

Does "iPad" translate to "iHave to have one"?

Posted by [Jeff Hasen](#) on January 27, 2010 at 02:45 PM PDT

With the iPad announcement mercifully behind us, we've moved past the iThink speculation. On to the "iHave to have one" stage?

For weeks, the Apple hype machine hummed like only it can. By far the biggest surprise from today's event is the pricing - basic iPad models will cost \$499, \$599 and \$699, depending on the storage size. 3G models will cost more — \$629, \$729 and \$829, depending on the amount of memory.

And that's before you factor in data plans which will range from \$15 to \$30 a month.

Among the smart moves by Apple is the consumer's ability to take downloaded iPhone apps onto the iPad. Larger real estate, more razzle and dazzle. More bang for the buck.

While Apple is after synergy, it also is after developing a whole new way to enjoy books, media, games, and more. They sure aren't hiding that fact.

"In order to really create a new category of devices, those devices are going to have to be far better at doing some key tasks," Apple's Steve Jobs said. "We think we've got the goods. We think we've done it.

"The iPad is so much more intimate than a laptop and it's so much more capable than a smartphone with its gorgeous screen. It's phenomenal to hold the Internet in your hands."

The New York Times pointed out some of the deficiencies.

"The device lacks a camera, the ability to make phone calls and does not work with the ubiquitous Flash software that runs many Web sites," the Times said soon after the announcement.

All true and all downers.

Apple wisely will continue to stoke the hype fires until the product reaches stores in March. Unlike Google with the Nexus One, on day one of sales, consumers will be able to do their hands-on examination and decide for themselves.

For me, the jury is out. As I've mentioned on this blog, the best part of the iPhone for me is having the true Internet in your hand. Whether I need another device to do that is what iWonder