

**LETS TAB (IT)**

BY PROMOTIONAL IMAGE

A DNA Consumer Connect Initiative

# XPAD: The world's most affordable tablet PC debuts in the global market

*Simmtronics' XPad takes computing technology to a new level*

The tablet wars are heating up once again with Simmtronics, one of the top three brands in the world. Simmtronics XPAD has been very successful all across the globe. Simmtronics is the only manufacturer of tablet PCs in India. It is the only tablet manufacturer in the world who is not in China. The XPad tablet series starts from 7" to 10". Simmtronics range comprises 24 different models of tablets in the global market.

Simmtronics has recently upgraded its manufacturing capacity from 200,000 tablets per month to 350,000 tablets per month. Simmtronics has been constantly upgrading their manufacturing facility.

Simmtronics launched XPAD in the Middle East in July 2012 and has received an amazing response. XPAD was called the "Worlds Most Affordable Tablet of 2012."

Arif Khan, Director, Simmtronics Dubai, said "XPAD has made it to the number 1 tablet brand in the Middle East. We have huge order bookings from entire GCC Countries and users have very excited and satisfied with the product. Simmtronics XPAD prices start from a little over US\$80 and is aimed at consumers who seek reasonably priced products without any compromise on quality, convenience or functionality.

Dr. Indrajit Sabharwal, Managing Director of Simmtronics, described the new development as result of a revolutionary leap in computing

as result of a revolutionary leap in computing technology that enabled tablet makers to incorporate the most advanced features in their products at minimal cost. He added that the company also plans to constantly launch Tablets with latest technology and features for the global market.

"By launching the XPad in the UAE, UK, Singapore and other markets, we believe in taking the tablet revolution to as many people as possible," Sabharwal said.

"The multi-touch XPad has already been acknowledged as a formidable companion - whether for businesspersons on the go or for gamers requiring quality graphics for their entertainment or for those seeking to enjoy high-quality entertainment," he added.

The XPad comes in 7", 8", 9", 9.7" and 10" versions and is way ahead of its competitors by incorporating both calling function as well as high-definition displays on its robust Android ICS4.0 operating system.

The tablet offers maximum connectivity to the Internet, printers, high density TVs, or any number of external devices for easy and reliable on-the-go access to email, movies, videos, music and photos.

The XPad's six-in-one architecture supports 3G connectivity, 1080p high-definition video playback, audio processor, and dual 2D/3D graphics.

CPU that can handle multiple tasks at consid-



The tablet comes with powerful 1.5 GHz CPU that can handle multiple tasks at considerable speed and packs 8 GB of internal NAND Flash memory for data storage. This tablet also features a MicroSD card that can be expanded to provide storage of up to 32 GB.

The major advantage Simmtronics possesses is that Simmtronics designs and develops the tablets to customised specifications, which include enhanced memory / camera / battery, etc and as per customers price requirements.

Additionally, the presence of the USB and flexibility and larger viewing.

HDMI ports allows users to connect their hard-drives and other devices to offer full operating flexibility and larger viewing.

The multi-functionality of the XPad is its most attractive feature. The XPad certainly appeals to those require high-speed Internet while on the go. Through the USB Dongle feature, the XPad puts an end to connectivity limitations. This makes it not only the most robust Tablet PC but also the ultimate productivity tool. Simmtronics currently has booking of over half million tablets as on August 2012. It has four manufacturing facilities globally and and tablets.