



an Stanley

technology tools for developers, is a bid to capitalise on that early lead and extend the reach of the underlying technology platform by laying claim to an

the possible infringement on our trademark. We have no further comment at this time"

that rely on its platform a clear view of future business opportunities.

www.ft.com/apple

## urages sharing but it could pay to wait for a later version

### Connectivity will it

Standard versions – 2Gb and 64Gb at \$600/\$700 – there is Wi-Fi and Bluetooth. A usual docking port to a computer. An extra 3G option is available, offered by AT&T in the US. It can be worked out. You will pay \$15 or \$30 a month to AT&T depending on your data usage plan.

### Will there be a new App Store?

No, the existing App Store will provide new applications for the iPad, although there are expected to be few available at launch in March.

### Can you transfer apps from your iPhone/iPod touch?

Apps you use on your iPhone or iPod touch will run on the iPad either in their current size or blown up to

fill the screen. With games, Apple's technology doubles the number of pixels to make the resolution look better on a larger screen. Some of Apple's own apps such as e-mail have been specifically redesigned for the iPad.

### Is it better to wait a year for a better version?

It may pay to wait. Apple

has a habit of reducing prices or increasing storage as it works through new generations of products and the iPad, presented by Apple chief executive Steve Jobs (left). Still seems to be priced too high for the mass market. There will also be a shortage of content specifically designed for the iPad initially as Apple is working out deals and



pricing with the media industry

### What could Apple add to improve the product?

The main complaints about the iPad is that it lacks a camera and there is no USB connector nor memory card slot. There is no multi-tasking between applications and the browser lacks support for Adobe's widely used Flash software.

Chris Nuttall

# Rivals hope for boost from iPad debut

Full-colour touchscreen, elegant interface and fast page turning. Any consumers who are thinking of a dedicated e-reader device are to be reconsidering in the wake of the iPad, said Michael Garg, analyst at Interact technology and consultancy.

Its rivals appear less excited by the threat. They hope the iPad will boost the iPhone smartphone market.

The iPad's focus on reading is a validation of the reading experience," Steve Haber, president

of Sony's digital reading division. "The paradigm shift we've been speaking about is happening, and the momentum is building at an amazing pace."

As many as 5m e-readers were produced last year, and analysts expect the

10m

### Number of e-readers likely to be produced this year

number to double in 2010. Given the sheer size of the market, it seems likely that many e-readers will still be sold this year.

Sandeep Aggarwal, an analyst at Collins Stewart,

said he still expected Amazon to sell 1.5m Kindles this year. "We are not changing our estimates for Amazon Kindle and think it will remain one of the most compelling e-book readers," he wrote in a research note.

Moreover, the current e-readers are lightweight and falling in price. And some consumers may still prefer the E-Ink displays used by e-readers, which are easier on the eyes than the LCD display in the iPad.

"When you look at people who are buying e-readers this year, they're doing it because they want an optimised reading experience," said James McQuivey at Forrester. "The people who

are buying Kindles are unlikely to be swayed by the iPad."

Though e-readers have failed to gain traction in the classroom, educational publishers were effusive about the iPad's potential.

"Apple's new iPad adds to the potential opportunities for personalised learning and learner engagement," said John Makinson, chairman and chief executive of the Penguin Group that, like the Financial Times, is owned by Pearson.

With an intuitive touchscreen interface and rich colour graphics, the iPad could become a powerful learning tool. CourseSmart, which makes an application

that serves textbooks to the iPhone and iPod Touch, said it had begun work on an iPad version of the software, which would make available more than 8,800 e-textbooks.

Another way Apple may seek to enhance e-books is by integrating them with the broader online world, bringing in additional content such as commentary from authors and critics, and allowing friends to share updates and comments online.

"It's the marriage of digital reading with a rich digital web experience," said Mr McQuivey. "That's the killer app of digital reading that no one has touched."

## more proprietary

Industry at large, controlling both hardware and software also allows to make them work together in key areas such as performance and long battery life. It gained its hardware with the \$278m acquisition of Silicon Valley's P-PA Semi in 2008. A group of veteran semiconductor engineers had spent five years designing a low-power

microprocessor. It is not clear whether the A4 uses a design based on one provided by the UK's ARM, with ARM chips already running the iPhone and iPod touch. But Apple's use of its own technology in the iPad is something of a blow to Intel, whose chips power Apple's computers and whose low-power Atom microprocessor would have been a suitable candidate for the device.

### Opportunity Investment Management PLC, formerly Algo Vision PLC, (Company No. 03794223)

invites shareholders to supply their current contact information. When replying please provide your name, address and the number of shares held, together with a copy of your share certificate (if available) or any other proof of ownership to Jack Spiegler at Davenport Lyons, 30 Old Burlington Street, London, W1S 3NL.

### Republic New York Corporation

US\$150,000,000 Putable Capital Notes For the six month period 29 January 2010 to 30 July 2010 the Notes will carry an interest rate of 0.6875% per annum with an interest amount of US\$34.76 per US\$10,000 Note and US\$868.92 per US\$250,000 Note payable on 30 July 2010.

Citibank Agency & Trust 29 January 2010



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