

Reports: Smaller iPad to be revealed Oct. 23

October 12 2012, by The Associated Press



An iPad is pictured in September 2012. Apple's widely anticipated unveiling of its "iPad Mini" is expected to come on October 23, the Dow Jones technology website AllThingsD said Friday.

Apple Inc. is set to reveal a smaller, cheaper version of the iPad at an event on Oct. 23, according to several reports published Friday.

The reports from Bloomberg News, Reuters and the AllThingsD blog are based on unnamed sources with "familiar with the plans."

Apple Inc. hasn't said anything about a smaller tablet, a concept company founder Steve Jobs derided two years ago. But company watchers have assumed for months that an "[iPad](#) mini" will appear before the holiday season.

The screen is reportedly about half the size of the iPad's, which measures 9.7 inches (25 centimeters) diagonally. Analysts speculate the starting price of the device could be about \$299.

With the device, Apple could close an opening in the [tablet market](#) for rivals like Amazon.com Inc., whose Kindle Fire is half the size of the iPad and starts at \$199. [Google Inc.](#) and Barnes and Noble Inc. also sell tablets in the same size and price range.

The event would be three days before Microsoft Corp. releases Windows 8, the new version of its operating system. Microsoft will be releasing tablets with the software.

Apple shares rose \$1.37, to \$629.47 in afternoon trading.

Copyright 2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Reports: Smaller iPad to be revealed Oct. 23 (2012, October 12) retrieved 20 March 2024 from <https://phys.org/news/2012-10-smaller-ipad-revealed-oct.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--