



Visual Land Inc.  
New Product Presentation  
September 2, 2015

# TABLET INDUSTRY TRENDS

## Shipments

### By Vendor – Q2 2015

(in millions)

VENDOR	Q2 2015 UNIT SHIPMENTS	Q2 2015 MARKET SHARE	Q2 2014 UNIT SHIPMENTS	Q2 2014 MARKET SHARE	YoY GROWTH
APPLE	10.9	24.50%	13.3	27.7%	-17.9%
SAMSUNG	7.6	17.00%	8.6	18.0%	-12.0%
LENOVO	2.5	5.70%	2.4	4.9%	6.8%
HUAWEI	1.6	3.70%	0.8	1.7%	103.6%
LG	1.6	3.60%	0.5	1.0%	246.4%
OTHERS	20.4	45.60%	22.4	46.7%	-9.3%
TOTAL	44.7	100.00%	48	100.0%	-7.0%

Source: "Worldwide Quarterly Tablet Tracker", IDC, July 29, 2015.

### Worldwide Forecast by OS

(in millions)

OS	2015 SHIPMENT VOLUMES	2015 MARKET SHARE	2015 YoY GROWTH	2019 SHIPMENT VOLUMES	2019 MARKET SHARE	2019 YoY GROWTH	5 YEAR CAGR
ANDROID	139.8	66.0%	-10.0%	135.4	56.6%	-0.2%	-2.7%
iOS	54	25.5%	-14.9%	61.9	25.9%	3.2%	-0.5%
WINDOWS	17.7	8.4%	59.5%	41.7	17.5%	15.3%	30.3%
OTHERS	0.4	0.2%	-15.8%	-	0.0%	-	-100.0%
TOTAL	212	100.0%	-8.0%	239	100.0%	3.1%	0.7%

Source: "Worldwide Quarterly Tablet Tracker", IDC, August 26, 2015.

- Larger market share vendors are falling the fastest causing a profound shift in the vendor landscape.

- Lack of Hardware Innovation, limited vendor portfolio updates, longer product lifecycles, increased competition from larger smart phones, and the ability to update to the latest operating systems on currently owned tablets, all attribute to the decline in Q2.

- Analysts expect new vitality to be brought back to the market with newer form factors (2-in-1s) and added productivity-enabling features.

# TABLET INDUSTRY TRENDS

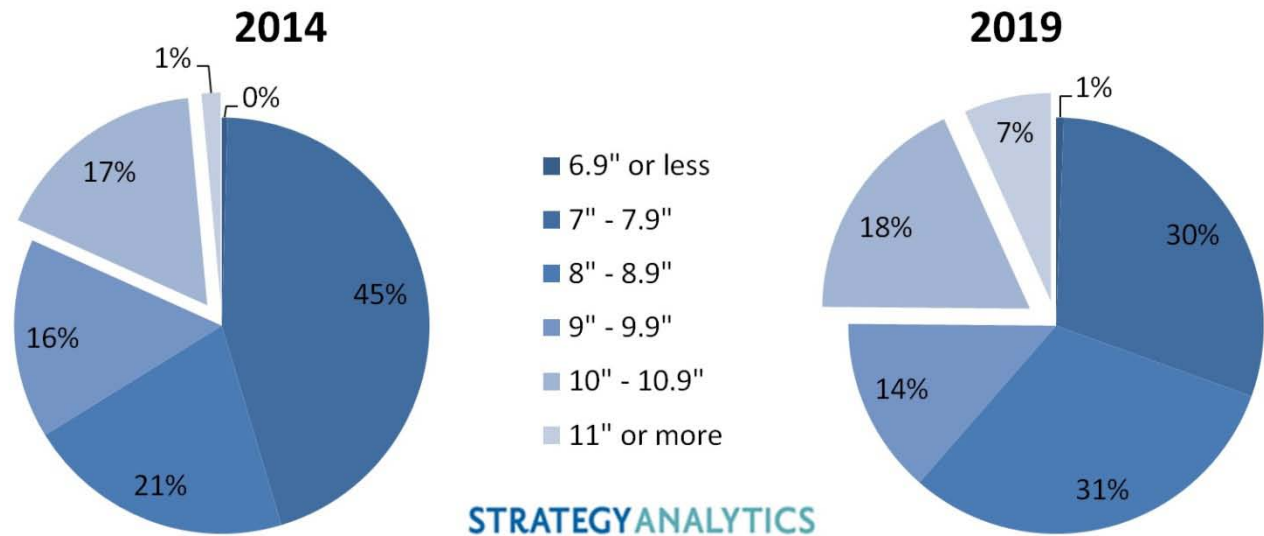
## Screen Size

- By 2019, shipments of Tablets with screen sizes 11" or greater will nearly double to 19.3 million units, grabbing a 7% share of the market.

- Once the market leading screen size segment, shipments of 7"-7.9" Tablets will shrink 15 percentage points to occupy 30% of the market in 2019 as Phablet cannibalization takes its toll, and the 8"-8.9" segment grows to 31% of shipments

- IDC expects the share of larger screen (>10") tablets and 2-in-1's will grow from 18.6% in 2014 to 39.5% in 2019

**Global Tablet Shipments by Screen Size**



Source: "Tablet Screen Sizes Expanding as iPad Pro Approaches", [Strategy Analytics](#), August 27, 2015

# TABLET INDUSTRY TRENDS

## Form Factor

- By 2019, 2-in-1 Tablet growth will show a five-year compound average growth rate (CAGR) of 57 percent while Slate Tablet growth will amount to a 2 percent five-year CAGR

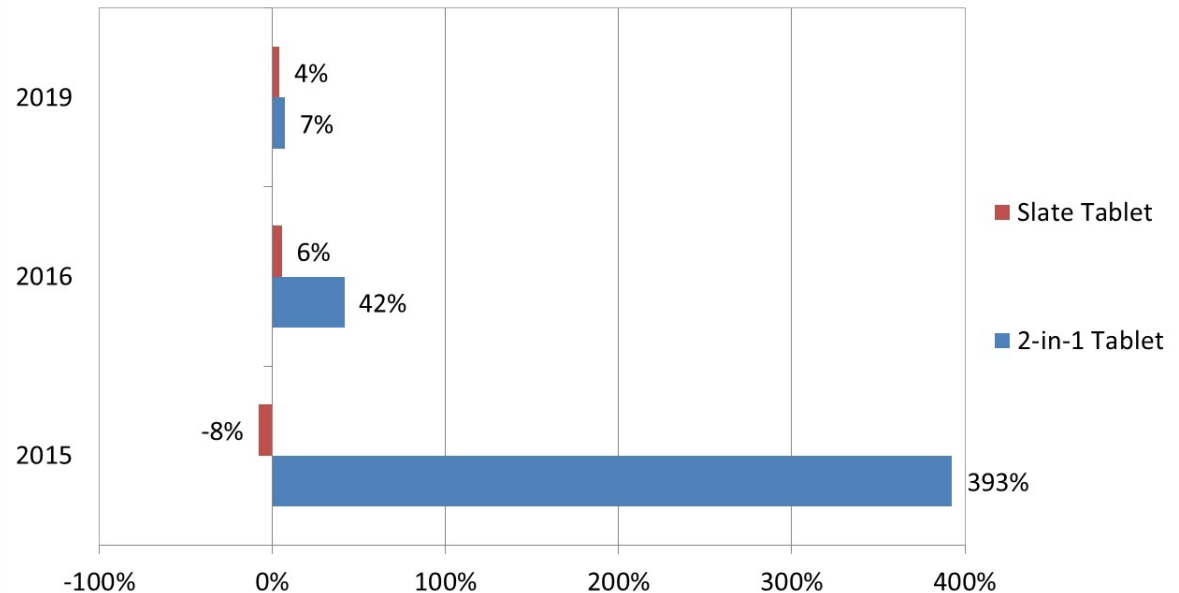
- The overall Tablet market is set to decline 8 percent in 2015, with modest growth returning in 2016 due to more innovative designs and enabling technology in 2-in-1 and Slate Tablets alike

- While 2-in-1 Tablets and premium large-screen Slate Tablets will drive growth for users seeking content creation devices, mobile content consumption and TV second-screening will remain an essential part of the market with a global installed base of 995 million Tablets in 2019, up 32% from 2015

FORM FACTOR	2014 SHIPMENT VOLUMES (in millions)	2015 SHIPMENT VOLUMES (in millions)	2015 YoY GROWTH
2-IN-1	7.88	14.7	86.50%

Source: "Worldwide Quarterly Tablet Tracker", IDC, August 26, 2015

**Tablet Shipment Year-on-Year Growth by Form Factor**



STRATEGYANALYTICS

Source: "2-in-1 Tablet Sales Taking Off", Strategy Analytics, August 13, 2015

## Specs

OS	ANDROID LOLLIPOP
SIZE	8"
SCREEN RES	IPS 1280*800
PROCESSOR	QUAD CORE SOFIA 3GR
MEMORY	16GB
RAM	1GB
FRONT CAMERA	2MP
REAR CAMERA	2MP
BLUETOOTH	YES
INCLUDES	BUMPER or KEYBOARD
COLORS	BLK, RYL, PRP, MAG, GRN, RED, PNK

FEATURING  
**Office Apps for  
Android**



# PRESTIGE 8Qi



BUMPER OPTION



KEYBOARD CASE  
OPTION

REAR  
VIEW



FRONT  
VIEW



## Specs

OS	ANDROID LOLLIPOP
SIZE	10.1"
SCREEN RES	IPS 1280*800
PROCESSOR	QUAD CORE SOFIA 3GR
MEMORY	16GB
RAM	1GB
FRONT CAMERA	2MP
REAR CAMERA	2MP
BLUETOOTH	YES
INCLUDES	KEYBOARD CASE & SPEAKER STAND
COLORS	BLK, RYL, PRP,MAG,RED

FEATURING  
Office Apps for  
Android



# PRESTIGE 10Qi 3-IN-1



DOCKING  
KEYBOARD CASE



**PRODUCTIVITY**  
&  
**ENTERTAINMENT**



SPEAKER STAND

## Specs

OS	ANDROID LOLLIPOP
SIZE	11.6"
SCREEN RES	IPS 1366*768
PROCESSOR	OCTACORE ROCKCHIP 3368
MEMORY	32GB
RAM	1GB
FRONT CAMERA	2MP
REAR CAMERA	2MP
BLUETOOTH	YES
INCLUDES	KEYBOARD CASE & SPEAKER STAND
COLORS	BLK, RYL, PRP,MAG,RED

### FEATURING

## Office Apps for Android

(WORD, EXCEL, POWERPOINT READ ONLY FOR TABLETS >10.1", FULL FUNCTIONALITY REQUIRES OFFICE 365 SUBSCRIPTION)



# PRESTIGE 11E 3-IN-1



DOCKING  
KEYBOARD CASE



## PRODUCTIVITY & ENTERTAINMENT



SPEAKER STAND



## Specs

OS	ANDROID LOLLIPOP
SIZE	13.3"
SCREEN RES	IPS 1920*1200
PROCESSOR	OCTACORE ROCKCHIP 3368
MEMORY	32GB or 64GB
RAM	1GB
FRONT CAMERA	2MP
REAR CAMERA	2MP
BLUETOOTH	YES
INCLUDES	KEYBOARD CASE & SPEAKER STAND
COLORS	BLK, RYL, PRP,MAG,RED

### FEATURING

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# PRESTIGE 13E 3-IN-1



DOCKING  
KEYBOARD CASE

**PRODUCTIVITY**  
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**ENTERTAINMENT**



SPEAKER STAND