

Taiwan fair to see 100 tablet launches: organisers

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A man looks at e-books on display at the Computex Taipei fair in 2010. The co-sponsor of Asia's leading IT trade fair is expecting up to 100 tablet computers to be launched at the event in May, with technology firms vying for a slice of Apple's success with the iPad.

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Chang Li, secretary-general of the Taipei Computer Association, which co-sponsors the 2011 Computex Taipei trade fair, said that the sector was increasingly shifting towards the tablet market.

"Our estimate is that the exhibitors may make public up to 100 new

tablet models," during the five-day Taipei International [Information Technology](#) Show, which opens on May 31, Chang said.

The global tablet market hit an estimated 16 million units last year, with volume forecast to surge to 43 million units in 2011, according to Taiwan's quasi-official Institute for Information Industry.

Chang predicted that Apple, which held an overwhelming 95 percent share of the market last year, would face mounting challenges from competitors, even if its status as market leader was not in question.

"[Apple](#) was the only player last year. But its competitors, even some monitor manufacturers, won't be absent from the new market."

"Besides, the threshold of entering the tablet market is not high."

Apple's competitors are together expected to share 29 percent of the market this year, according to the Institute for Information Industry.

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