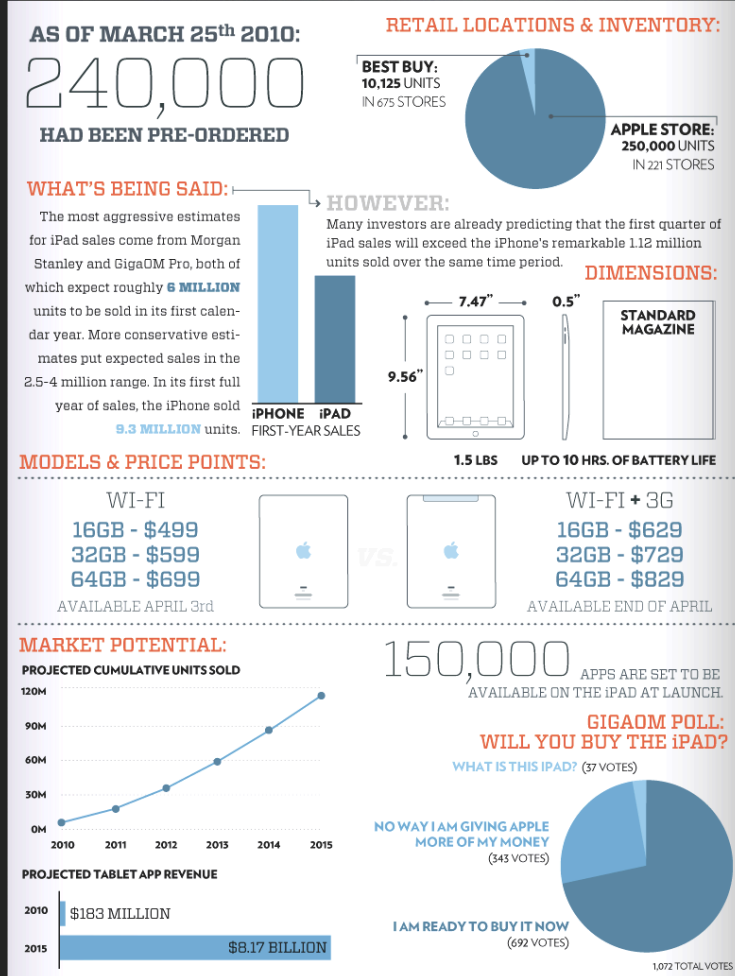


The iPad is Here !

THE iPad: APPLE'S NEXT GOLD RUSH

GigaOM

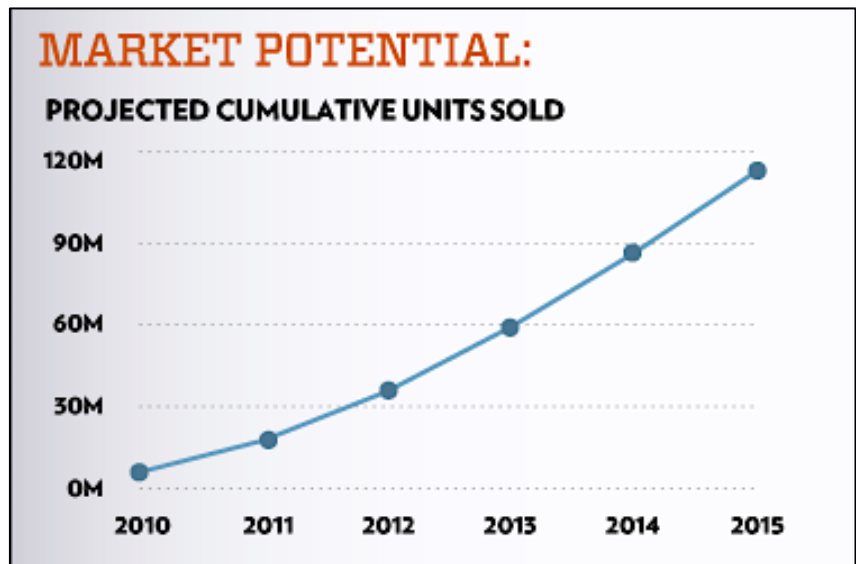


SOURCES: GIGAOM PRO, FORBES, WALL STREET JOURNAL, INFORMATION WEEK & ENGADGET

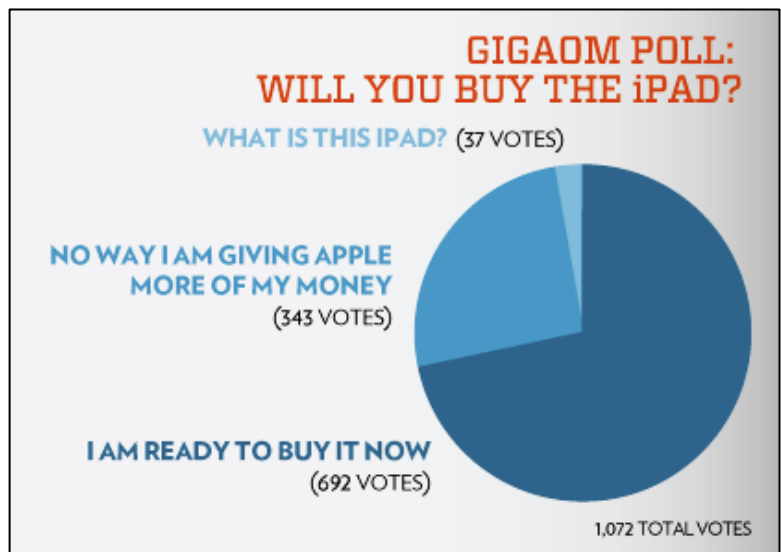
1. Keeping with the pattern, how much should a 128 GB WIFI iPad cost? How about a 3G one?

2. Taking a look at the 3G models, find the price per GB of each model (16 GB, 32 GB and 64 GB).

3. Looking at the “projected cumulative units sold” line graph, between which two years do we see the greatest increase in units sold? What is that increase? Why might the graph only go to 2015?



4. In the “will you buy an iPad” poll, what percent of those surveyed responded by asking what an iPad was? What percent are ready to buy now?



5. According to the “inventory” circle graph, on average how many more units will at an Apple Store than at a Best Buy?