

Top 5 Vendors, Worldwide Tablet Shipments, Third Quarter 2012 (Preliminary) (Units Shipments are in millions)

Vendor	3Q12 Shipments	3Q12 Market Share	3Q11 Shipments	3Q11 Market Share	3Q12/3Q11 Growth
1. Apple	14.0	50.4%	11.1	59.7%	26.1%
2. Samsung	5.1	18.4%	1.2	6.5%	325.0%
3. Amazon.com	2.5	9.0%	NA	NA	NA
4. Asus	2.4	8.6%	0.7	3.8%	242.9%
5. Lenovo	0.4	1.4%	0.2	1.1%	100.0%
Others	3.3	12.2%	5.4	28.9%	-38.9%
All Vendors	27.8	100%	18.6	100%	49.5%

Source: IDC Worldwide Quarterly Tablet Tracker, November 5, 2012 (preliminary data)

Table Notes:

- Some IDC estimates prior to financial earnings reports.
- Amazon didn't begin shipments of its tablet products until 4Q11
- Shipments include shipments to distribution channels or end users. OEM sales are counted under the vendor/brand under which they are sold.

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