

What We Missed About iPad

Written by Bob Snyder
04 February 2010

No one and no product could have lived up to the hype that preceded the Apple iPad launch. Not even Steve Jobs who cranked up the hype machine in the first place.



Steve Jobs stood there on stage, iPad in hand like Moses with The Tablet, and a list of his own Commandments: *Thou shall create a product category between smartphones and netbooks. Thou shall not have strange devices before you. Thou shall not covet thy neighbour's goods...*

But this time, this very time when we knew what we wanted, when we knew what to expect...somehow it didn't turn out to be the Second Coming we expected. (Actually for Steve it's the Third Coming but why quibble?)

Yes, the Apple faithful didn't break ranks. But plenty of journalists who try to make a living out of being sceptics certainly cranked out the critical articles: *10 Things Wrong with iPad*, *iPad No Kindle Killer*, *What iPad is Missing...*

But it's not about what iPad is "missing." It's about what we are missing. And we're missing the point. Almost all of us are just missing the whole point. And the consumer will soon prove us wrong.

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This time deceived us because it looks familiar: Steve Jobs the Product Genius (from the original Genius bar) poised on stage, waving a piece of hardware That Will Change the World.

He did that performance with the Mac (but in those days not as many were listening). He pulled it off big-time with iPod. And he did it with iPhone.

What's different? And why is iPad getting so much abuse?

We all really wanted to believe the hype, we wanted a device That Could Change the World. What Steve brought us was a clever re-positioning of the Tablet that Bill Gates wanted so badly for so many years. "It's not a Tablet," says Steve, waving his hand in a Jedi mind trick move..."It's a whole new category."

You see we fixate on the device, the product in Steve's hands. Because that's what we buy, that's what we see, that's what we touch and multi-touch...

But what we can't see, smell or hear on stage is the most important part of the Steve Show. iPad is walking into the market at an affordable price (\$499) and carrying one great sack of proven applications.

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DIVISION	% OF STOCK PRICE ▼
iPhone	51.5%
Macintosh	18.0%
iTunes & iPhone Apps	5.6%
iPad <small>NEW!</small>	4.3%
iPod	2.8%
Apple TV	1.7%
Cash Minus Debt	16.1%
TOTAL	100.0%