



+44 (0)20 7667 6600

Touchbutton

No: 11, 24 October 2012

The best things in life come in small packages

Less than two years ago we wrote about the introduction of our portfolio valuation app for the iPhone and iPad. At the time some observers thought that the iPad, and an app of this nature, was something of a novelty, but we remarked that the use of tablets such as the iPad would go far beyond what anyone could imagine. We even said: "today's iPad will look very clunky in five years."

Yesterday, as Apple fans will know, the new mini iPad was unveiled, as well as lots of other Christmas wish-list hardware for people who can't live without Apple products. And there are a lot of them: Apple have sold over 100 million iPads in just two and a half years and 91% of all web traffic on tablets is via the iPad. A staggering 35 billion apps have been downloaded. As Tim Cook said in Cupertino yesterday, this is quite extraordinary for a new product in a new category.

But the greatest excitement – and one which bears out our comments two years ago - is the wide ranging use of this technology. This is not just about social media and games. It is taking business by storm, and education too. 470 of the companies which make up the Fortune 500 are either testing or actually deploying iPads and 80% of the United States' core curriculum text books are now available on the iPad. It is hard to see how this can do anything but continue to grow at a staggering pace, and embrace aspects of our lives that we have not yet thought could be influenced by technology.

If you haven't got one, it may be time to start writing that Christmas wish-list.



Berry Asset Management PLC
79 Pall Mall
London
SW1Y 5ES

t : +44 (0)20 7667 6600
f : +44 (0)20 3427 5400
w : www.berry.co.uk

If you no longer wish to receive marketing emails from us please [click here](#). Alternatively, you can write to us at: Berry Asset Management PLC, 79 Pall Mall, London, SW1Y 5ES, United Kingdom or email unsubscribe@berry.co.uk.

The value of investments, and the income arising from them, can go down as well as up, and is not guaranteed, which means that you may not get back what you invested. Past performance is not a reliable indicator of future results. Changes in exchange rates may also cause an investment to fluctuate in value. Levels of taxation depend on your individual circumstances and the value of any tax reliefs which apply. Whilst every effort has been made to ensure that the information contained in this document is correct, the directors of Berry Asset Management PLC can take no responsibility for any action taken (or not taken) as a result of the matters discussed within it.

Issued and approved by Berry Asset Management PLC. Authorised and regulated by the Financial Services Authority 25 The North Colonnade, Canary Wharf, London E14 5HS. Incorporated in England No: 1583393. It is not intended as an offer to acquire or

dispose of any security or interest in any security.

© 2012 Berry Asset Management. All rights reserved.