

Google rolls out new Nexus tablet

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Hugo Barra, Vice President, Android Product Management at Google, holds up a new Asus Nexus 7 tablet as he speaks during a special event at Dogpatch Studios on July 24, 2013 in San Francisco, California.

Google on Wednesday unveiled a slim, powerful new Nexus tablet computer, fielding a new Android-driven champion to challenge iPad maker Apple.

The seven-inch tablet made by Taiwan-based Asus and bearing the

Google Nexus brand is designed to be easily slipped into a pocket or handbag and allow easy access to rich online content or services.

Nexus 7 is about two millimeters thinner and slightly narrower than its predecessor, which was released a year ago.

"It actually makes a huge difference when holding it in one hand; it fits more easily in a purse or jacket," Android vice president Hugo Barra said after pulling a new Nexus 7 from a rear pocket of his pants.

Nexus 7 has a high-definition screen and speakers that allow for virtual surround sound listening of films, games, or music.

"We from the Android team are investing a lot in tablets," said Sundar Pichai, who heads the Android and Chrome teams at Google.

"By our count, almost one in two tablets sold worldwide is based on Android."

More than 70 million tablets powered by Google's Android software have been activated worldwide, according to Pichai.

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