


Best New Gadgets for 2012

Thinking about updating your phone or buying a tablet or e-reader? Here are a few of the latest and most popular gadgets poised to make a splash in the market in 2012.

Smart phones **35%** of smart phone owners use the Android platform, **24%** use the iPhone platform and **24%** use the BlackBerry platform.¹



The Cool Factor

Apple iPhone 4S (From \$199 with 2-year wireless contract) 

The iPhone 4S offers new features with the functionality and seamless design one expects from Apple. What sets the iPhone 4S apart from other models is Siri, a voice-activated "virtual assistant" that schedules appointments, dictates texts, and Web searches and more. The iPhone 4S is Apple's first world phone and features a dual-core A5 chip that's seven times faster than previous models. Store all of your media within iCloud, and your photos, apps, mail and more will be available to you on all of your Apple devices.

35% of U.S. cell phone owners have a smart phone, the majority of whom are Millennials: **58%** of adults aged 25-34 own a smart phone.¹

Mind Your Business

BlackBerry® Bold™ 9900  BlackBerry.

(From \$299.99 with new 2-year contract and data plan)

The BlackBerry® Bold™ features a 35-key backlit QWERTY keyboard as well as a touch screen. It runs BlackBerry 7 OS for faster browsing, navigation and voice-activated search and supports Adobe Flash.



Look for Research in Motion (RIM) to release smart phones with its new BBX™ operating system in 2012.

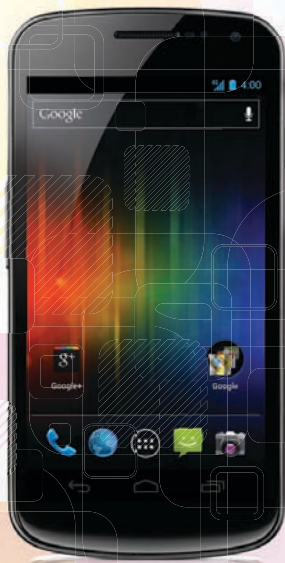
Google Android is expected to be the operating system of **49.2%** of the world's smart phones by the end of 2012.²

High-Tech on a Budget

Samsung® Galaxy™ Nexus™ (To be determined) 

The latest member of the successful Galaxy phone series, the Samsung® Galaxy Nexus™ is one of the first phones to run on the Android 4.0 "Ice Cream Sandwich" operating system, which features Face Unlock, the new facial recognition software that allows the user to unlock the phone without typing a password.

As of Q2 2011, Android devices made up **43.4%** of new smart phone sales, while Apple comprised **18.2%**.³



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Sources: 1. Wall Street Journal, July 11, 2011
2. The Guardian, April 7, 2011
3. New York Times, October 4, 2011



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Tablets

The Champ

Apple iPad 2 (From \$499) 

The Apple iPad 2 has set the standard as the leading tablet on the market. Store your music, movies, photos and e-books in iCloud, Apple's cloud storage system for retrieval on your other mobile devices. The iPad 2 features a 9.7-inch screen with multi-touch technology. Thin and powerful with a 10-hour battery, it uses the iOS operating system and is available with Wi-Fi® or 3G. In addition to the built-in apps, you have access to more than 140,000 iPad apps through the App Store.



The Contender

Samsung® Galaxy Tab™ (From \$499 unlocked) 

Considered one of the closest rivals to Apple's iPad 2, the Samsung® Galaxy Tab™ is available in three sizes: 7 inches, 8.9 inches and 10.1 inches. Available in 3G and Wi-Fi®, the 8.9-inch and 10.1-inch models utilize the Android 3.1 Honeycomb operating system, while the smaller model uses the Android 2.2 Froyo operating system. All models feature a 3.0-megapixel camera, geo-tagging, a camcorder for high definition recording and capabilities for video sharing and online image uploading. All models feature 16GB of internal memory, with an option of 32GB for the larger models, as well as compatibility with Microsoft® Office.



The Up-and-Comer

Amazon Kindle Fire™ (From \$199) 

Released in November, the Kindle Fire™ was heralded by many as "the iPad killer" and features a 7-inch full color touch screen and runs on the Android 2.3 operating system. While the Kindle Fire™ doesn't have a camera like the other tablets, it does tout over 8GB of storage, enough for 80 apps, plus 10 movies, 800 songs or 6,000 e-books, which you can continue reading on your smart phone or computer. All Kindle products have access to over 1 million books, newspapers and magazines as well as the capability to borrow e-books from your local library.



e-Readers

Amazon Kindle™

(From \$79)



Top features:

- Fully redesigned into three new devices: Kindle 4, Kindle Touch and Kindle Touch 3G
- Access the keyboard with the touch of a button or a tap of the screen
- Kindle Touch 3G also features free 3G service in 100 countries, with no annual contract or data plan required

Sony Reader™ Wi-Fi®

(From \$149.99)



Top features:

- Lightweight 6-inch e-reader with an E-Ink® touch screen
- Wi-Fi® gives you access to over 2 million titles, in addition to Google public domain books, Wikipedia and Google search
- Stores over 1,200 books, as well as digital music files and audio books

Barnes & Noble

Nook Color™

(From \$199)



Top features:

- 7-inch VividView™ Color touch screen
- Listen to MP3s or Pandora® Internet radio while you read
- Bookmarking feature allows you to continue reading a book on your smart phone or computer

