TABLETS
Where are we?
And how did we get here?
So, this is the joke about tablets, right?

Pretty high expectations
If you want to talk about where tablets came from, look at PDAs. THIS is the true spiritual genesis of the tablet. The smart device that you could hold in your hand started here. This is where mobile software was born.
Looking back, the PDA market had a surprisingly good run. These devices saw many of us through the 90s. Eventually they grew into early smartphones, like the Treo. ... and eventually they evolved again into tablets.
Apple had humble roots in the portables market. Market-leading tablet / smartphone platform, wasn't always that way. Anyone remember this?
It wasn't ready.

The devices just weren't there yet. Things weren't ready.

In between the PDA and the SMARTPHONE, some very capable tablets. This is what they looked like.
* Digitizer, weighed 5–10 pounds
* Expensive, fragile, vertical markets
Believe it or not, Microsoft was actually the true pioneer of this space.
This was their vision for tablet computing.
The pen takes the place of the mouse.
Ahead of the curve but missed the mark... see some similarities
A lot's changed.

Well, a lot's changed in the past decade. But let's hold on a moment.
So back when the Mac was introduced in 1984
Alan Kay, pioneer of programming / UI, one of Steve Jobs's heroes said:
"The Mac is the first personal computer worth criticizing."
So Apple introduces the original iPhone more than 20 years later
Steve invited Alan Kay
After Steve finishes the announcement, he asks Alan: "So... is the iPhone worth criticizing?"
"Make the screen five by eight inches, and you’ll rule the world."

Alan says this...

And three years later...
It's starting to look like Alan might have been right.
What does the tablet world look like today?

So, what does the tablet world look like today? Honestly, it's been the iPad... and a series of footnote products. Let's look at some numbers.
These are raw numbers from gdgt
... tablets our users bought just THIS YEAR
Pretty stunning.
More people added the original two year old iPad to their have list than every other tablet. Combined.
These numbers don't favor Apple -- because they don't include 2010 where Apple was basically alone in the market.
Let's look at the platform breakdown.
The scale here is pretty incredible.
It actually reminds me of Windows twenty years ago.
Apple has shipped over 40 million iPads
This means every Android tablet ever sold anywhere in the world is equivalent = iPhone 4Ss
Apple sold... last weekend.
Gartner's numbers look pretty similar to mine.
Why should I buy this instead of an iPad?

So, the question has now become: why should I buy this tablet instead of an iPad?
Why should I build on this instead of the iPad?

And for many of the people in the room, "Why should I build on this platform instead of the iPad?"
So what does the future hold?
My crystal ball is a little hazy, but...
... I think Palm is finally down for the count.
Microsoft went back to the drawing board on tablets, and it's now a core focus in Windows 8...
But underneath the hood it's still Windows.
Google just announced Ice Cream Sandwich...
Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time the font's sweeping semi-circular curves give it a cheerful demeanor.
In fact, just about the only folks who can answer this question aren't even really playing Apple's game.
The $200 Kindle Fire launches next month and I can't wait to see how it does.
Beautiful, simple, user-centric interface

Elegant design

Ecosystem of software + accessories

Aggressively priced

Answers the question

To close, no one's been able to compete. iPad isn't suffering a death by a thousand cuts... and it's not about specs. This is what you need to win...

On the market today, I can only one product that meets these criteria.
The Pyramid
Thanks!