

HTC: Low-End Tablets "Not Profitable"

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Not content with being the maker of Google's Nexus 9 tablet, HTC has plans to launch own-brand tablets on 2015, Focus Taiwan reports-- but it will not make any low-end devices, not when profit margins are so thin.



"It's not a profitable market," HTC N. Asia president Jack Tong tells Focus Taiwan. "There is actually a bit more room for growth and product differentiation in the high-end and mid-tier tablet segments."

Tong adds the 7-inch tablet market is also under threat, as market share is being devoured by phablets and oversized (5.5-inch+) smartphones such as the iPhone 6 Plus and the Nexus 6.

The remarks come on the Taiwan launch of the Nexus 9, HTC's first foray in tablets since the 2011 Flyer. The company had high hopes for the Flyer, yet it sold poorly-- so much so it never even revealed its sales figures. However rumours persisted on HTC making a successor to the device, including a Windows RT-powered version and something called "Babel," a 10-inch tablet supposedly able to switch between Windows 8 and 64-bit Android.

Will the Babel concept make it in HTC's future tablet plans? We will only know come 2015, of course.

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