

## Bloomberg: Apple Preps 12.9-inch iPad

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"People with knowledge of the matter" tell Bloomberg Apple suppliers are set to work on the largest iPad yet-- a 12.9-inch version, the result of "at least" a year of development.



Reportedly the larger iPad is the result of CEO Tim Cook's work to "shake up" the iPad lineup following 2 straight quarters of sales declines of the currently available 9.7- and 7.9-inch models.

But why would Apple make a larger iPad? The answer is enterprise-- following its July partnership with IBM the company wants to woo corporate customers with tablets able to take over the tasks of traditional laptops.

According to IDC businesses, schools and governments are set to become bigger tablet buyers, accounting for 16% of Q2 2014 tablet sales. "We're expecting larger tablets to do better," the analyst tells Bloomberg.

Perhaps more predictably Apple is also said to be working on a refresh of the more familiar iPad models, with launch to take place in time for the holiday season.

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