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## DAVID AND GOLIATH BATTLE AS SMALLER TABLETS REVEAL THEMSELVES TO BE TOUGHER THAN THEIR LARGER COUNTERPARTS

No 'tablets of stone' in the test Big tablets proved far more breakable than smaller ones

Bigger is not necessarily better when it comes to tablets, SquareTrade, the global protection plan providers have revealed. SquareTrade tested ten of the most popular tablets on the market today to find how breakable they are. The most robust tablet was the Samsung Galaxy Tab S 8.4 scoring just 3.3 in the breakability test, while the Tmax 9 HD was the most fragile, scoring a poor 8.2 in the tests.

The SquareTrade Breakability Score ranks the most popular tablets based on how prone they are to break due to accidents. Evaluating factors such as front and back panel design, edge construction and materials, size, weight, friction quotient, water resistance and grip-ability, SquareTrade's Breakability Score fills in the missing gap left by traditional device reviews: it tests devices in everyday danger situations brought on by our lifestyles and habits.

See SquareTrade's Breakability test video here.

The SquareTrade Breakability Score is based on a number of factors, from physical characteristics to the results of SquareTrade's Drop, Dunk and Slide Tests. The higher a device scores on a scale from 1-10, the higher the risk of it breaking due to an accident.

Overall, compact tablets performed above expectations, faring better in drop and dunk tests than larger models like the Microsoft Surface Pro 3 or Tmax 9 HD. Durable and water-resistant models like the Sony Xperia Z3 (4 breakability score), and Apple iPad Mini 3 (4.4 breakability score) performed admirably. Popular devices that run higher risks of breaking due to an accident include Samsung Galaxy Tab S 10.5 (6 breakability score) and the Apple iPad Air 2 (6.1 breakability score) which lost points in slide and drop tests.

Kevin Gillan, European managing director for SquareTrade said: "For the first time, we put 10 tablets through the rigor of our Breakability tests and found that size does indeed matter. These expensive devices are the contemporary equivalents of Swiss army

knives – but they're nowhere near as durable. The bargain basement tablet we tested literally broke in two."

SquareTrade's Breakability Score testing revealed the following:

- Larger tablets proved to be far more breakable than smaller ones, as well as the least water resistant
- The Samsung Galaxy Tab S 8.4 scored well in the drop and dunk tests, making it the least breakable option this Christmas
- The most durable and budget-friendly performer was the Asus Memo Pad 7, which performed well on most tests, followed closely by the Sony Xperia Z3

See the full results of the 2014 SquareTrade Tablet Breakability Score here.

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## **About SquareTrade**

SquareTrade is the top-rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 200,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its legendary customer service. Top retailers around the world offer SquareTrade, achieving significant sales growth and happier customers. Privately held, SquareTrade's investors include Bain Capital and Bain Capital Ventures. SquareTrade is headquartered in San Francisco and London. For more information, go to www.squaretrade.com.

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