

Samsung's new high-end tablet may challenge iPads

NEW YORK, USA: Samsung began selling a new line of high-end tablet computers that are aimed directly at the market-leading Apple iPad.



The new Samsung Galaxy Tab S line will compete head-on with Apple's iPad Air and iPad Mini. Image: [AndroidCentral](#)

The South Korean electronics company said it was taking US pre-orders for the "new flagship" Galaxy Tab S line which it called "Samsung's most premium line of tablets ever."

The devices offer similar specifications to the iPad Mini and iPad Air and will be sold \$399 and \$499, the same price that Apple charges.

The new S series steps up competition from Samsung, which up to now has been selling lower-cost devices.

"Building on the heritage of the Galaxy S smartphone, the Galaxy Tab S delivers on our commitment to bring meaningful innovation that our customers care most about," said Gregory Lee, President and Chief Executive of Samsung Telecommunications America.

"We know consumers want the best screen possible when purchasing a tablet, and as an undisputed leader in display technology, we've brought our industry-leading' Super AMOLED (active matrix organic light emitting diode) screen to the Tab S for an unrivaled viewing experience," he said.

The Tab S will come in an 8.4 inch version, competing against the iPad Mini, and a 10.5 inch version that is similar to the iPad Air.

The company unveiled the new devices at a New York media event. Samsung is the second largest producer of tablets, with about 22 percent of the global market compared with 32.5 percent for iPad, according to research firm IDC.

Source: AFP via I-Net Bridge

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