad or may be those likely to buy higher-priced iPod Touch alternative to consumer choice. Believe it or not, iPad Mini would erode before new iPad sales and iPod Touch market share.

#### 8. among the attractions for children

Low price small size version of the Tablet owns one of its outstanding characteristics is to attract children. In most cases, parents buying for their children are lower in price the Tablet, in case children or damage their own more expensive flat-panel products. Apple saw a business opportunity and this opportunity may be commercialized. If Apple can attract the younger generation to use their products as soon as possible, then they become long-term customer greatly. What is more, Apple will also launch all kind of Apple accessoires to attract fans, such as cheap  
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#### 9. halo effect

Apple continued to sell new mobile product, and understood that

these devices can boost the sales of the company's other products. iPad users are more likely to buy iPhone. Users who purchased these products might be more willing to buy a Mac product. Capital strategy called the "halo effect", up to now, the strategy has brought huge profits to Apple. With the launch of the iPad Mini, this effect will continue for several years.

10. the new design test

According to some reports, iPad Mini will adopt a new design concept, and Apple's next-generation iPad likely to adopt this design. If this is true, Apple or might want to launch version of the iPad with its small size. What worked? What user wants the next generation iPad? Know like Apple, launched a product sometimes in order to achieve two main purposes, namely financial interests and provide inspiration for future products.

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Thu, 18 Oct 2012

6:24 AM

## Why are you worth iPad Mini

Apple has issued invitations to the media yesterday, will be held on October 23 at the theatre in San Jose, California press conference. On the invitation says "we had some (small) things to tell you." This means that the long rumored iPad Mini-Apple new Tablet product line of small and medium size machines will officially debut.

It is understood that the iPad Mini market time and first time will be in November, according to the previously listed circumstances, synchronization for sale listing except United States, it also includes Canada, the United Kingdom, France, Germany, Australia, Japan, and Singapore as well as Hong Kong. Apple iPad mini is about to uncover the mysterious veil, 7.85 inch mini figure now appears to be a certainty thing, other kinds of parameter data have been leaked in advance. Indications are, Apple will be 23rd in San Jose California San Francisco Bay area theater official release of the product. Currently, the most successful in the market belongs to non-9.7-inch iPad tablet series, Apple will release a 7.85-inch iPad mini, I give you 8 reasons to why buy it.

1. lower cost, 7.85 inch iPad will be cheaper

Third-generation iPad sells for \$ 499, but ideal for mass

consumer price point is under \$ 400. Both in the production process and raw material costs, manufacturing 7.85 inch iPad mini has a lower cost than large size iPad. At present, the iPad 2 sells for \$ 399, the iPad mini are more likely to be sold at \$ 299, which will attract more customers. However, Apple iPad mini's price is set too low or is to be seen. In General, Apple never too fond of selling low-margin product, so the iPad mini sale price will be \$ 299 is also unclear.

2. the public looks forward to more compact and portable iPad

Although Apple has launched the 9.7 inch screen tablets, however, they are already aware of the mass consumer market that needs smaller iPad. iPad mini is configured with a 7.85-inch display, and larger sizes compared to the iPad, more mobile features, Apple will also have the opportunity to provide more portable iPad product to the market. For consumers, iPad mini, you will be one of the ideal mobile tablet. What is more, Apple will also launch all kinds of iPad mini accessories, for example, iPad mini case. Just like the iPhone, Apple launched all kinds of iPhone cases, such as

cute

iPhone cases , stylish iPhone cases, cool iPhone cases and so on.

3. new tablet users

Apple's iPad appears to be very popular, but due to the high price of its causes or portable, many potential consumers are hesitating. For those who are budget conscious user, select either buy cheap flat panel products such as Kindle Fire or Nexus 7 or still in a wait-and-see State. iPad mini has the characteristics of small, portable, affordable alternative products will become more popular, more users will join the Tablet PC user base.

4. shopping season is coming

Why Apple chose release in late fall? The timing to launch iPad mini is because Western sections of a Christmas shopping season is coming. Launch new products before the season and last sale, can give consumers more choices, which is based on sales strategies to consider. With regard to the situation in China, from Hong Kong for sale should be a big problem, consulted n batches appears in the list of available countries and regions in mainland China, you can catch up with us before the Spring Festival shopping season.

5. Google and Amazon have paved the way for small-size flat-panel

It is clear that publishing on iPad mini, Apple is not has

always been the pioneer role. Although the size of small tablets not currently Tablet sales as good as well, but Apple's major competitors, Google and Amazon have had laid a foundation for the success of Apple in the low end of the market. They are a smaller pioneer in the Tablet market, many tablet users are satisfied with their product fairly. This lay the foundations for iPad Mini to enter this market, paving the road.

6. try for next year's next-generation iPad replacement

Has been revealed before, Apple iPad mini tries on a new design concept, and this design concept is likely to apply in the coming year on the launch of the new iPad. If this is true, then launched the iPad mini part of the strategy is probably intended for next year's new iPad test water.

7. the business will become more like iPad mini

Up to now, the enterprise has a large number of unexpected applications that appear in the iOS platform. However, the Apple iPad's biggest problem is that it has no business like mobility and endurance capacity. Smaller frames and a smaller display, iPad mini could very well resolve the above issues. For business users, and overall sales will be increased substantially.

8. Apple's success

Finally, and most importantly, Apple is truly innovative high-tech company with the highest market value in the world, their management is know what you are doing. Although jobs that leaders of entrepreneurs has passed away, but Apple still under Cook's leadership to launch products to shock the industry, almost all of each product before they usher in a frenzy, each upgrade to attract more users. iPad mini are expected as well. Whether you like it or not, Apple is still to bring wonderful as previously.

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**Fri, 19 Oct 2012**

**6:09 AM**

**Full Analysis of 7 inch Tablet Market**

Apple has sent out invited letter of October 23 Conference in this week, outside consistent believes that this times Conference

of protagonist necessarily is iPad mini, and this paragraph flat may have a 7.85 inch of screen, in 7 inch flat this area, there are many "pioneers", such as Samsung, and Amazon, and Bahno, and ASUS, as iPad mini of publishing, small size flat of war also will grow, before the launch of iPad mini, we first to look its rivals.

7 inch Android tablet "Vanguard"-Samsung

Samsung flat panel always gives the feel that its working is very fine, features have many user-friendly set, and as early as in April 2011, Samsung GalaxyTab products have been launched, then code P1000 tablet can be described as creating a Tablet called precedent, often to see some rich people carrying white P1000 called, which has become a unique landscape.

Samsung recently launched two small size flats, which were GalaxyTab7.0Plus (P6200) and GalaxyTab7.7 (P6800). They all use a Samsung himself Orion Exynos4210 processor, processor performance has a good performance and graphics performance. Small size flat panel Samsung GalaxyTab advantages primarily to support call functions, but their prices are a little high. Of course, Samsung often against Apple, we do not exclude that it will launch a 7-inch counterweight Note to beat iPad mini. Samsung GalaxyTab series of in addition to their own flat panel, there is a GalaxyNote10.1, a GalaxyNote7.0 will be introduced, by virtue of the unique SPen, believe will get many users of all ages.

High quality 7-inch quad-core-the ASUS

ASUS's own Transformer series, have very strong performance in high-end Android tablet, and they were all unified 10.1-inch big screen. ASUS helped Google to put out Nexus7, which can be said to be a heterogeneous ASUS flat panel. Nexus7 was launched at the GoogleI/O Conference on June 28 this year with the Android. 4.1. It's configuration on a 7 inch Android Tablet, price of 199 dollars to pick up a Tegra3 quad core processor, coupled with a 7-inch 1280\*800 HD screen and depth of Google optimized system, overall performance is strong, playability is not generally comparable to the plate. Nexus7 will be strong competitor to iPad mini, which has affordable price, very strong configuration and smooth user experience is one of its highlights. For iPad mini, I think Apple will launch all kind of accessories to appeal fans, for example, iPad mini cases. Just like iPad2 and cheap iPad 2 cases .

Build their own flat ecosystemsâAmazon and Bahno

The positioning of these two 7-inch flat panels are very similar to that is to take the path of deep customization system and high performance-cost ratio. Happens to them in September, when it also releases their new flat panel—KindleFire HD and Nook HD. Characteristics of the two of them were not adopted the native Android system, a depth of customization to the system, adding a lot of their own services. Of course, for domestic users, the flat and the two biggest advantages are price/performance, lowest price more in the new version of the Kindle Fire series are as low as \$ 159. Flat and the two Texas Instruments OMAP4 CPU are used, therefore speed performance is also very good. However, because their system is too closed, domestic users to Android tablet to use it as a normal may need to crack the system, brushing machine operations, it also requires users to have a certain ability. Nook HD, this product is better than other 7-inch products, the screen resolution is 1440\*900,PPI achieves high level of 246. And Texas instruments are applied on top of the processor OMAP4470 series, this CPU product less actual performance seems very mysterious.

Amazon's low KindleFire HD may seem value for money for all of us, with prices that more users will choose four nuclear Nexus7.

And NookHD is very good on the screen, suitable for display performance-demanding users.

Ipad mini's rivals seem to have a very strong competitive, during the October 23 Apple announcement will give us what surprises do? That makes the Apple press conference full of suspense.

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**Mon, 22 Oct 2012**

**5:28 AM**

### **A Comprehensive Study on Apple iPad Mini**

October 22 Beijing time, according to foreign media reports, on September 12, Apple officially released iPhone 5 Smartphone, just a few weeks later, Apple also announced that the company is going to a mysterious product.

According to the invitation issued by Apple, the company will be held on October 23 on Tuesday about the "little more thing" of new releases, here is iPad mini.

At present, the rumors about the smaller iPad tablet computer have been passed for a long time. No doubt, Apple has launched iPad, which is designed to take a place in the competitive 7-inch Tablet PCs market, officially to beat with the Amazon Kindle Fire HD, David Barno Nook HD and compete Google Nexus 7.

According to the latest Pew data shows that at present, the Apple tablet computer in the United States severe decline in market share in the region, 81% in 2011 fell 52% in 2012. At present, the Android Tablet market share is 48%, which Kindle Fire share a 21%. In smaller, cheaper Android tablets become increasingly popular today, Apple has no choice, can only launch the iPad mini to war. iPad mini's imminent release came as the author summarizes the top ten most anticipated for us iPad mini features and rumors:

#### Retina display

At present, the retina display devices have become commonplace at Apple, iPhone 4/4S/5, fifth-generation iPod touch, high-end version of the 15-inch MacBook Pro and iPad comes with retina display of the third generation. Rumors said that in the iPad mini launch, Apple will release a configuration of the retina display 13-inch Macbook Pro.

However, iPad mini screen resolution is likely consistent with the first generation and second generation iPad, 1024 x 768, below the third-generation iPad 2048 x 1536.

#### LTE options

4G LTE network features for the iPad mini can be distinguished from the other 7-inch Tablet clearly, such as the Amazon Kindle Fire HD, Google Nexus 7 and bar noble Nook HD, which only supports the Wi-Fi network. At present, third-generation iPad can support LTE network, iPad mini therefore provides support that is no surprise.

#### Great battery life

It can be said that the new iPad's battery life is very impressive, when battery capacity increased to 42.5, far exceeding the iPad 2 25 WHr battery, which can be up to 10 hours of battery life (the new features of the new iPad power-intensive).

Google Nexus 7 battery life of 9-10 hours, and 7-inch Amazon Kindle Fire HD commitment for up to 11 hours of battery life, so in order to remain competitive, a good battery is essential for the iPad mini.

#### Slip case

iPad smooth glass surface aluminium casing and gloss, of course, left a deep impression on us, but iPad casing is too smooth that is not a good thing, especially for those users that hands clumsy. I think that Apple will launch all kinds of iPad cases to solve this problem, as like iPhone,

best

iPhone 5 cases and

cute

iPhone cases .

While Google and its manufacturer partners ASUS for the Nexus 7 came up with a very good solution, easy to hold the rear panel of the texture. However, Apple has been made of metal and glass shell, so is unlikely to be used in iPad mini shell plastic material.

However, we hope that the iPad mini shell design, more ergonomic, more suitable for hand-grip.

Dual speakers

iPad speakers on the left side 30-pin connector port of the cradle, only one. However, in order to maintain competitiveness in the market, iPad mini should be like the Nook and Kindle Fire HD 7 inch HD line using a pair of stereo speakers.

Light weight in most products of similar products

7 inch Tablet PC products in the market are very light, such as Nook HD weight 11.1 oz (315 g), Google Nexus 7 weighing 12 ounces (340 grams), Kindle Fire HD weighs 13.9 oz (394 g). If the iPad mini is 7.85 inch display, then its weight is likely to be higher than their competitors, but we look forward to the weight of the iPad mini, which is the lightest in its class, can Apple do like that?

Competitive prices

So far, Apple is not interested in the low-end market, which for years maintained high quality brand strategy proved to be successful. However, the 7-inch tablet computer market the situation is different, iPad mini competitor pricing is quite low. Therefore, in order to remain competitive, Apple should carefully determine the pricing of iPad mini.

Storage space options

A rumour said that, in order to implement low-cost strategy, iPad Mini storage space is reduced to 8GB, although it is very possible, for wealthy customers but that did not prevent Apple launched the iPad Mini 16GB, 32GB or even 64GB.

Processor specifications

Considered by many rumors, from cost-saving considerations, iPad Mini and iPad 2 A5 processor, rather than and iPhone 5 A6.

## Foldable Tablet

At present, there is no indication that Apple will introduce a foldable iPad mini, but this does not prevent us to imagine.

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**Tue, 23 Oct 2012**

**5:27 AM**

### Surface Tablet is life and death for Microsoft

October 23, Apple will hold a Conference in Beijing time this evening, in this time the iPad mini may be published on the Conference. Previous versions of the iPad in terms of pricing, "non-civilian" may discourage some users, while the lighter, more attractive products and prices, and are recognized by the industry is the Apple tablet computer launched a new round of market shocks, gives a lot of pressures on other brand products.

The other side, Microsoft has been very busy preparing the Tablet Surface, after 3 days of the Conference, Microsoft held the Conference at Apple later, Microsoft's Surface will be officially on sale, accept the market test. The tablet is also regarded as the comeback for Microsoft, may not be "the last straw", but may be at stake.

IPad mini are generally optimistic about and the pricing as the most critical factor Last week, Apple sent invitations to media, local time, on October 23 in the United States held a special event in San Jose, California theater, widely seen as Apple iPad mini will be released at that time.

Its stock climbed after the news, foreign media and analysts have listed various reasons to predict that iPad mini will sell well. For example, using 7.85 display, iPad Mini iPad have better mobility than larger sizes iPad. Apple is likely to make the iPad Mini thinner and lighter, iPad Mini would prove to be ideal user mobility choices.

Analysis, Apple Tablet's biggest problem is that not suitable for business in mobility. Smaller frames and a smaller display, iPad Mini should be able to solve this problem. Therefore, overall sales will have big growth.

An analyst Brian White in Taipei said after talking with Apple component suppliers, iPad mini may be brighter than the new iPad. He said: "when the excitement Apple design iPad mini, on the design

aesthetic is not sloppy. In fact, we believe the iPad mini on the handle may be slightly better than the new iPad.

What is more, Apple will launch all kinds of cheap iPad accessories to appeal fans, for example, cheap iPad 2 cases .

The other hand, the pricing of Mini iPad may be far less than the new iPad. With a lower price, consumers are likely to buy the product. Analysis indicated that, "if consumers can use hundreds of dollars to win the iPad running iOS 6, what would stop them?"

But on the iPad mini price arguments also are part of the speculation phase, someone thinks that , Amazon Kindle Fire and Google Nexus 7 sold at around \$ 200 in the United States market, so if the iPad mini would like to hold, pricing cannot exceed \$ 250. Previously, foreign media coverage of the iPad Mini actual price may be considerably more than market expectations for a message, and its market prospects became less clear.

In fact, the evaluation is not all positive on iPad mini, foreign analysts predict that Apple will promote iPad Mini, which is slower than iPhone 5. Apple will be in November and December this year in North America, Europe, Middle East and Africa launched the iPad Mini. The time to market for products in the Asia Pacific region is expected in mid-December. Process slowing speed might give more hope to other companies such as Microsoft.

Microsoft Surface channels of sale related to life and death dilemma

Microsoft Tablet Surface available for sale also entered the countdown, the launch date is October 26. According to foreign media reports, the United States Microsoft's first Surface RT tablet computer stocks are sold out. Last week, the 32GB Surface RT starts at US \$ 499 version has been discontinued, all models in stock are now discontinued. Microsoft Surface comes to look for trouble

According to analysis from the business journal, the world's first Surface RT is based on ARM architecture, in terms of screen resolution, battery capacity and thickness than iPad does not prevail. But it highlights is that rich interface, supports USB, microSD, convenient connection and affinity. Windows 8 systems, native Office software support, plus the official keyboard accessory and the aforementioned interfaces support, will have an advantage in business applications.

Media said the release of the Microsoft Surface "must be totally

success-oriented ", in fact, Microsoft is also under great pressure to indeed have a difficulty. Microsoft's Tablet Surface has many advantages, but will face greater difficulty is Dell, Acer and Toshiba competition between partners. Surface wants to be successful, must expand their sales channels, and if Microsoft extended the Surface of distribution channels, Windows system, PC sales will be affected.

Microsoft seems to have recognized this point, its channel partners opened up the Chinese market, which proved this point, although the channel system also lagged behind Apple, but this time, the Surface of RT first broke the iPhone, iPad, world's first technology products of each will be late in mainland China "practices". Suning appliance apart from Microsoft retail stores in mainland China and Hong Kong's exclusive retail channel, Surface starting online October 17 reservation, October 26, with the simultaneous global launch.

Suning Electric President Jinming said, Microsoft has great expectations on China market, it has strongly of cooperation on local channels , the wishes is key cause, China mainland this year various flat class Terminal shipments is expected to up 40 million Taiwan, next year may climbing to 60 million Taiwan, while China market in intellectual property area of genuine of, and standardization also has displayed out gradually improve trend, Microsoft flat policy successfully or not, China will is key market one.

Tablet market struggle seems to be heating up again in the second half of the year, not just Microsoft and Apple, in September, first to release three Tablet product in the Amazon, and confirmed at the press conference on its flat-panel products every year in the future for updates. It can not look upon down Amazon.

Recently, foreign media reports that Google is preparing for a \$ 99 Tablet Nexus product, it will be launched in the last quarter of 2012. It was stated that the product may be equipped with ARM architecture single-core processor tablets and HUVATN Panel. This message has also added a fire to competitive Tablet market.

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Thu, 25 Oct 2012

7:10 AM

### Would you buy Apple iPad mini

According to Xinhua News Agency United States Apple released smaller screen size iPad mini Tablet PC on 23rd, this new product is expected to consolidate its leading position in the tablet computer market. Arrangements according to Apple, iPad mini goes on sale November 2, priced at \$ 329 (2,055RMB).

Technically has no significant innovation

Apple executives in the Silicon Valley City of San Jose held a press conference in the day, said the iPad mini display is 7.9 inches, the major functionality is similar to 9.7-inch screen Apple iPad, but only 7.2 mm thickness, weighing some 308 grams more slimmer than the regular iPad.

The iPad mini prices are more affordable. Capacity of 16GB, only supports Wi-Fi wireless local area network connection, entry-level products in the United States market recommended retail price is \$ 329. Same capacity, supports both wireless LAN and support multiple wireless network standards worldwide price is \$ 459.

Some analysts noted that the iPad mini has no significant innovation in technically, equivalent to Apple's second-generation iPad in configuration "versions", but its low price point and more portability would have on broader appeal to consumer.

Help Apple hold on to market share

Apple launched the iPad for the first time in early 2010, opening up a Tablet PC this new product categories, sales have exceeded 100 million units to date. Late Apple founder Steve Jobs was not very happy about the small size of the Tablet, but in recent years, companies such as Amazon and Google has launched the popular 7 inches cheap Tablet PC, gradually eating into its market share, Apple cannot be ignored.

The industry believes, iPad mini is likely to help in small tablet market to Apple competitors form an effective squeeze.

Earlier this year, market research firm IDC predicted that launched this new product will allow on the Apple in the tablet computer market to save over 60% share in 5 years.

Accidental release iPad 4

Apple also released the fourth generation iPad 9.7-inch screen in the same day, it comes with A6X chip. The chip has about twice times for A5X used performance representing the iPad.

Apart from the fourth generation of iPad, Apple also launched 13-inch laptop that equipped with HD "retina display", and the new iMac integrated desktop computers such as the design of new products. United States consultant Forrester forecasts market research firm in Epes in one posting that on that day, these new products added recently launching iPhone5, means Apple in coming before the year-end holiday shopping season has prepared an unprecedented and powerful product portfolio, this performance will boost Apple's continued growth.

Apple said iPad mini and fourth generation Wi-Fi version of the iPad will be available beginning November 2 in more than 30 countries and regions, including Hong Kong, other models will be listed in a few weeks. According to the internal news said Apple also launched some iPad mini accessories, such like iPhone5, iPod and iPad 2 ago,

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iPhone 5 cases , cheap iPod cases,

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iPad 2 cases , cheap iPad mini cases are coming.

United States Forbes magazine recently published review articles, saying that Apple's latest release of 7.9 inch Tablet iPad mini had no surprises, and lists five reasons for it not worth to buy, including low resolution, high price, doomed to fall behind after half a year, weak A5 processor and Microsoft, or exit Windows 8/RT 7-inch tablet computer. Following is a summary of the contents of the original:

1, low resolution

Apple's hardware engineers do not feel ashamed in front of their global popularity, iPad mini shape is slender with perfect 1024x768 resolution but it's exactly what iPad 2 while the screen is too narrow to 7.9 inches and PPI (pixels per inch) was increased to 163, but can't compete with the third generation of the iPad 2048x1536 "retina (Retina)".

2, high price

Previously rumored iPad mini price or is \$ 299, and Apple's suggested retail price is \$ 329-which is Apple's acting for the high-priced, but this product is a bit poor. 16GB version of Google Nexus 7 Tablet price is \$ 249, and it will give Google Play \$ 25 Gift Store store coupons, and there are rumors that Nexus 7 will be cut in the near future. And compared to the most direct rival 7-inch Android tablets, iPad mini price is a lack of competitiveness.

3, A5 processor is too weak

Not only iPad mini is identical to the iPad 2 in the resolution, its dual-core processor is also the same as A5 â third generation A5X Quad graphics processing units of the iPad jacket!

4, Microsoft will launch Windows 8 RT 7 inch Android Tablet I will not speak the ambitions of Google and Amazon in the Tablet area, Microsoft's Windows 8 should not be overlooked. Hardware manufacturers such as Dell, Asus has launched around the Windows 8 Tablet PCs and touch-screen Ultra, introduced 7 inch Tablet Windows 8 RT is also only a matter of time before. In addition, Microsoft might like the Surface launched as its own smaller size tablets, to other hardware manufacturers to establish a "benchmark".

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**Tue, 30 Oct 2012**

**5:55 AM**

### Why Apple published iPad mini

Most people find the launch of Apple iPad mini a signal upgrade for 7 inch Tablet, but TC columnist Mg Siegler does not think it so. In his view, Apple iPad mini is different from Google and Amazon, Apple did not intend to take part in competition.

On the face of it, Apple have been trying to explain to consumers why the Apple Tablet's product is better than other competitors in that Conference, and take this to announce to the world: we have joined the war Tablet, and actively defend the dominance of Apple in the Tablet market. But that is not the case.

We can see from the price, which is higher than the Google Nexus7 and Amazon Kindle Fire above the starting price of 130 dollars. Apple did not intend to take part in the 7 Tablet competition, on the basis of large flat-panel, Apple is just trying to expand their user base Tablet. Apple will not launch a bid price \$ 199 Tablet-is certainly not afraid to beat with Google and Amazon. So far, Apple's philosophy is to make the best products, and give a reasonable price with consistent product quality.

As on its earnings conference call, Apple said that the margins of iPad mini are much lower than other major products. In other words, the\$ 329 iPad mini is the highest price/performance ever

product.

For those consumers who are looking for cheap Tablet, \$ 199 Nexus 7 and Kindle Fire are good choices. But for Google and Amazon, and this price there is no much to companies profit or even a loss.

This "small profits but quick turnover" is able to achieve the ultimate success of the business model to be verified. But it is clear that this is not Apple's business model, \$ 199 Tablet did not make much sense for Apple.

The most important thing for Apple is to launch the best products. Many products even have higher price, consumers will still buy it, Apple is still making money. Amazing Apple mode! What is more, Apple also launched the

best

ipad mini cases to appeal fans to buy iPad mini.

Apple Senior Vice President of worldwide marketing Phil Schiller introduced the thickness and weight of iPad mini, not compared with Android Tablet, instead of a pencil and a pad of paper. Of course, he also referred to the Nexus 7, which although smaller but thicker than iPad mini. In addition, he will also be comparing Android Tablet iPad mini monitor. There is no compare to other specifications.

For Apple, iPad mini is not a 7-inch tablet, the iPad is a new and better products. Thus, Apple is not interested in 7-inch Tablet wars.

9 years ago, when Apple launched the iPad mini, it adopted the same strategy, and effective: first launched a market-leading product, and then it gets smaller and lighter, finally making money.

If Apple launches \$ 199 tablet, I believe other tablets are likely to live hardly. Fortunately, Apple disdains to win this way.

When Amazon site Home iPad and Kindle Fire giving off offensive HD mini contrast ads, this is a sign of positive competition. In the tablet computer market, Amazon is still a novice, and far behind Apple, so it has a reason to try to secure a place for themselves. And Apple has no need to respond-in prior to launch, Kindle Fire was not even brought up compared with the iPad mini.

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Thu, 1 Nov 2012

7:00 AM

### Three Big advantages of Apple iPad mini

Beijing time on November 1, according to foreign media reports, the United States Science and technology media, Techcrunch staff writer Mg Siegler wrote an article a few days ago, said that Apple launched the iPad mini, which was not compete with Kindle Fire and Nexus 7 these products, simply in order to expand their user base for the iPad. In addition, compared to the current iPad competitors, the competitive advantages of iPad is enough to neglect "threat" from these manufacturers.

After I watched again and again last week's Apple announcement, I came to a conclusion: Apple has officially declared war on Android tablet.

Apple published a total of 5 new products at this conference, including the new 13-inch MacBook Pro, iMac, Mac mini, fourth-generation iPad and 7.9-inch iPad mini. It is similar to traditional Apple for a long time, company executives at the press conference explained its own Tablet PC products that are more excellent than other competitors. However, when the iPad mini priced \$ 329 when it is eventually announced, my mentality was formed a layer of rippling.

#### Price factors

There is no doubt that Apple is the undisputed largest player in the current Tablet market, even from outside, Apple recognized that the area of the surviving "competition" has expressed an attitude of humility. But think carefully, Apple is willing to recognize the Tablet area are picked-up with the Android system in the Conference, the root reason is the two words "price".

On the day of the launching, Apple executives tried to use their superb presentation skills to avoid comparison of the iPad mini and other tablet computers. Although the \$ 329 sale price of iPad mini makes many people feel speechless, but Apple executives said, such as the Nexus 7 Kindle Fire and these products are simply not iPad mini competitor, the company launched iPad mini, which is simply to extend their iPad user groups.

In terms of pricing, Apple will not produce a \$ 199 Tablet and

develop this product. Their idea is very simple, designed a small form factor Tablet PC with excellent and reasonable pricing for this outstanding design. Maybe Apple will change in the future of the iPad mini price (after the introduction of the first generation iPhone Apple prices have been reduced), but what is certain, the launch of the iPad mini would allow Apple to earn more money. What is more, Apple will launched

best

cases for iPad mini to appeal fans to buy, which is just like

Apple

Some consumers may find that the price \$ 329 of iPad mini is too high, but don't forget Apple executives said at the meeting of phone analyst that "iPad mini is currently the lowest profit margins of main line of Apple products", in other words, the iPad mini is still a great value for money products.

It is to be noted that, in Nexus 7 and Kindle Fire have almost no profit or even price to sell at a loss. But it's not Apple's style, and Apple will never be able to launch an iPad for \$ 199, and that's exactly what Steve Jobs came back Apple and cut off after one of the main causes of the company's printer business.

Outstanding design

Judging from the company's recent earnings data, Apple's approach was correct. Amazon reported a company's profitability, Google results showed that commercialization capacity are not as good as the outside world looked forward to the Android platform as powerful. At the same time, high prices of Apple iPad can bring millions in revenue for the company. That is because the excellent design of the iPad itself is the most important source of revenue to Apple.

Huge advantages

"We are getting too far ahead in the Tablet competition, I can't even see them in the rearview mirror." Apple Senior Vice President Phil Schiller at the press conference said, then iPad mini was first displayed to the outside world, and that all existing 275,000 iPad application is perfect to use on iPad mini.

Subsequently, Schiller showed Nexus 7 pictures, without giving names, and it has doubled compared with the iPad mini: using aluminum paper integrated airframe design iPad mini than the picture in the design of this plastic "Android tablet" lighter, thinner. Subsequently, Schiller introduced the 7.9-inch display of the iPad mini 7 inch screen has a huge advantage than Android Tablet.

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Sat, 17 Nov 2012

2:54 AM

## Six Best iPhone 5 Cases for Apple Fans

Apple iPhone 5 has been listed, many fans felt that iPhone 5 should need more good case to protect. This Lention iPhone 5 mobile phone case surface is made of mink texture, elegant fashion generous. High density microfiber lining material, thin, only 1.5mm; light and durable, leather wrapped the whole machine, feel good. Installation and disassembly are very convenient, to ensure that the 360 degrees omnibearing protection. Four optional and suitable for all ages, this Lention iPhone 5 mobile phone case is a best gift for your beloved iPhone.

Product material: Senior PU aluminum alloy sheet superfine fiber

Product style: solid thin (thickness 1.5MM)

Product color: Black / Grey / Blue / red

For the main parts: Apple/iPhone 5

This iPhone 5 case uses mink pattern thin leather insert flip design, providing 360 degrees omnibearing protection. It retains original properties of iPhone 5, 1.5mm thin, lightweight and durable. The holster has a skidproof effect, and feels more comfortable, not easy to wear. Design uses the mink texture, color and elegant, generous fashion shows.

One of the major characteristics of Apple iPhone 5 is thin enough, in order to keep it light weigh, a lot of friends do not like to use a iPhone case. But iPhone5 has a fragile body, we all know this fact. So we must use these

best

iphone 5 cases to protect, which makes many friends are very distressed. But now you needn't again worried, because Apple famous accessories manufacturers AViiQ recently released an applicable to the iPhone5 ultra-thin protective shell, the name is called Thin.

The protective case is made of plastic materials, the thinnest part of 0.35mm, weight 10g, it is absolute thin enough. Although

the AViiQ has an exquisite workmanship in the protective case, but plastic protection is desired. That is to say the protection shell may also only simply scratch resistant function, anti-throw negligible. Currently the protection shell sells for \$19.99, equivalent to about 124 yuan.

Recently, the famous Japanese game Sticker Companies DEZAEGG launched a number of iPhone5 and Android mobile phone game themes protective cases, the company said this batch of mobile phone protection case is expected to be launched in December 21, 2012, it is reported the protection shell includes a " hero ", " goddess trajectories of different smell record 4 ", " 4 World Tree maze " and many other classic game works.

The company announced that the iPhone 5 mobile phone shell for the price of each section of 3980 yen (about 311 yuan or so), the Android mobile phone mobile phone shell for the price of 2980 yen (about 211 yuan ).

Environmental protection products are sought after by users, so Bamxoo company also released a version of the iPhone5 protection case that is made of bamboo. Skilled technicians in the protection of the rear surface of the shell carving out a complete American flag, will this protective shell named American flag.

The protective case is definitely a good choice in summer, cool hand let you absolutely refreshing. Assembly design and installation is very you remove, set aside all button socket will not affect your normal operation. At present, the American flag group protection case sells for \$59.99, about 375 yuan.

The below iPhone cases are unique cases, or some people do not like this unique iphone cases, they maybe like cute

iphone cases, cool iphone cases and so on, so if you want to find more best iphone cases, you can go to best case mall.

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Music:

Mon, 19 Nov 2012

4:43 AM

What a unique iPhone 5 case

Although the launch time of the iPhone 5 was not long, but the corresponding parts of the iPhone 5 has almost completed. The Keyboard Buddy iPhone5 was specifically designed for the integrated

thin standard keyboard and personal protection case, the keyboard is also equipped with LED backlight, so you can at any time easy typing. Without typing, simply put the keyboard into mobile phone back, rugged mobile phone case can also protect your iPhone5 from scratch, but will not affect any mobile phone external function using.

If you want to give your iPhone5 to equip with a portable keyboard, it may wish to consider BoxWave that was recently launched the ultra-thin keyboard of mobile phone case. The Keyboard Buddy iPhone5 was designed specifically for the integrated thin standard keyboard and personal protection case, the keyboard is also equipped with LED backlight, so you can easy typing at any time.

Name: Keyboard Buddy Apple iPhone 5 Case

Price: \$89.95

LABC 105 protective case shaped likes many parts manufacturers prior to the release of the wallet type protective sleeve, integrally molded protective case design looks very simple. Storage capacity of 8GB USB Flash Drive was placed in the back shell bottom, and easy to use.

LAB.C recently released a version with USB function of the iPhone 5 protection sleeve. This section of the protective sleeve in the outer protective sleeve with a USB Flash Drive memory chip, for those who need to keep information stored by the user, this is really just meet manna. How very special iPhone 5 is case! If you want to find more and more unique iPhone 5 cases, you can go to best case mall.

The LAB.C 105 iPhone 5 mobile phone protective cases sold for \$42, equivalent to about 262 yuan.

KONAMI recently announced that it will offer "metal gear" 25 anniversary edition iPhone5 mobile phone case. Mobile phone case is made of aluminum alloy, the surface is plating layer alumite film, the medial case is a silicide layer pad, light weight and extremely hard, can effectively protect your love. The product will be released in December 17th, price 8900 yen.

We must all know iPhone5 shell is made of metal aluminum, so there are problems such as paint. If so, let us in it then sets out on a layer of metal, I believe this company produced EDGE iPhone5 metal protection case will prevent iPhone5 from any injury.

The protective shell body are known as Aktiv, which using anodic aluminum oxide manufacturing, back smooth abrasion resistance and corrosion resistance, longer life than common metal, through a special process for coloring various color evenly coated in the protective shell on the back, not only retains the metal texture and meet user requirements for color. Currently the protection shell sold for \$99, equivalent to about 617 yuan, the price is a little expensive. What is more, this company also launched lots of best

ipad mini cases, if you have an interested on iPad mini, you can check out it.

Shield can give you iPhone5 provide 100% protection, either the front, side or back. Shield not only provides 100% protection, it but also is very thin, can keep the iPhone5 portable and lightweight. X-Doria Shield also comes with screen protection paste a piece, can be a very good protection to the screen, which at the same time ensure smooth touch sense.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Thu, 22 Nov 2012

5:12 AM

### Some highly cost-effective iPhone 5 cases

First we introduce a best iPhone5 protective case, which is designed by Quirky, protective case uses a new process, slim fit body, the handle is also very good, scrub the surface can effectively prevent the fingerprint left.

The protective case is made of hard plastic process, can guarantee the safety of iPhone5, wearing the protective shell can prevent paint problems. In the back of protective case is using the triangle as a decoration. In the protective shell underneath the big triangle has a plastic plectrum plectrum, this played a stylus, it can let you touch more accurate.

When not in use, the touch control pen can be stuck in the back of the mobile phone, using is very convenient. But we do not know what time this triangle groove will not become loose, resulting in the loss of touch control pen. Currently the protection case has not officially for sale, interested users can go to the Quirky website for more information.

Second we introduce an unique iPhone5 case, that is specially designed for iPhone 5, this protective case looks no difference from other protective shells in the front, when you will turn the case over, you can see the protective case on the back of the

mystery. The back of Katch protection case has an adjustable bracket, not only can the mobile phone support on the desktop, mobile phone can also be hung up.

Katch protection shell body adopts the plastic material, so that plays a role in protection for the iPhone5 body and avoidance of mobile phone with sharp objects resulting from exposure to paint. In the mobile phone on the back of the bracket in order to ensure strong, the use of aluminum materials, so that even if the mobile phone hangs up without having to worry about stent fracture.

Case-Mate recently launched a protective case for iPhone5, which has a very good performance. If you want your iPhone5 to become more secure, so might as well take a look at. The protective case called Tough Xtreme, low-key appearance is more tuned into male users.

The security of Tough Xtreme protective case mainly embodied in the design, the protective case is composed of three parts, in the protection of the interior of the shell has a shock absorbing material lining, the lining body is contacted directly with iPhone5, can also prevent the paint from being scratched. The shell is a sturdy plastic shell, the shell is also designed for mobile phone screen and is provided with a protection layer, Tough Xtreme protective sleeve can bring mobile phone all-round protection.

The protective cover for mobile phone each key also play a protective role, shell pattern on the lifting handle at the same time to increase the friction force. Tough Xtreme protective shell has 5 kinds of colors, sells for \$50. If you feel this case is a little expensive, you want to buy

cheap

iphone 5 cases, so I recommend you to best case mall.

Foreign famous manufacturer Speck often before the festival launched special edition mobile phone protection shell, for the upcoming Halloween, Speck recently launched a group of Halloween iPhone5 protection shell, these protective shells shape and Speck prior to product difference is not big, but the decorative pattern on the modification, joined the Halloween elements.

This Halloween protective shell is belonging to the Speck CandyShell series protective shell. Protective casing made of soft rubber lining and a hard smooth plastic casing, the fuselage protection plays a very important role in.

Perhaps it is because the aluminum shell is more easily hurt,

more and more manufacturers are keen to launch three functions of the protective case, below we saw this protective shell is that Ballistic company recently launched Hard Core iPhone5 ( core ) series of protective shell, the shell structure is very complicated, for the protection of mobile phone is very comprehensive.

The Hard Core protection shell has four layers of protection. Resolution is used to protect the screen protection layer; protect the body as well as the key silicone lining; fixation of a silicone lining polycarbonate solid casing; mobile phone back protection plate, attached to a support function. iPhone5 in wearing the protective sleeve body size will increase obviously, which become very thick. Besides, this company also launched many best cases for ipad mini, if you have interested on ipad mini cases, you can go to its website for more information.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Mon, 26 Nov 2012

4:35 AM

### The Newest iPhone 5 Cases for iPhone fans

Apple iPhone5 is not only a hot topic of discussion, but also its accessories also get lots of attention, now iPhone5 has launched, its accessories also has listed, while the iPhone 5 published before, many accurate explosion information let Apple iPhone5 to get no surprise to us, but this still cannot block the machine to become most hot of smart phone in market the today, especially the shell of iPhone5 has a big problem that paint removed, and of supporting of protection shell products is endless, Today two of the world famous companies RGBMIX and Belkin, different design styles of iPhone5 are different qualities.

One global brand, as long as the loss of the Chinese market, and will lose to high in the global market, is unlikely to become a truly global brand. The Global well-known brands of Apple accessories RGBMIX also understand this truth, so RGBMIX a series of best

iphone 5 cases absolutely can give you enough protection.

Streamlined Silicon metal case

Racing has been a symbol of Regal Club, its powerful engine has won many people's desire and envy, and in terms of product design, streamlined design of racing, is designed to high areas, luxury and

fashion modern.

According to sports car of streamline concept, RGBMIX combined hard quality zinc alloy material and soft of silicone material, development has global first paragraph metal + silicone iPhone5 series protection set metal outside box, has its unique of cool and texture, its has edges of appearance to people fortitude, and steady of feeling, and silicone, has always been as most environmental, and has strong elastic and protection role of material, which is mainstream protection set not missing of material element.

The front of case uses the high polymer material cast into zinc alloy, drawing on the streamlined sports car design concept, holding is very strong, ergonomic, deserve to be classic in design. Protection design of front and back surfaces of the same function, achieve the perfect combination of metal and silicone materials, the back of protective sleeve is very ergonomic, affordable silicone thickness design, protective sleeve round easy to grip, metal and silicone beauty, which is self-contained.

Currently, metal iPhone cases have a large number of problems present, for example, relatively thick, just the protection of borders, in addition to hardline and places easy metal friction machines, wear and tear of the machine. And RGBMIX metal + silicone of iPhone5 protection set design, can complete to protect Apple Phone positively, the back silicone is good to protect Apple phone, while, also makes metal framework does not friction to machine caused machine of wear, more important is, General of metal framework Apple Phone protection set needs screws for fixed, loaded split is very trouble, needs screwdriver tool to open, and this paragraph iPhone5 protection set has used connection pieces firing pin of practices, Just want a safety pin, or even toothpicks can cover 2 metal parts up and down gently poked open, Assembly, disassembly and free, this is RGBMIX Silicon metal protector from the important aspects of General metal protection box.

The angels tears series protective case- which belongs for cute

iphone cases

The angels tears "iPhone5 phone protective case is a great product that is jointly designed by United States local designers and designers of China's largest industrial designers after Swarovski Crystal products got succeed in the China market, it will also push RGBMIX Diamond series iPhone5 cover to the top of mobile phone in the Chinese apples accessories.

The idea of RGBMIX tears of Angel iPhone5 cover came from

women's diamond necklace, diamond necklace, because of its elegant design and Flash of sparkling Visual effects, access to female consumers of all ages.

Noteworthy is that this RGBMIX product is designed jointly by Chinese designer of research and Development Center and the product, relatively early classic Swarovski Crystal iPhone4 case, has greater breakthrough in color, gradient color gradient dynamic effect of diamond, which is syncretism between heaven and man.

In terms of product technology, the angels tears iPhone5 protector uses full IML technology, in a global context, suppliers of this technology is very rare, and prices are very high, this also reflects the RGBMIX as a high-end brand of strength and ability.

Classic, simple Swarovski Crystal iPhone5 cover and 78 diamond tears of Angel iPhone5 cover segmentation and positioning are the crowd is different, able to meet the needs of different market segments.

Classic Swarovski Crystal iPhone5 cover is the consumers will like who is elegant, simple, more introverted and mature, and tears of Angel iPhone5 protection in more colorful color and sense of shock, and imaginative, enthusiastic consumers more choice of dreams and tears of Angel iPhone5 protector.

Flowers in the mirrors edge wear flower case- which belongs for unique iPhone cases

Overall of RGBMIX flowers in the mirrors-spent grinding protective shell uses ultra thin design, feel comfortable, simple and elegant; special mirror silver, sparkling shine, fashionable and beautiful back special materials, feel more comfortable than other common patterns and delicate product comparison, no deformation of material texture on the back is strong, stronger sense of value.

Bottom is using acrylic material with a very high level of wear resistance, its wear resistance is a common plastic material iPhone5 cover several times, second only to the hardness of the glass. Its very good gloss, sense of values is very strong. Design highlights the fashion sense of simplicity and youthful appearance, most people love this iPhone cases.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Sat, 1 Dec 2012

4:41 AM

### The newest recommended Apple Accessories

Apple accessories varieties, I believe many friends will have difficult choices at the selected time, of course, official site and store are good choices, but the appearance is difficult to meet each consumer's aesthetic. In addition in some parts seems to be lack of creativity, said portable power source, let the consumer very tangled.

However, except official accessories, many branded accessories are also good choices, they have a unique design concept, not only meet the needs of Apple devices, at the same time looks more in line with consumer aesthetic. These brands are unfamiliar for most consumers, of course, then today I would recommend several accessories for Apple fans.

First of all, we want to introduce the one, which is the famous Gold mobile phone peripheral manufacturers and a just released Apple iPad mini shell in the near future, because the products just for sale soon, shell seems to lack of creativity for the Apple official, before the full copy of Apple's iPad, so this case is a great selling point.

In order to cater for the different needs of consumers, the Nile gold-type leather have been offered by four colors, including black, green, grey and orange. The leather fashion texture of these four colors and pop with color, the line is also very smooth, iPad can easily be dressed more distinguished.

Unlike most iPad protective case, the skin on the front and the back has a complete set of leather-covered, high leather of choice in addition to make the iPad more beautiful, and also guaranteed to feel comfortable, and wear-resistant anti-slip effect. Four leather cases, green and black leather are matte texture, while the orange and gray are glossy leather. What is more, this company also launched many best

cases for iPad mini, if you have an interested on it, you can go to best case mall.

Then the parts manufacturer is Sturt, I believe many fans are not too familiar with it but the company launched a variety of accessories from Hong Kong. Today I will say something about this double Sturt 9600mAh business mobile power, of course, the the biggest selling point of this product is enough with a few mainstream phones.

Main feature of mobile power charging is to meet charging in travel. The best business mobile power is a perfect interpretation. It owns 9600mAh high power, power supply can meet your phone for a long time. Black looks more business and you will not have any not tune in hand.

In fact more than long lasting property, charging the best business mobile power is a generalist. It supports almost all brands of mobile phones on the market, even the MP3 and MP4 are qualified with ease to charging. Buy now, it also presented a special family gift package, coupled with the limited-time discount price, making this mobile power ratio is very high. You can consider starting one.

When it comes to mobile phone accessories, I believe we all are not unfamiliar with ROCK. ROCK not only provides peripheral solution for Apple, while also working with manufacturers such as Sony, Samsung, HTC, and today we want to introduce this product, of course, Apple iPhone4 (4S) movement double Mobile Shell.

This ROCK Apple iPhone4 (4S) movement double mobile uses soft and hard double shell material, outer uses TPU material, while the inner layer is made of traditional PC material, so that both protects the phone from damage, but also with excellent feel, let users get more fit.

Moreover, in color, this ROCK Apple iPhone4 (4S) movement double Mobile Shell gives us black, fragrant white, lemon yellow, orange, white, pink, blue water, and other options, whether boys or girls you can find favor in the eyes of most of the paragraph. Besides, recently ROCK launched all kinds of best

iphone 5 cases , they are no less articulate than Apple Official cases.

The next brand is Yitton, and it is a commitment to the mobile power supply manufacturers that introduced a variety of products, professional is the brand's biggest advantage, of course, with no distracting thoughts will move the power is their purpose. And the next would like to introduce this wing-pass Yitton MP-880 mobile power is one of them. Compared to other mobile power, Yitton MP-880 design is very classic and one of best

iphone speakers in Yitton. Its design inspiration came from the continuation of the white version of the Apple style, to give "professional, technology, fashion," feeling. The product is very fashionable lightweight, protective wear in your hands feel very good.

Compared to other mobile power, this Yitton MP-880 is more safe and reliable. Products built with intelligent control circuit for multiple protection, including overcurrent protection, overcharge

protection, overcharge protection, surge protection, and short circuit protection, product is safe to use. Not only that, the mobile power supply compatibility is also very strong. The compatible devices, such as mobile phones and the iPad tablet computer digital device charging. And it provides many charging interface, compatible with all kinds of mobile phones sold in digital equipment.

Finally, the last brand is Lepow, this is a flagship activity of young peripheral manufacturers, their products have a very beautiful color, like this Lepow magic speaker is a stylish sound extraordinary, Bluetooth speaker, can you let your love changing into a professional music player, let your amazing auditory feast anywhere, anytime.

The Lepow magic Bluetooth speaker designs are inspired by the elephant's trunk, and this design has been patented. It uses a bionic technology, ergonomic design to radians is comfortable, combined with rubber paint process, it also makes the speaker feel extremely good. Can be seen from the diagram, this storm speakers more than three colors for you to choose, you can according to their own preferences that correspond to the selected color. Speaker, the most important thing is the quality of playing music. Maybe a lot of people are questioning the quality of audio over Bluetooth problems, we need not worry. The Lepow magic Bluetooth speaker through Germany Tuning guru himself, absolute sound that lets you enjoy the master level. Not only that, it also built-in passive speakers, as well as optimization of transmission system for the base, so that more deep bass, tri-band uniform.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

**Mon, 3 Dec 2012**

**3:31 AM**

### **Recommended of Best Ten Apple iPad Accessories**

According to foreign media reports, the Apple iPad Tablet promoted the relevant industries' rise and development, from a variety of protective film, protector, to the innovative casing, bracket, move the speaker, an iPad-centric business ecosystem has flourished. A number of excellent third party accessory manufacturers, provides iPad users with a rich set of extensions.

As the release of iPad Retina, iPad Mini and fourth generation of the iPad, 2013 hot holiday market will be surprisingly popular. If you already own an iPad, so this holiday, may wish to purchase spare parts for a good product for yourself.

#### 1. Smart Cover/Case

Smart Cover has both polyurethane and leather versions, made of small magnets to the right side for the micro-fiber cloth consisting of main lateral PU or leather. In addition to cover the outside of iPad protection screen, Smart Cover also can collapse into iPad stand. Even more interesting is that after put the iPad into a Smart Cover, close the Smart Cover, iPad goes into hibernation, open the iPad, it will be woken up. This Smart Cover is one of best

ipad mini cases in Apple store, if you want to buy unique iPad mini cases, you can go to best case mall.

#### 2. Lansing Octiv 450

Firstly, Octiv 450 is a very useful iPad cradle, bottom has bracket, iPad can be horizontal or vertical view in 80-degree mode, can also be rotated. In addition, the Octiv 450 can also act as the iPad speaker use. Base internal possession of a pair of 2-inch neodymium magnetic speakers, front bottom with power switch and adjust the volume size of LED lights and buttons, with AUX input hole and power cable connectors on the back.

#### 3. Pure Contour 200i Air

Contour 200i Air is an introduction of speakers from audio equipment maker Pure, can integrate Apple's AirPlay to output high quality sound effects. Contour 200i Air comes with iOS devices charging base, as the iPhone, iPad and iPod charging cradle. You can connect Contour 200i Air with Wi-Fi iPad.

#### 4. Twelve South Compass

If you are looking for iPad stand that only has a limited space, Twelve South Compass is absolutely your best choice. Twelve South Compass bracket body aluminium alloy manufacturing, it not only makes your iPad stand also allows its "lying". Another feature of Twelve South Compass is portable. When you do not need to use it, you can fold it in your drawer.

#### 5. Sennheiser PX 210 BT headphones

Sennheiser PX 210 BT is a Portable Bluetooth headset, you can collapse it into a backpack or Pocket, took out when needed. PX 210 BT's control button on the headset the handset parts, used to turn on and off Bluetooth, easily controlling the volume and select songs.

## 6. Logitech Ultrathin Keyboard Cover

Taking into account the iPad tablet computer touch-screen output difficult issues, foreign famous Accessories Designer Logitech designed this ultra-thin keyboard iPad cover. Ultrathin Keyboard Cover aluminum exterior is likable, it can be used to protect the iPad screen from harm, but also as a special keyboard for iPad. Besides the best Logitech Ultrathin Keyboard Cover, this company also launched lots of

cute

iphone cases, if something interests you, you can check it on website.

## 7. Pogo Connect stylus

Pogo Connect stylus is a stylus specifically designed for the iPad, it can take the place of your finger to enter operation, avoid using fingers to dirty screen. Pogo Connect stylus pens are made of aluminium alloy, good texture. With it, you can use your iPad as a drawing pad, very practical.

## 8. Griffin Cinema Seat

Griffin Cinema Seat is an iPad car support frame, particularly suitable for family outings. Apple iPad can be pinned back in his chair behind and the iPad up perfect in-car entertainment systems. Griffin Cinema Seat strap length can be adjusted and used it to secure the iPad in driving rear seat child can watch movies or play games on the road.

## 9. New Trent iMP120D

IPad retina display is good, but the battery consumption is also striking. If you are watching a movie or playing a game suddenly loses power, you can imagine how upset. New Trent iMP120D is one of

unique

iphone power packs for iPad and iPhone, if you put iPad data line connected to the New Trent iMP120D, you no longer have to worry about stopping power issue.

## 10. iTunes gift card

Apple iPad production line products have their own specialty, iPad Retina is suitable for watching HD video, iPad Min is suitable for reading, at the same time, all the iPad can be used as a perfect game equipment.

iTunes gift cards can be used in Apple's iTunes Store purchase, including any virtual products, applications, books, music. Simply put, an iTunes gift card, you can purchase from the App Store that comes to content, thousands of movies, TV shows and millions of books no matter how you choose.

Security: Public  
Location: Not Specified  
Mood: Not Specified  
Music:

Fri, 7 Dec 2012

9:23 PM

## New projects of Unique iPhone 5 Cases

Apple iPhone cases are many and varied, many beautiful appearances and new features will make people's eyes light up. Here we introduce some iPhone 5 cases and beyond our imagination, let's eyes light up. So what is design?

Company named Popslate had set a 4-inch e-ink screen on the back of iPhone 5 case. This screen can display characteristics of content such as pictures, and phone status information. With and supporting the official application, we can send photos taken directly on this piece of e-ink displays on the screen. Via an open API interface, more third-party applications can be displayed on this screen. So that you can make your iPhone 5 transformed two screens. With existing technology, we can also more touch the word join to the product, to make it more richer.

Such a creative product is still in the research and development stage, up to now, there is not a formal product came out. But the company also said there was worry of professional development and design team to further refine this product, so this practical and creative Popslate product is listing as soon as possible. There will be black and white two colors and match the color of the iPhone 5 for Popslate, top 500 users can enjoy the \$ 79 price, future prices will be set at \$ 99.

TAKTIK iPhone 5 is coming out of the LunaTik brand, which is designed by Chicago Minima Design Studio. Although TAKTIK creative iPhone 5 is only KICKSTARTER platform's concept of being raised, but its super high-end, exquisite metal shape will make you deeply experience the "devil is in the details, product details determine success or failure," meaning of the sentence. It is one of unique iPhone cases in this company.

However, it is extremely surprising that: When do you think it is only compatible with TAKTIK iPhone 4/4S, it has long been included the iPhone 5 in the scope of the design consideration ...  
... Only a slightly smaller adjusted afterwards, both rapid mass production iPhone 5 case, visible LunaTik brand market smell quite sharp.

TAKTIK series uses sealed and silicone lining-aircraft grade anodized aluminum material mixed together, can be equipped with anti-glare and stain-proof features of the new Gorilla glass.

TAKTIK series core shell often overlooked details for design strengthened protection, super cool protective case with waterproof, dust-proof, scratch-proof, shock-proof, drop resistance, and so on multiple protective functions. Side has a homemade mute button and the headphone hole set, easy to operate. If it's tired, also are free to replace the matching case model.

TAKTIK series version are many, like iPhone only 4/4S or iPhone 5 versions of the Special Edition, there is compatible with both iPhone 5 and iPhone 4/4S consolidated version, each version of price are not the same. If you like the TAKTIK iPhone 5 case, you can log in directly to KICKSTARTER for more details or to order.

When Apple iPhone 5 launched, the speaker made a special introduction to the new camera, but who wanted serious purple glare in photographs taken. Apple's response to this question, this problem exists all camera lens. Apple was not specifically in response to this question gives the solution. However there are companies looking at this opportunity, Fotodiox duly launched a mobile phone designed for the iPhone 5 purple case camHoodie that can reduce lens flare.

Fotodiox launched the camHoodie Mobile case, which is equivalent for adding a hood for the iPhone 5. Camera position rubber pad to lenses with reduced shooting launch and refraction of light. So they can serve to improve the purple glow effect. If you want to find more best

iphone 5 cases, you can go to best case mall.

While seemingly very simple is amazing, but this does not completely eliminate the purple glow, Fotodiox says, camHoodie mobile shell does not completely eliminate lens flare can only guarantee that it will be reduced. This camHoodie Mobile Shell has now begun a formal sale, priced at \$ 24.95 (about 185 yuan), if you have this demand, you can buy this camHoodie mobile shell.

Mobile phone film HD and frosted two most common characteristic, frosted one is really do not leaving fingerprints, but clarity has been reduced, HD clarity is good, but often leave fingerprints and smears, bored! Is there no perfect solution yet? Swipe case is an iPhone mobile phone cover with screen cleaning feature, it's

biggest bright spot is in the shell with a sliding design, sliding block is below high-end microfiber material, contact with the screen, when you slide down effect you can wipe the screen clean, it is very intimate.

Swipe screen not only has the unique clean design, it's own use of ultra thin and light aviation aluminum-alloy materials, through the CNC processing equipment, the feeling and all working are fine, can also shell fixed connecting a variety of devices such as a tripod. Now launches the iPhone4 and 4S versions, followed by iPhone5 will launch the corresponding products, swipe case is currently Kickstarter fundraising production, formal post-natal launching market price at about \$ 129. What is more, this company also launched many best cases for ipad mini, if you have an interested on it, you can log on.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

**Tue, 11 Dec 2012**

**3:51 AM**

### **Big New Brands for Fans to buy iPhone 5 Cases**

Apple iPhone 5 have launched for a few months, have you brought one? If you have brought Apple iPhone 5, what kind of iPhone 5 cases did you buy? Since Apple iPhone 5 launched. Many different vendors launched all kinds of unique Apple iPhone 5 cases, so below together to enjoy these unique Apple iPhone 5 cases.

#### **Ballistic protective sleeve**

Accessories company Ballistic launched a series of strong wear resistant protection cases, the protective cases are equipped with high permeability plastic screen protection film. Though the Ballistic Smooth design is relatively slim, the protective wear no less, while Ballistic SG is more heavier in the appearance.

#### **Griffin protective sleeve**

Griffin in one of the manufacturers as the most popular consumer protection sleeve, the launch of the number of iPone protective sleeve has long been popular. The time for iPhone 5, Griffin still maintained its own characteristics, launched a series of thin, durable exquisite series and adorable animal series protective sleeve.

#### **Acase protective sleeve**

Acase launched Citta and the SuperLeggera Pro two protective sleeves. Durable scratch, ultra-thin minimalism, completely does

not affect the touch feeling, showing the original aesthetic state.

More information and pictures about these

unique

iphone cases can access the Acase official website.

Hitcase protective sleeve

Hitcase said, the new iPhone 5 protective sleeve is super durable, waterproof, shockproof and. With it, iPhone 5 can be used as POV camera. The iPhone 5 is put in a fixed position, can take the first view video, therefore, the protective sleeve is very like extreme sports friends.

X-Doria protective sleeve X-Doria launched the iPhone 5 protection set of rich colors, novel design individuality, for some fashionable people.

CalypsoCase protective sleeve

CalypsoCase protective sleeve is simple and elegant shape, seemingly leather appearance with beautifully carved design, make your iPhone 5 looks very noble.

Element protective sleeve

Element Sector is not listed, Element Case website did not announce more information, however, by the official picture, the protective sleeve is more thicker.

Proporta protective sleeve

Proporta also launched a number of the iPhone 5 protection sleeves. The bag includes style protective sleeve, super hard shell sleeve and a waterproof protective sleeve.

USB Fever protective sleeve

USB Fever launched the iPhone 5 protection sleeve, dazzlingly beautiful appearance, texture excellent, looks very attractive, it is worth mentioning that, also increased the Home Button protective film. What is more, this company also launched some best

cases for ipad mini, if you have an interested on it, you can go to best case mall.

Then the author recommended this iPhone 5 case, which are from the same NILLKIN dynamic color series. Dynamic light effect is very beautiful, allowing you to be all eyes by using this iphone case.

At present, the mobile phone shell quotes price 68 yuan, like in front of shining friends often go to the club or friends to consider buying.

The NILLKIN Apple

best

iphone 5 cases shield has unique design, using today's popular IML production technology with laser sheet, create dynamic time

special effects. Precise function opening position, made to machine the pursuit of perfection. Humanized mould design and toughness and exceptionally strong raw material, smooth touch, so that making you easily when loading and unloading.

Outer coating uses high hardness PET material, not only bright delicate, while maintaining a slim design; hardness and flexibility perfect have, not easy to deformation, not broken, not easy ageing, effectively shockproof and buffering impact force. Give your love the most perfect protection. It is worth mentioning that, the shell has three colors, black, white, light pink, respectively. It is suitable for different people.

The front several shell is fashion without elegant breath, then recommended the NILLKIN platinum Ya series mobile phone shell, which is the very charm of the pattern, rise and dance in a happy mood butterfly with the whole picture, seems to give a person a kind of feel fresh feeling. Although it has the full flavor, the price is only 78 yuan, which is suitable for the gentle people use.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Thu, 13 Dec 2012

3:57 AM

## Best iPhone 5 Cases In the World

Apple iPhone, not only let a mobile phone product truly entered the era of intelligence, and pulled the entire mobile phone accessories industry chain to develop, mobile created a large number of business opportunities for phone accessories manufacturers, it also makes the iPhone parts in the whole mobile phone mobile phone accessories products occupy a decisive position. Then, we choose iPhone 5 housing parts as our first evaluation target evaluation parts horizontal.

This time, a total of 14 companies 18 products are finalists for China mobile phone iPhone 5 cases. So what product to the "master gathered in" duel talent showing itself, the best iPhone 5 shell crown? Let us now as we opened the answer.

Hard PC type:

Hard PC shells can be said to be our daily in the most common iPhone parts, and nominated us the selection of shell products also occupy a majority, it reached 13 much.

The following is a kind of shortlisted products ( in alphabetical order):

CAPDASE Silva Shimma:

CAPDASE XPOSE

iWALK Celebrity

CAPDASE Silva Shimma

moshi iGlaze Armour

IPEARL

MOMAX

GGMM

ODOYO Wild Animal

GGMM leather

pinlo Dot Case

BASEUS Utopia

dexim Artistic

BONE Bubble 5

IPEARL

Nillkin

ROCK

Acase Dual Layer

The shell can protect and beautify the mobile phone in a certain extent, but for iPhone 5 so good mobile phone with a thin, worn after the casing if the overall too thick, will undoubtedly reduce mobile phone design sense, so the thickness is considered a mobile phone shell design of important indexes.

By the final results we see 18 iPhone 5 housing in the thickness of the gap is quite obvious, the first CAPDASE XPOSE into iPhone 5 thickness is only 8.85 mm. While

GGMM leather flip cover due to join the clamshell design, its thickness that is reached 13.47 mm, although this to a certain extent, to give users a good cortical feel, but according to the scoring rules, or to cut off many points.

All the time since, iPhone mobile phone are excellent single hand manipulation, which benefited from the iPhone mobile phone body width is properly designed, also, if worn casing makes the whole machine too wide, will also destroy the iPhone good one-handed manipulation, so the width of the housing is also a must consider the design factors.

Now the mobile phone manufacturers in order to allow the mobile phone more light, it is really rack one's brains, if a case is too heavy, will also affect the portability of mobile phone. Similarly, we also need to consider for the weight of the housing about best

iphone 5 cases.

Initially, the series consists of four different famous Japanese platters: hinomaru bento (Japanese Flag lunch), tonkatsu (fried pork), yakisoba (beef noodles), and good ol' bacon n' eggs. That's right, bacon and eggs is a famous Japanese platter too. The power of bacon knows no borders, boundaries, nor does it have a language barrier.

When asked what he thought of Strapya World's recent growth, International Sales Manager Kosuke Fujii said, "We expect to be among the leaders in Japan because we operate on a global level, and it's great, but our real goal is to be the world leader in e-Commerce for the cell phone accessories market."

That's not to say that this website is only good for the ladies.

For the men, Strapya World also offers a broad selection of iPhone 5 Cases as well as some Japanese Gadgets that seem to appeal to the male gender, and of course the aforementioned iMeshi series. If you have an interested on

cute

iphone cases, you can go to this website.

So if you're looking for a Christmas gift to get for an eccentric friend or relative, perhaps an eccentric cell phone accessory is the gift you're looking for.

It would be great timing too, aligned with the release of these new products.

Krystal Series iPhone 5 Cases:

This iPhone 5 case is a clear plastic case covered entirely in crystal clear rhinestones. It's the perfect iPhone 5 case for those that want to bling up their iPhone 5. The Lollimobile Krystal Series iPhone 5 cases is available in clear crystal with a retail value of 19.99 USD.

Crystal Clear HD Screen Guard:

This high-transparent film is made with a weather resistant, dust-proof, high quality PET plastic which offers a high transparency rate of 91.2% to 97% for watching 1080P video with nearly no picture quality and clarity loss. It offer anti-UV protection with a strong anti-friction rating of 2H to 3H and features a ultra high performance environmentally friendly adhesive which automatically binds with no bubbles or peeling away. The Crystal Clear HD Screen Guard comes with a micro fiber sheet and has a retail value of 9.99 USD. Besides, this company also launched

iphone

power packs, do you have an interested on it?

The visuals are a treat. That nice, vibrant colour makes it stand out so much that it's easy to find at the bottom of a bag, and we love the attention to detail: the Home button is covered by a 'paw print' and the volume controls are in the elephant's ears.

Of those we've asked, girls seem to love this case and want it, while guys think it's either cute or silly (but may well end up buying it for their girlfriends).

It doesn't exactly complement the iPhone's sleek and gorgeous design, however; in fact the case hides the iPhone's looks completely. Possibly not one for people who like to show off their choice of smartphone.

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

**Sat, 15 Dec 2012**

**2:48 AM**

**The white hot competition of OS in the global smart-phone market**

December 15, 2012--- global market research agency TrendForce made a survey about the intelligent mobile phone in key components in 2013, low cost and low price of the intelligent mobile phone will become more and more popular, with 3G and LTE telecommunications infrastructure more perfect, 2013 global shipments will reach 800000000 7000 6 million, annual growth rate will about 24.3%, China intelligent mobile phone brand goods accounted for global shipments of three into above. The global top five intelligent mobile phone brand Samsung, Apple, Lenovo, HTC, Nokia, Samsung and apple only two intelligent mobile phone shipments that accounted for 45% of the global Chinese brand, Huawei, ZTE, cool and into the top ten list, the RIM fell from ten. TrendForce said, intelligent mobile phone market compared to previous years at 50% growth rate next year, growth of strength has markedly slowed down, many companies began to seek a profit source, in addition to the introduction of the hardware specifications of higher product or the development of a faster transfer rate of LTE intelligent mobile phone sustained development of higher order market, software service and the clouds will be the next competition subject.

High speed growth of Android, iOS held steady, Microsoft tried to stand

Mobile market competition is still fierce battle of the hardware, but software services and cloud new battlefield will be the new victory points, 2012 in Microsoft Win 8 platform to join the war after 2013, mobile platform OS war will more turn white-hot. According to the TrendForce global intelligent mobile phone operating system market share survey, due to Google in the Android platform to provide turnkey solutions, in addition to the more easy to import, all mobile phone manufacturers can also play their hardware and software integration capability to create product differentiation. The year 2012 in the middle of intelligent mobile phone grows gradually under the influence, Android mobile phone market share compared to 2011 50 to 70 percent, further growth is expected in 2013, Android camp advantage still cannot replace.

The Apple camp at the time of the helm of Cook, the market share is expected to have little difference with 2012 in 2013, continue to remain at around 18%, while its new product effect still receives the market value, but the aura and attractive than before. We can also see this from Apple accessories, for example, iPhone cases, now for the hot of iPhone 5, there are all kinds of best iPhone 5 cases coming into being, such as cute iPhone cases, cool iPhone cases, stylish iPhone cases, unique iPhone cases and so on.

On the other hand, the United States of America giant Microsoft Win8 development platform has just launched soon, on 2013 break in full fury, now the Win8 system business in addition to long-term strategy ally, Nokia, Samsung and HTC at the end of 2012 is also available on the Win8 system of intelligent mobile phone, 2013 will have more manufacturers to join the Win8 camp Microsoft operating system, city occupied rate will rise to 8.7%.

TrendForce thinks, if there is an opportunity to break through 10% systems carrying rate, either application or user structure are expected to stabilize the market position of Microsoft camp. In addition, 2013 Microsoft may also follow a tablet computer development model, launches its own brand of intelligent mobile phone, with custom hardware specifications show Win8 software advantages, further challenge of intelligent mobile phone operating system market territory.

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Mon, 17 Dec 2012

5:31 AM

## Reviewed the performance of Cook Tim

In 2012, Cook took over the Apple in the first year alone, which is a Cook year for the consumer electronics giant. This is not the first time Cook and Apple, after he had served as a temporary CEO several times, with dazzling performance and stock price performance has won the trust of investors.

This year, Apple released a lot of products, in core product line, Apple launched a mobile phone ( iPhone 5 ) and the three plate (iPad 3, iPad 4, iPad Mini ). Only the product quantity is not innovation, almost of 2012 Apple products are expected in the industry, will be more apple existing techniques in order to deploy into new products, to strengthen the technical characteristics of products. Using improvement but not innovation to describe apple this year's new product.

Improvement of existing products, the consolidation of platform edge, this is this year the overall train of thought of Apple products. Retina technology is gradually extended to the various product lines, launched the breakdown products of iPad Mini, iOS 6 and OS X mountain lions continue to improve the system, Cook's every step is logical, in expectation, but also nothing new.

" The Apple product is very successful in the before, a push up consumer expectations; looking ahead, it is hard to continue to meet the high expectations. " " The Wall Street journal " columnist Mobos expresses to sina science and technology. " Cook was very successful, but Jobs would continue to change a number of industry innovator, so it is difficult to appear again. "

A well-known Silicon Valley venture capital from Marc Andressen said: " Jobs always develop new products, from the beginning of one hundred percent to occupy the market, and then gradually lost, until he found a new market ". But now Jobs is gone, Cook is able to discover new market, will become the key factor of Apple's future.

Apple map is the greatest hit in this year, but failed to produce a answer. Apple painstakingly building three maps, is still a problem continuously semi-finished products, Cook had to bow to apologize, and recommend to users of Google and Nokia product competitors. Google map to landing the apple platform, rushed on the top of the charts, also make apple embarrassing.

It is lacking of innovation at the same time, Apple advantage is constantly shrinking. At the core of products iPhone, pictures, screen, the processor, the battery, the apple almost in specific aspects of being dominant, only in the integrated ability slightly dominant. Quad 1080P intelligent mobile phone at the end of emerging, Apple HCF Retina display is completely beyond. Samsung S 3 sales are more than iPhone 4S, a series of ads is directly Apple soft rib.

Although innovation pace slowed, Apple still has outstanding performance, Cook is the operations master, single from earnings, his performance. This year ( fiscal year 2012 ), apple revenue growth of 45%, \$15650000000; net profit growth of 61%, \$41730000000; iPhone sales grew 73%, iPad sales growth has rise 80%.

But investors should not only performance, but also confidence for the future business, the stock price is largely an expected. Microsoft in "lost ten years " period, the performance has always been excellent, but prices are basically the piaffe. Similarly, although Apple performance is more brilliant than the Jobs era, but the stock had a sharp decline after the released of iPhone 5, within 3 months from \$700 all the way down to around \$500, the market value evaporates nearly three.

In order to performance and market, Apple under the leadership of Cook launched iPad Mini such breakdown products, even shorten product cycle released iPad 4. These measures for Apple to win more sales, but the Apple brand value, make more competitors saw the hope that to catch up with Apple. Apple product users no longer mysterious, from iPhone 5 and iPad Mini market boom is remarkable.

However, we couldn't deny the effect from Apple, for it is developing related products, such as

best

iphone 5 cases, unique ipad 4 cases,

best

cases for ipad mini and so on.

In product innovation slowed down at the same time, Apple at the time of Jobs 's iconic confidential culture has been lost. Apple released this year almost all products, media at the briefing before has learned that the technical parameters, product appearance, and even got a new model. Early leaked that Apple conference lost suspense, make new Apple Charm weakened. Where leak out in? Before Cook, in an interview on NBC

television complained: " our business environment is very difficult, competitors into our system, steal our product planning and technology ". But from the media exposure of Apple product, most leaks from Apple component supplier and factory. Cook decided to take a Mac product line to move back to the United States, may also have the protection of intellectual property rights.

You may be interested on:

unique

iphone cases

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Wed, 19 Dec 2012

4:17 AM

## IPad, or Kindle, that is a question

IPad, or Kindle, that is a question.

In the e-book field, it has become a hutch duel for Apple and Amazon, as contest between iPad and Kindle. Many e-books users, choose Kindle or iPad, is the most direct question.

This is a pair of draw lessons from each opponent, Amazon's Kindle is successful learning of apple iPod and the successful experience of iTunes, and Apple's iPad is along the Kindle market opening up forward.

2007 Amazon launched Kindle, Jobs had a contemptuous disregard, "Now there are many people read a Book? " But the fact is, Jobs also makes mistakes. Simple Kindle, and was released as a iPhone in that year, open up a new market, changed people's way of life. Bezos called the Kindle "an ebook version of the iPod ", in fact there are many similarities between the success of Kindle and iPod. Bezos drew Jobs to create iPod and iTunes ecosystem success experience: in addition to the excellent hardware, but also need a perfect content platform.

Kindle sold \$399, caused sensation, which was no less than the iPhone, after the sale in November of that year, only 5.5 hour sold; due to a predetermined amount is too great, shortage has a full 5 months time.

Ebook reader also was not Amazon's invention, but because the Kindle sales were accepted by the people of the world. E-Ink electronic ink technology was born in 1997, but Sony in 2004 launched the first to adopt the technology of electron book LIBRIe,

but failed. The \$375 price is not the key, (only 1200 of the book content inadequacy) is the crux of the problem.

Formed in 2010, Symple's owners saw a gap in the market for iPad accessories. "While living in Hong Kong, it became obvious that the UK was not at that time catering for iPad owners so after scouring the market for the best iPad cases, we created an online store", said its director.

Initially under name "Buy iPad Cases" the site recently rebranded as Symple, to reflect its unique approach of selling simply great cases with great service. It intends to launch its own brand cases under the same name in 2013. What is more, this company also will launch all kinds of

unique

cases for iPhone, do you expect that day? Do not worry about this problem,

best

cases for iPhone 5 are coming.

The hardware is important, the software is the key factor. iPod is hot because of iTunes, iPhone is hot because of App Store, because only the top, the success of the Kindle, and Amazon's content platform are inseparable. Amazon itself to do the book name, number of years of accumulation let Amazon become the largest electronic bookstore, Kindle just released, electronic bookstore has 90000 books. Now the number has exceeded 1000000 books. In 5 years time, Amazon has launched the 5 generation of Kindle products, the price from \$399 down to \$69. While Amazon has not disclosed the specific Kindle sales, but according to the third party market research institutions expected 2010 sales, Kindle occupied the whole world eBook reader 62.5% share, up to 8000000 stations.

After 5 years of development, now the e-book market has gradually matured. Last May, Amazon announced the e-book sales exceeded the paper book in first time. And the end of this year, Amazon's Kindle e-book sales broke through 100000000 points. But what makes Amazon feel the pressure is, see the market potential, Apple was also to enter the eBook market in 2010 by virtue of iPad.

This is an Apple in the study of Amazon's success experience, iPad not only built a beautiful interface iBooks application, also built a scale comparable to the Amazon's electronic bookstore. iBooks not only has a Kindle series of search, bookmarks, dictionary and annotation function, sliding the page-turning experience also make readers more traditional feel.

With iPad Mini expected to be at the top of everyone over 8's Christmas List, Symple are looking forward to a bumper Christmas. The shop also sells cases for Amazon's Kindle Fire and Google's Nexus 7, Apple's main contenders in the fight of Christmas number one. So Buying best  
ipad mini cases are good chioce~

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Tue, 29 Jan 2013

6:23 AM

### The Newest iPhone 5 Camera Case

ACA is an iPhone 5 camera case, lets your iPhone 5 instantly become a cute camera shape, and then with ACA included software, can let the kids love the picture. ACA let iPhone 5 Hale appearance becomes smooth and lovely, and it is colorful, which looks like a toy for children.

ACA are combined with hardware and software, to encourage children to take a lot of pictures to express their own creativity, in an interesting way to let the children to participate and learn photography way. Organs and rotating housing "fake" lens is changing filters, spin it can real-time transform filters, and the " lens " can also be used as a bracket, when you watch video, it has an important role.

Children can use this case by themselves, and then shot in the specialized software interface is very lovely, this ACA case that built in software can put children photographs displayed in the form of the date, the kids can see themselves everyday photos in a calendar like form. How about this one, do you like this cute and unique iPhone case? Besides the version of iPhone, this company also has

girly

iphone 4 cases, if you have an interested on it, you can buy it on [icase-zone.com](http://icase-zone.com).

If you think there's something wrong with giving a small child an iPad you'll dig this chalkboard laptop. It's called the iWood, and it will save you from worrying about whether or not your tween is conversing with some creepy asshole on Facebook.

The Trellie is a cute, shiny bluetooth enabled device that clips on the outside of a handbag and lights up for an incoming call and

blinks for a missed call. No digging through your purse; no maxed out voicemail. Ingenious right? The Trellie was the brainchild of Claude Aldridge and Jason Reid, who were sick of trying to reach their wives (sometimes in urgent situations) and getting voicemail. The problem, they realized, was that their wives phones were buried in a "sound-insulated black hole" at the bottom of their purse. Do you like this unique ipad mini case? If you want to find more best

cheap ipad mini cases, you can go to [icase-zone.com](http://icase-zone.com).

The CoverBuddy is a companion for your Smart Cover, and as such you can pick a matching color (a brief aside â why doesnât Apple make a leather Smart Cover for the mini? Iâd be all over that in a second).

It has cut-outs for all the holes and lenses, and covers up the buttons with a protective membrane that you can push through. In short, it will totally protect your little iPad from dings and scratches whilst letting you use every function.

And itâs cheap, too. Unlike

Appleâs outrageously-priced screen covers, the CoverBuddy is just \$20. Available now.

Security: Public

Location: Not Specified

Mood: Not Specified

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