TO: Proximity Mobile Team

FROM: Michael Kelly Jr.

DATE: January 17, 2017

SUBJECT: iPad Report Proposal

The iPad is an uncompromising vision of personal computing. It put’s unbelievable power that leaps past most portable PCs at your fingertips with music, apps and more. It makes even complex work as natural as touching, swiping, or writing with a pencil making it more appealing to consumers. Apple will overcome challenges to reach consumers in such a competitive market.

**Proposed Title**

“The Future of iPad in The Tablet Market Place”

**Audience**

Stakeholders who are interested in learning more about the competitive market of tablets more so Apple’s iPad and how they can better reach market place in the future.

**Rationale**

Buyers are progressively value ~~w~~hile picking an iPad, measuring cost more vigorously than components or brand notoriety. Less expensive is not what comes with iPad but has not left the device being unsold as it offers more than normal tablets offering lower cost. Apple’s iPad has fell in the cracks of the tablet market due to Mac and Smart phone devices. Ipad’s new competitor in the market is now Windows detachable, which offers access full Microsoft window documents.

With the prices of iPad on the rise over time these tablets continue to sale at a higher rate than its’ competitors. Because of what Apple brings to the table. IPad is currently looking for innovative ways to reach the desired market with apps and operating systems to reach consumers. Apple has also been trying to be more innovative with applications including education for grades K-12 and accessories such as a portable key board.

**Topics**

The following topics will be covered:

* Tablet Market
* Apple’s iPad Advantages
* Apple’s Response to The Detachable Challenge
* What’s Next for iPad

**Sources**

Callaham, John. (2017, August 16)

“ Microsoft Slams Apple’s IPad Pr ‘computer with New Surface Ad.” Windows Central. N.p, Retrieved Jan. 19 2017 <http://www.windowscentral.com/microsoft-slams-apples-ipad-pro-computer-claim-new-surface-pro-4-ad>

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Vanian, Johnathan. (2016, August 01)

 “Apple and Samsung Lead the Declining Tablet Market” Frotune. Fortune Tech,

Retrieved. (January 18, 2017) <http://fortune.com/2016/08/01/apple-samsung-declining-tablet-market/>

This website was about the decline of tablets in the market place being led by Apple surprisingly and Samsung tablets

Blackburn, H. (2014). Millennials and the adoption of new technologies in libraries through the diffusion of innovations process. *Library Hi Tech*, *29*(4), 663-677.

This article was about millennials and their adoption of new technology and actually using new technologies