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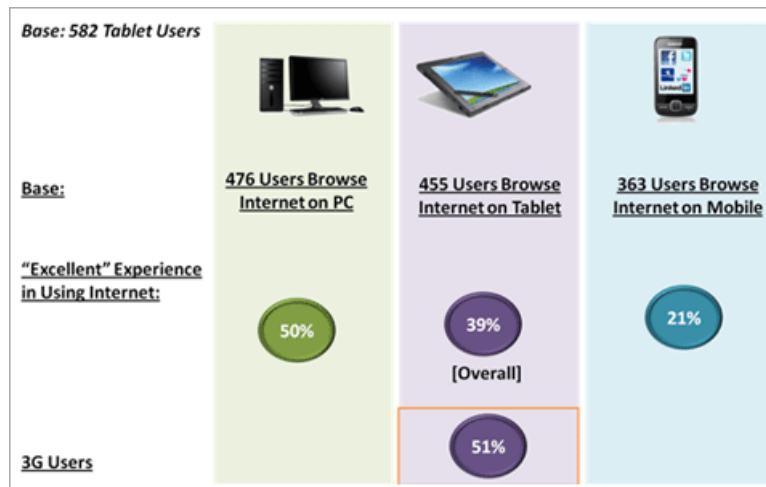
India Infoline News Service / 10:09 , Dec 26, 2011

Elsewhere, some of the electronic stores in large malls have stopped stocking up on Laptop cases; instead hoarding cases only for Tablets. In India, too, this change is clearly visible.

Newer technologies more often than not cannibalize the usage of older technologies. The newest digital avatar, Tablets, is giving a stiff competition to PC/Laptop and Mobile devices. For example, in the US, adoption of Tablets has caused 30% reduction in the overall PC usage. Elsewhere, some of the electronic stores in large malls have stopped stocking up on Laptop cases; instead hoarding cases only for Tablets. In India, too, this change is clearly visible.

Matured Internet users prefer to use Tablet for watching movies, listening to music, play games and carry around while traveling. Even though users have been using PC/Laptop and Mobile phones for many users; it is the Tablet that they find better and rewarding in experience when they access content related to entertainment.

In a study conducted on-line by IMRB International among 1,512 Internet users, including 582 Tablet users, around 50% of the 476 users who browse Internet on PC/Laptop rated their experience as “Excellent”. 39% of 455 users browsing Internet on Tablet rated their experience such. However, in case of Tablet users who browse Internet using 3G connections, 51% of the users highly rated their experience.



The experience of using Internet on a tablet (with a 3G connection) closely matches the experience of using Internet on Personal Computer/Laptop. Of 455 users who browse Internet on a Tablet, the mean score of satisfaction was 4.12. Users accessing Internet on a tablet using a 3G connection rate their satisfaction at 4.35 which is similar to the

Three app icons are displayed on a dark grey background. The first icon, 'Wallcare Putty', shows a green wall with a pink vertical stripe and a potted plant. The second icon, 'Interactive', shows a palm tree in a room with a yellow lamp. The third icon, 'Picture Gallery', shows a green wall with a yellow square and a black frame. Below the icons is a purple bar with the text 'Replay Video' in white.

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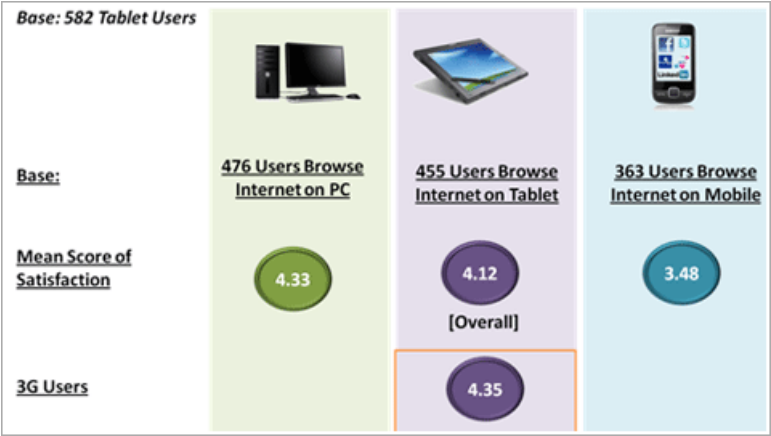
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experience rated by PC users who access Internet using their PC.



Tablets are a perfect companion while travelling among all the other digital devices. Further, they provide a much better experience in watching movies and listening to music compared to PC/Laptop or Mobile devices. However, they are not easy in typing characters. If the tablets are powered through 3G connections, the Internet usage experience is better than that experienced on a PC/Laptop. Tablet offer much better interface to access applications from and has become a family owned device which can be easily used by others in the family. PC/Laptop requires a steeper learning curve as compared to a Tablet.

			
	363 Mobile Internet Users	476 PC/Laptop Internet Users	455 Tablet Internet Users
Base:			
Faster to access Internet	3.31	4.23	3.98
Convenient to use	3.57	4.18	4.03
Even my spouse uses it	3.07	3.80	3.58
Even my kids/parents use it	2.96	3.64	3.40
Easy to use while traveling	3.82	3.45	4.05
Experience of watching movies	2.90	3.97	3.94
Experience of listening to music	3.78	3.96	3.96
Better to play games	3.29	3.86	3.87
Easy to type characters	3.37	4.22	3.82
Easy to use applications	3.47	4.22	4.00
Easy to browse the Internet	3.47	4.39	4.12

Tablet users (who also used PC/Laptop and Mobile phone) rate the device high for factors such as ease of browsing internet, ease of use while travelling, convenient to use and easy to use applications. However, the users find that it is inconvenient to type on the tablets and the other family members (spouse, parents or kids) do not necessarily find the tablet easy to use. The users also did not seem enthusiastic about watching movies, playing games or listening to music on a tablet device.

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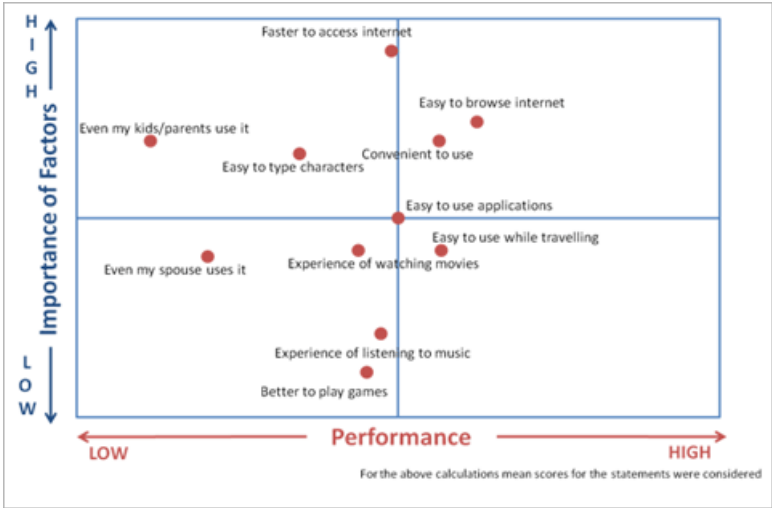
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Tablets potentially are placed between Mobile and PC/Laptop. They offer the functionalities that both of these devices provide. However, to make Tablet a multi-functional device; quite a few improvements will have to be incorporated. Experience on Tablets becomes much better when a faster connection is provided to the users. As of now, Tablets are not extensively used for office productivity applications. One of the drawbacks pointed out by the users is that they are not easy to type. Typing on a multi-touch device is proving to be a difficult interaction. A possible solution could be providing a portable wireless keyboard with a Tablet device.

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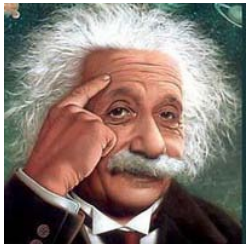
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