

Samsung sees iPad 2 thinness, price as challenge

March 4 2011



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The iPad 2 unveiled this week was described by Apple chief executive officer [Steve Jobs](#) as "dramatically thinner" than the previous model.

The tablet is one-third the thickness of its predecessor at 8.8 millimetres (about one-third of an inch) and also thinner than Samsung's latest 10.9-millimetre Galaxy gadget announced last month.

"We will have to improve the parts that are inadequate," Lee Don-Joo, executive vice president of the Korean firm's mobile division, told Yonhap news agency. "Apple made it very thin."

Apple is also winning on price so far.

Samsung's original seven-inch screen Galaxy Tab was priced at nearly \$900 if bought without a two-year contract from mobile operators, while the cheapest iPad 2 costs \$499.

Samsung has not announced pricing for its new 10.1-inch tablet.

"The 10-inch (tablet) was to be priced higher than the seven-inch but we will have to think that over," Lee told Yonhap.

Samsung has sold two million Galaxy Tabs since October 2010 while Apple sold 15 million iPads in April-December.

Rival manufacturers have been scrambling to bring their own tablet computers to market since Apple introduced the [iPad](#) last year.

Overall sales of tablets, which can be used to surf the Web, read electronic books, watch videos and more, are forecast to hit 55 million this year.

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Citation: Samsung sees iPad 2 thinness, price as challenge (2011, March 4) retrieved 30 April 2024 from <https://phys.org/news/2011-03-samsung-ipad-thinness-price.html>

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