

# tablet BREAKTHROUGH

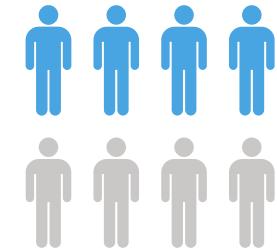


## Quick Facts

### Acceptance

**195,400,000** units

**68%** sold worldwide in 2013,  
**increase from**  
**the year before**



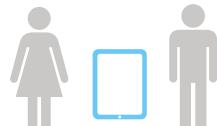
**50%**  
of mobile users  
own **BOTH** smartphone & tablet

### Today

It is estimated that in 2015, more tablets will be shipped than laptops & desktop PC's



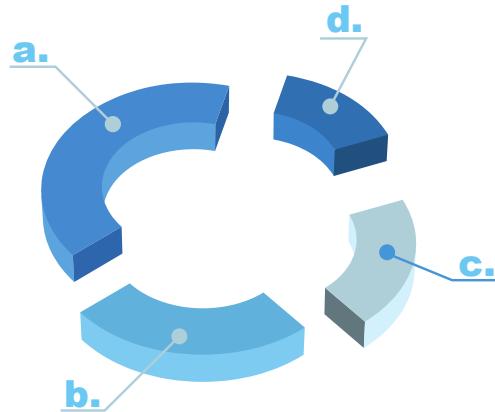
**COMBINED**



**34**

**average overall age of tablet owner**

- a. **48%** - of U.S. households own at least one tablet (2014)
- b. **28%** - increased field tech productivity by tablets (2012)
- c. **21%** - of workforce asked for tablet for work (2011)
- d. **9%** - of U.S. adult population that does not own some sort of mobile device



### The Future

Global sales  
expected to hit

**\$1 BILLION**

by 2017

