

## Nvidia Aims At Low-End Tablets

Written by Marco Attard  
23 May 2012

---

An interesting snippet emerges from the Nvidia annual stockholders' meeting-- the company is working on Kai, a "strategy" (if not a reference design) for cheaper, more powerful tablets carrying Tegra 3 processors.



As VP Rob Csonger says "Our strategy on Android is simply to enable quad-core tablets running Android Ice Cream Sandwich to be developed and brought out to market at the \$199 price point."

A means for vendors to beef up the Kindle Fire competitors, then? Perhaps. But back at CES 2012 Nvidia presented the ME370T, a quad-core tablet co-developed with Asus with a \$250 price point.

We haven't anything about the ME370T since then-- perhaps it will be reborn with Kai branding? If not, Nvidia might simply usher a new range of cheaper Tegra 3-powered tablets.

Go [Nvidia Annual Stockholders Meeting](#)