**Google’s Nexus 7 Tablet**

Google is making a move into the consumer electronics market. In 2012, Google introduced the Nexus 7 tablet that runs on its popular Android operating system. Priced at $199 to $249, it is much cheaper than Apple’s iPad but comparable to Amazon’s Kindle Fire. In fact, it is very similar to the Kindle Fire in terms of size, weight, and features. The Kindle Fire also runs on Google’s Android operating system, but the Nexus 7 runs on Google’s newest version of Android called Jelly Bean. One feature the Nexus 7 has that the Kindle does not is a voice-activated assistant, similar to Apple’s Siri on the iPhone 4S. Google is also introducing Nexus Q, which is a $300 black ball-shaped home-entertainment amplifier that wirelessly streams content to other devices. For $1500, Google offers Google Glass, which is an eyeglasses-like device that displays Internet information in front of the wearer’s eyes. Google purchased Motorola Mobility, so keep your eye out for another entrant in the smartphone category.

**1-How is Google positioning the Nexus 7 tablet? Does this product offer significant differentiation from competing offerings so that consumers will perceive it to have higher value?**