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Is costly iPad mini small enough for doctor's coat?

Mark Lyall · Saturday, October 27th, 2012

Introduction of iPad mini has triggered mixed reaction among the consumers. Some analyst reported excitement in the users owing to its small size, but some analyst rated the iPad mini low on consumer preference index owing to its high starting price of $329 and some of the features missing as compared to previous version of iPad like retina display. iPad has an edge as medical tablet over its competition. The key question is acceptability of iPad mini by the medical community and increase the market share as medical tablet even more with introduction of iPad mini.

The key features that differentiate iPad mini from previous iPad versions and/or existing competitive tablets are its small size (7.87 inches tall by 5.3 inches wide), a dual-core Apple A5 processor, which is the same found in an iPad 2 or iPhone 4S, optional LTE, a 5-megapixel iSight camera, 802.11n Wi-Fi, the new Lightning connector, and a claimed 10-hour battery life. The small size makes iPad mini 53% lighter and 23% thinner than the new 4th generation iPad, which was launched at the same time. The iPad mini is expected to be a hit among physicians per survey conducted by Epocrates, prior to its release. The small size is attributed the main reason for high interest in the medical community.

What are the key features that allure medical community towards iPad mini?

As described by experts, the key features that excite healthcare professionals towards iPad mini include:

- Due to its small size, iPad mini is the first iPad that can fit into the standard lab coat pocket, which typically measure about 8.5 inches by 7.5 inches. It would be easier to carry it around with them on rounds.
- The resolution of iPad mini remains the same as the normal iPad2 so all the apps and content for the iPad will run on the iPad Mini, i.e. all apps that run on iPad will run on iPad mini.
- The keyboard for iPad mini is of reasonable size and should not pose major problem as initially perceived
- In spite of being low powered machine, user reports suggest that the Mini is more than capable of running powerful apps. This is important as medical apps often are quite resource intensive.

There are some trade off though, as the screen resolution of iPad mini is not as high as the iPad3 with Retina display. This can mean that viewing radiology images may not be as high quality with the mini. None-the-less portability of the iPad mini is a major selling point for the medical community.

Preorders for the iPad mini have already started this Friday, October 26th, and it will hit store shelves and start shipping next Friday, November 2nd.

Source

This entry was posted on Saturday, October 27th, 2012 at 9:55 pm and is filed under Health News
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