

2011 Media Tablet Predictions:

Media Tablet Tsunami Arrives

1. A **dozen**⁺ products in market: confusion begins...messaging is key
2. Prices begin to **drop**, experiences vary
3. **Consumers** rule, but commercial gets exciting

1. A Dozen⁺ Products... Confusion Begins



2. Prices Begin to Drop, Experiences Vary



3. Consumers rule... **commercial** gets exciting



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