

How Does a Vendor Sell Non-iPad Tablets?

Written by Marco Attard
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RIM is suffering from being unable to sell remaining PlayBook tablet inventory-- so, doing like HP, it slashes PlayBook prices by around \$300 per model.



The reduction in prices follows the company failing reach financial Q3 2012 targets, with a pre-tax provision of approximately \$485 million. Meanwhile Q3 PlayBook sales reach 150000-- down from 25000 in Q2 and 500000 in Q1.

Still, RIM is not giving up on the tablet market... yet. Together with hopes of price slashing boosting consumer adoption (as it usually does, at least on the short-term), RIM promises the long-awaited 2.0 upgrade to the PlayBook OS will be available on February 2012.

HP not only shifted remaining TouchPad inventory through heavily reduced prices, it even produced one last run of the now-abandoned tablet to "meet unfulfilled demand."

Meanwhile, RIM has even more troubles-- unruly employees. A pair of RIM employees forced a non-stop Air Canada flight from Toronto to Beijing to stop in Vancouver (disrupting travel plans for over 300 people) after downing a drink too many. The result? A pair of fines worth \$35878 each and a suspension from the company.

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