

Case study on why the tablet has destroyed the pc

[Business](#), [Marketing](#)



The evolution of computer can be described as a drastic changing technology over the years. The technology has evolved from the use of main frame analog computers to personal computers mostly known as PCs and notebook computers. This change has however been silenced with the introduction of the tablets and convertibles in the computer industry which is currently dominating the modern computer market, thanks to the apple innovations on this computer industry. This paper addresses some of the factors that have made the tablet and hybrids convertibles have a great dominance in the PC industry hence replacing the sales and use of the desktops, notebooks and netbooks which had marked a remarkable increase in usage for the past five years.

A tablet, as compared to the normal computer is a one piece portable computer that has a touchscreen where the user has to use his finger both as a mouse and a cursor (Gookin, 100). This means that the computer does not require external hardware such as the mouse and keyboard to perform its commands as it is necessary in laptops and desktops. A tablet has a visual keyboard on the screen but it can also be attached to an external keyboard by use of a USB cable. Convertible computers on the other hand have a keyboard that can be hidden by sliding or swivel joint hence leaving a touchscreen for use. Hybrid tablets have a keyboard that can be detached from the notebook so that the touchscreen can be used independently.

The efficiency and flexible use of tablets and convertibles where a person can use the computer at his own convenience; whether standing, seated, in a car, making sales or even taking notes in a meeting has made the use of tablets replace that of PCs at a remarkable rate. The most remarkable

reason that has made the desktops and laptops face a drastic replacement by the tablets, convertibles and hybrid notebook computers in the portability of the latter. As compared to desktops and laptops, tablets give a person freedom to use their computer at any place, whether in a flight, conference or even in a game drive. The features of the computer adds to these advantages in that it is slim, light weighing less than a kilogram and small yet performs better than the laptops and the desktops.

The portability function as a result of the small size of the machine has made its use be more important than that of the normal computers which have dominated the market for a long time. People have an easy machine that can be used in giving lectures, taking orders in businesses and point of sales, watch a favorite game or movie as one is travelling and maintain their social chats at any place any time. This is a need that has never been satisfied by the desktops which can only be used at one strategic room (non-portable) or laptops which are cumbersome to carry around.

A tablet also possesses a multitasking feature which cannot be found in the PCs and netbooks. With a tablet, one can take notes; take pictures and video chat or conference at the same time. This has even been made more lively by the fact that the device can be carried at the owner's convenience.

These features have made the sales of iPad see a drastic increase in the past two years as people prefer the computer device that will help them perform their duties effectively and conveniently multitask on both social and business tasks (Beck, 402). The tablet has further destroyed the PC market as a result of their accommodating operating system which uses less power as compared to the usual PC operating system which requires high power

supply in booting and operation of the machine. This has made it possible for the tablet's battery to have a longer life hence serving the user for long mostly those who need to use their computer in a remote place where power supply is limited.

Hence the tablet computer has at a high degree destroyed the market of PCs as a result of its efficient features and user friendly nature of the tablets that have satisfied the needs of the people at different social and economic arenas. The portability and long life battery use of the tablet has enabled businessmen travel at ease in their business trips while ensuring their business operations are running smoothly. The sales of tablets have outdone those of PCs where in the fiscal year 2012, over 31 percent had bought a tablet which marked a 19 percent increase from the year 2011 (Moscaritolo, 12).

Further, the innovations being introduced in producing a more user friendly tablet has further destroyed the PC industry. Mini tablets, slates and phablets which are smaller than tablets and bigger than smart phone is one strategy that has enabled the use of tablet be more portable hence more user friendly. Despite the PCs effort to create Windows 8 which would help them become more competitive to the tablets, this effort is not likely to succeed as the features of tablets have already won the confidence of computer users whose needs are better served by a more portable computer device.

Works Cited

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