

Apple may launch cheap tablets to increase sales

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An anonymous source, but well aware of Apple's supply, said the technology giant is considering launching the 9.7-inch iPad for just \$ 259 in 2018.

This new iPad may attract more users if the current model is too much for their budget (\$ 329). Maybe less than \$ 70 is enough to attract a certain number of customers to buy Apple tablets.

According to sources, Apple will release a new iPad in the second quarter of 2018. Besides the existing user base, Apple may push to bring iPads into the service and technology sector.

See also: iPad 2018 will no longer have the Home button and use Face ID

It is unclear whether Apple will change the iPad's hardware or design to reduce costs. According to Digitimes, Apple will outsource to produce iPad, Taiwanese manufacturer Compal Electronics, which previously produced goods for Acer, Lenovo, Dell, Toshiba and Hewlett-Packard.



Perhaps the iPad has not yet come to a joint return

iPad discounts may have a good effect. Sales of Apple tablet PCs have fallen sharply over the past few years and the popularity of users has gradually shifted to Microsoft Surface Tablet.

Lower prices can help iPad compete with high-end premium tablets from competitors such as Amazon, Asus or Huawei when customers pay much attention to price.

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