

Apple brings gold to iPad to attract more users

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Accordingly, the new 9.7-inch iPad version of the company (*due to be released this month*), will have a yellow option for the back side besides two available colors, gray and silver. Thereby the iPad palette will be similar to the iPhone 5s.

Apple has yet to comment on the information.

Sales of the iPad segment have declined in the last two quarters after skyrocketing from \$ 5 billion when launched in 2010 to \$ 30 billion in 2012. Last year, iPad sales were \$ 32 billion.

Since October last year, Apple has not yet released a new generation of iPads, prompting users to gradually switch to larger iPhone screens, iPhone 6 Plus, instead. According to a survey by *RBC Capital Networks*, half of users choose to buy iPhone 6 Plus when asked to buy iPhone 6 or 6 Plus after the date of 2 devices.

Using color to boost sales has been applied many times by Apple in the past, starting with colorful iMacs in 1999. This strategy has generally brought success levels. However, sales of colorful iPhone 5C are disappointing

- consumer trend analyst *Amit Daryanani* of *RBC Capital Networks* said.

According to *Daryanani*, the more important issue is an iPad with a larger screen size, as this will attract new customers, especially business people. And this device, designed to carry a 12.9-inch screen will only be released as soon as next year.

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