

EXHIBIT 15

Subject: Fwd: Tablet Competitive Update July 7th, 2011

Date: Thu, 07 Jul 2011 23:24:27 +0000

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Begin forwarded message:

From: Paul Meade <pmeade@apple.com>

Date: July 7, 2011 4:15:20 PM PDT

Subject: Tablet Competitive Update July 7th, 2011

Quick competitive update:

- Most of the summers competitive devices are now available, see chart below for details. (Samsung Galaxy 10 clearly the closest in reviewers minds).
- The HP TouchPad launched on July 1st to less than stellar reviews.
- The Toshiba Thrive will be available on July 10th.
- Attached the latest version of the Competitive Tracker.

HP TouchPad Highlights:

- 9.7" IPS display (very similar display module to K48), 1024x768
- Snapdragon APQ8060 dual core 1.2Ghz
- WebOS 3.0
- Front facing camera only 1.3MP
- Size = 240mm x 189mm x 14mm
- weight = 740g (1.6lbs)
- 22.2Whr battery
- Has inductive charging coil built in to be used with optional TouchStone dock (\$80)
- Initial reviews have been pretty harsh with weight (1.6lbs) and sluggish OS being major complaints. In our own testing, the display seems "dull" even compared to K48 and the accelerometer/orientation control seems extremely "twitchy". In our video playback tests we achieved 6hrs of playback (65% brightness).
- The SW itself is intuitive and easy to use but the glitches and sluggishness are hard to overcome and the product feels it was shipped before it was ready.
- In the take apart it was clear there are provisions for a cellular model soon with plenty of space for the cellular components.

- Available July 1st.

- the HP roadmap found on the web shows the 64GB and 4G Touchpad's coming next month along with the 7" Opal in the Fall.

Toshiba Thrive Highlights:

- Available on July 10th.
- Comes in a 8GB configuration for \$429
- Also has removable colored back covers for personalization
- 10.1" display, 1280x800
- Android 3.1
- Tegra2 with 1GB RAM
- 2MP F/F and 5MP R/F
- User replaceable battery
- Full sized SD and HDMI

Amazon Tablet Coming Soon?

- Probably the last of the summers competitive threats will be from Amazon. Its no secret that they have been staffing up their local Lab126 development center and its likely to ship a tablet (or tablets) in August/Sept.
- Amazon it likely one of the few potential competitors that have enough of the platform pieces to mount an interesting offensive on the tablet front considering their brand loyalty, cloud services, video streaming service, Android App store and its MP3 store.

Motorola Xoom

- Currently been discounted by \$100 at BestBuy (32GB for \$499)
- Also the original Xoom launch was 3G with the promise of a 4G upgrade by the end of June. The latest word from Motorola is now the upgrade will be available by the end of Summer. This must be infuriating for current shoppers especially with the 4G of the latest Samsung Galaxy 10.1" now up for pre-order.

Samsung Galaxy 10.1"

- Now available for pre-order with 4G on Verizon, available mid to late August.

iPad makes up 1% of global web browsing:

- Report from NetMarketShare shows iPad is now responsible for 1% of WW web browsing.

Tablet App Stores:

- This week it was reported that the number of tablet apps in the Apple App store crossed the 100,000 mark.
- In comparison, CNNMoney reported that the number of Android Apps optimized for tablets was 1,345.
- WebOS on their launch day (July 1st) had a total of 300 (8,000 apps available for the Palm Pre but only 70% of them work and there is no magnify feature so you are stuck with the phone sized app on the tablet)

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Works Great With:



Colored Covers

Personalize your new Thrive tablet with a variety of attractive, replaceable back covers featuring our Easy Grip Finish.



iPad Competitive Landscape 2011



Coming soon! Order now to get it as soon as its available.



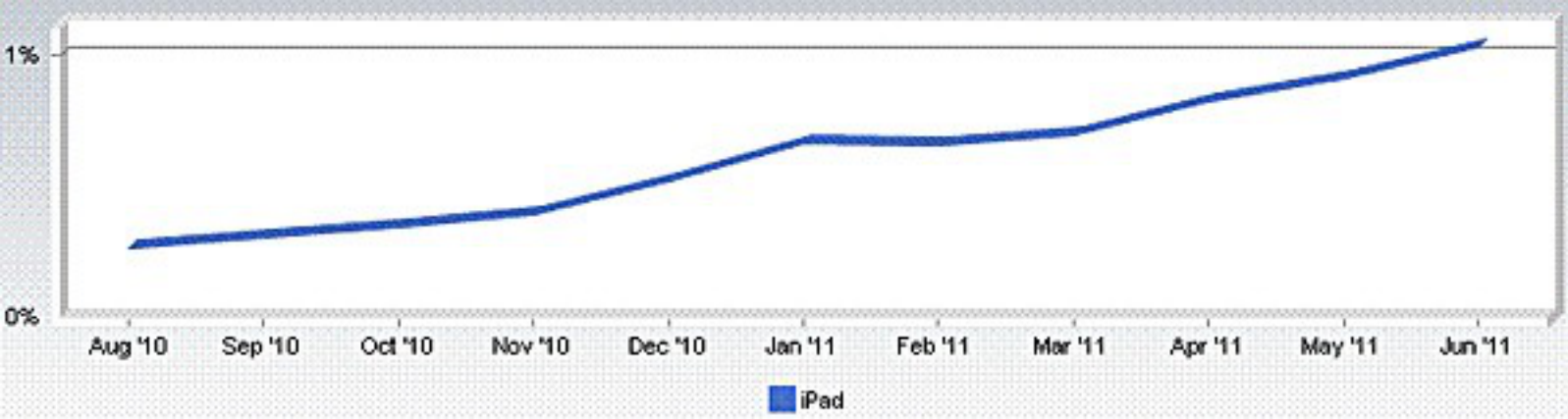
Ships: 4-6 Weeks



**Samsung Galaxy Tab™ 10.1
16GB**



\$529.99





phones.com

OS	iOS	iOS	Android 2.2	Android 2.2	Android 3.0	QNX	Android 3.0	Android 3.0	Android 3.0	Android 2.3 (Gingerbread)	Android 3.0	WebOS 3.0	Android 3.0	Android 2.3	Android 3.0	WebOS 3.0	Android 3.0	Android 3.0	Android 3.0	Android 3.0	Windows 7 Pro	Windows 7 Pro	Android 3.0	Windows 7	
Processor	HPV A8 @ 1GHz	HPV dual core A9 @ 1GHz	Samsung Hummingbird A9 @ 1GHz (1.2GHz in v2)	Nvidia Tegra2, dual core @ 1GHz	Nvidia Tegra2, dual core @ 1GHz	Ti OMAP 4330 dual core @ 1GHz	Nvidia Tegra2, dual core @ 1GHz or 3D version?	Nvidia Tegra2, dual core @ 1GHz or 3D version?	Nvidia Tegra2, dual core @ 1GHz or 3D version?	Dragonball Hummingbird @ 1GHz	Nvidia Tegra2, dual core @ 1GHz	APR6000 1.2GHz	Nvidia Tegra2, dual core @ 1GHz	1GHz	Nvidia Tegra2, dual core @ 1GHz	APR6000 1.2GHz	Tegra 125	Nvidia Tegra2, dual core @ 1GHz	Nvidia Tegra2, dual core @ 1GHz	Nvidia Tegra2, dual core @ 1GHz	Intel Oak Trail 1.5GHz	Intel Oak Trail 1.5GHz	Nvidia Tegra2	Intel Oak Trail 1.5GHz	Intel Oak Trail 1.5GHz
RAM	256MB	512MB	512MB	1GB	1GB	1GB	1GB	1GB	1GB	1GB	1GB	1GB DDR2	?	512MB	1GB?	?	?	?	?	?	2GB DDR2	2GB DDR2	?	3GB RAM	
LCD Size	9.7"	9.7"	7.0"	7"	10.1"	7.0"	8.9"	10.1"	10.1"	7"	10.1"	9.7" XGA w/IPS	?	8"	8.9"	10"	10"	9.4"	pair of 5.5"	10.1"	10.1"	7"	10"		
LCD Resolution	1024x768 (4:3)	1024x768 (4:3)	1024x600 (16:9)	WVGA 800x480	1280x800 (16:10)	1024x600 (16:9)	1280x800 (16:10)	1280x800 (16:10)	1280x800 (16:10)	1024 x 600 (16:9)	1280 x 800 (16:10)	1024x768 (4:3)	1280x800 (16:10)	1024x768 (4:3)	1280 x 800 (16:10)	1024x768 (4:3)	1280 x 800	1280 x 800 (16:10)	1280 x 800 (16:10)	1024 x 480 (21:9)	1280 x 800 (16:10)	1280x800 (16:10)	1024x600 (16:9)	1366 x 768	
LCD PPI	152	152	169	133	149	167	149	149	149	169	149	152	149	149	169	152?	160	160	255	149	160	160	160		
Camera	None	HD, 720p 1MP	3MP (5MP in v2)	0.3MP AF	3MP	3MP	3MP	3MP	3MP AF	3MP AF	3MP AF	3MP AF	none	10MP	3MP AF	none?	3MP AF	3MP AF	3MP AF	3MP AF	3MP AF	3MP AF	3MP AF	3MP	
Video Recording	None	720p	720p	yes	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	720p	1080p	
Adobe Flash	None	None	Yes, 10.1	yes	Yes, 10.1	10.1	probably, 10.1	?	10.2 after upgrade	10.1	10.2	yes	yes, 10.1	?	10.2	yes	?	?	?	?	?	?	?	?	
Internal Storage	16/32/64 GB	16/32/64 GB	16/32 GB	16GB	32 GB	8/16/32/64 GB	32GB	16 GB	16GB + web storage	32GB	16/32/64GB	16/32 GB	16/32 GB	16/32 GB	16/32/64GB	16/32 GB	16/32 GB	16/32 GB	16/32 GB	16/32 GB	32GB	32GB	32GB	up to 128GB SSD	
Memory Slot	None	None	uSD	uSD	uSD	None	None	None	uSD	uSD (up to 32GB)	uSD (up to 32GB)	?	SD	uSD (up to 32GB)	?	?	uSD (up to 32GB)	?	?	?	?	?	?	?	
WiFi	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	802.11a/b/g/n	
Bluetooth	2.1	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	2.1 + EDR	
Sensors	Accel, Compass, ALS	Accel, Gyro, Compass, ALS	Accel, Gyro, compass, ALS	Accel, Compass, GPS, Prox, ALS	Accel, Gyro, Compass, ALS	Accel	Accel, ALS, Gyro	Accel, ALS, Gyro, Compass, GPS	Accel, ALS, Gyro, Compass, GPS	Accel, Gyro, Compass, ALS	Accel, Gyro, Compass, Proximity	Accel, Gyro, Compass, ALS	Accel, ALS, ?	ALS, Accel	Accel, Gyro, Compass, ALS	Accel, Gyro, Compass, Proximity	?	?	?	?	?	?	?	?	GPS, Accel
Speakers	mono	mono	Stereo	Stereo	Stereo Speakers	3 speakers	Stereo Speakers	stereo, QRC WOV, HD	Stereo Speakers	stereo, QRC WOV, HD	Stereo (surround)	Steno	Stereo + SPS	?	Steno	?	?	?	?	?	?	?	?	?	
Connectors	30 pin	30 pin	30 pin (HDMI, USB, charging)	30 pin, SD	microUSB, mini-HDMI, charging port and contacts	microUSB, mini-HDMI, charging port and contacts	uSD, HDMI	USB2.0 port, HDMI	mini HDMI, micro USB	microUSB	30 pin (HDMI, USB, charging)	microUSB	USB, mini USB, HDMI, SD	?	?	?	?	?	?	?	?	?	?	?	
Dimensions	242.8 x 188.7 x 13.4mm	241.27 x 185.77 x 13.4mm	190 x 120 x 8.8mm	198.9 x 119.8 x 12.2mm	246.1 x 167.8 x 12.9mm	193 x 130 x 10.2mm	243.8 x 168.8 x 12.7mm	149mm	269 x 175 x 12.95	675g	195.5 x 112.5 x 13.2	256.6 x 172.3 x 8.6mm	241 x 190 x 13mm	?	167 x 205 x 12.2	230.5 x 157.8 x 8.6mm	180 x 144x 13mm	?	?	?	?	?	?	?	
Weight	680g (73g K46M)	612g (K94)	380g	450g	730g	400g	620g	?	?	?	?	?	?	?	544g	470g	?	?	?	?	?	?	?	?	
GPS	Yes	Yes	Yes	Yes	Yes	No	?	?	?	?	?	?	?	?	Yes (cellular)	yes	?	?	?	?	?	?	?	?	
Cellular Options	3G (HSPA or EVDO)	3G (HSPA or EVDO)	3G (HSPA or EVDO) WiFi in O1 (7) 3G (HSPA or EVDO)	4G HSPA+	3G (EVDO), free HW upgrade to LTE (VZW)	4G (WiMAX) in O2 LTE (Sprint) in O1	4G (Wi-Fi-Mobility) (Sprint)	WiFi only	3G cellular options available	WiMax	HSPA+ (21Mbps)	Summer (WiFi only), 3G, 4G modes later	?	?	HSPA+ (21Mbps)	?	?	?	?	?	?	?	?	?	
Battery life claim (hrs)	10h	10h	?	?	10h	8h (20Wh)	9h	pair of 3200mAh batteries, 8hrs	9.5hrs (24.4Wh)	4h (14.8Wh)	10h (25.3Wh)	8h	?	10h	10h (22.2Wh)	8h	?	?	?	?	?	?	?	?	
Other			Getting a 3MP front cam bump, new processor & LTE in v2 (S2)				3D capture but needs glasses for playbook		Includes ASUS webstorage. Keyboard dock necessary. DLNA	HTC Scribble (hold 999) HTC Sense includes Online getting dual mics for NC	Exchange ActiveSync. Quickoffice HD	"Touchstone" inductive charging. cloud storage. Touch to share	replaceable battery (5 colors front)	4GB (2GB user avail), built in R battery multiple speakers, 3G	TouchWiz UI skin (Exchange ActiveSync, Quickoffice HD, 3G)	2 mics, 2 video chat windows. Def "stage 1.5" UI	"quick and smooth UI" "swif" browser (R remote DLNA	PlayStation certified	pen and digitizer optional	pen and digitizer optional	pen and digitizer optional	pen and digitizer optional	pen and digitizer optional	pen and digitizer optional	
Apps	>350,000 apps	>350,000 apps	>350,000 apps	200,000 scaled phone apps, handful of tablet apps	200,000 scaled phone apps, handful of tablet apps	200,000 phone apps, unknown 3.0 apps at launch	Adobe AIR & Web Apps. Also supports Android 2.3 apps	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 scaled phone apps, handful of tablet apps	200,000 phone apps, unknown 3.0 apps at launch	~10,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	200,000 phone apps, unknown 3.0 apps at launch	
Availability	Q2 2010 (S/W)	Q2 2011 - Q3/W	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	Q4 2010 - Q3 2011	
Pricing	\$499 - \$829	\$599	\$499	\$499	\$799 (\$208 3G-4G) \$599 (Wi Only) \$599 (S4G)	\$499 (16GB) \$599 (32GB) \$599 (64GB)	\$529 99 (with 2yr contract and \$100 rebate) \$729 no contract	\$449 (WiFi)	\$399 (16GB)	\$249	\$499 (16GB) \$599 (32GB)	\$499 (16GB) \$599 (32GB)	\$168 \$429 \$679	\$379 (4GB)	\$499 (16GB) \$599 (32GB)	?	\$599?	\$699	16GB, 32GB, 64GB	\$729 (32GB) \$849 (62GB)	\$729 (32GB) \$849 (62GB)	\$729 (32GB) \$849 (62GB)	\$729 (32GB) \$849 (62GB)	\$729 (32GB) \$849 (62GB)	

Shipping

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webOS Roadmap

