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SEP 26, 2012, 2:59 PM

Is the iPad Too Heavy?

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By Quentin Fottrell



Barnes and Noble's new Nook tablets may not be quite as powerful or versatile as the iPad, but they do beat Apple in one key measure: weight.

Unveiled Tuesday, the 9-inch HD Nook is 20% lighter than the iPad, a difference that is instantly noticeable after lifting the two tablets, but feels even more pronounced when holding either device in one hand for prolonged periods. The iPad feels overweight by comparison, experts say. In fact, while the [Nook](#) and Kindle Fire tablets are getting lighter, the iPad is getting heavier: The third version of Apple's tablet is 652 grams — more than 50 grams weightier than the iPad 2.



Lev Radin / Shutterstock.com

Though the iPad remains far and away the best-selling tablet, its competitors are catching up in the very area Apple is famous for: design. "The iPad was indeed at the forefront and got things going for tablets, but now we are seeing better improvements from many others," says Rick Singer, CEO of [GreatApps.com](#). There's growing demand for devices that are light — like the original Kindle — but also have the higher screen resolution of the Nook tablets, he says. (Apple did not respond to requests for comment.)

Customers care about each extra ounce. Xavier Damman, co-founder of [Storify.com](#), was one of the first to complain about the weight of the iPad 3: "What's the point of having a gorgeous screen and a better antenna if you can't even hold your tablet with one hand when you are at home on your couch?" Others have [complained](#) that the iPad is too heavy to carry around at all times.

When it debuted in April 2010, the iPad was hailed as a lightweight alternative to the laptop — with more features than any smartphone. But some studies show that consumers are growing tired of carrying it around. Some 62% of iPad owners leave their iPads at home, according to one recent survey of 15,000 iPad owners by the research firm McKinsey & Co.

There is a simple explanation for the heavier iPad. While most technology is getting faster and software is becoming smaller, tech pros say the same cannot

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be said for old-fashioned batteries. One technology reviewer at BuzzFeed.com [broke open](#) the last two iPads and discovered that the latest iPad needs a "giant battery" to power the faster 4G Internet and the higher quality screen.

Of course, Apple CEO Tim Cook is reportedly addressing the problem – not by making the iPad lighter, but by introducing a mini-iPad. The company's Asian suppliers are preparing to produce a new Apple tablet with a dramatically smaller screen than the iPad's 9.7-inch display. But the mini-iPad will have to be at least as light as the Nook HD, says technology consultant [Jeff Kagan](#).

This move toward lighter devices within the electronics industry also explains why many smartphones are getting bigger and, in some cases, resembling smaller tablets. While the [Samsung SIII's](#) 4.8-inch screen is 40% bigger than the 3.5-inch iPhone, at 133 grams it's only 15% heavier.

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12:11 pm September 27, 2012

Stan Kossen wrote:

Yes, the iPad is too heavy. I have an iPad 1 and an iPad 3, so I've had experience with them from the beginning. I find it tiring to hold either of them after about 10 minutes.

I also now have a Samsung Galaxy Note, 5.3 ". It is so much easier to hold when I am lying down. I can view things easily on it, too. It's great as a "Phablet." It has a phone, too.

I do believe, however, there is a large market for an iPad 7" in spite of what our former Prince, Steve Jobs, professed. I would be among the first to acquire one.

12:08 pm September 27, 2012

Joe W. wrote:

Something like this helps: octa.com

11:16 pm September 26, 2012

monkeyfruballlll wrote:

iphone 5 screen is 4", not 3.5".

10:05 pm September 26, 2012

Geek wrote:

The nook and Kindle are perfect for reading. The idea that tablet is a great form factor for many of the functions of a laptop is the problem. The battery needs to be large and heavy to power the display of color and larger form factors. I don't know anyone who holds a I-Pad in their hands for extended periods of time. Tablet are gadgets and toys that are the rage and right now not useful for extended use.