

Microsoft Slashing Prices on Windows Tablets, Smartphones

Andrew Berg

Microsoft is hoping to increase Windows smartphone and tablet market share by lowering prices.

According to a [report](#) [1] from the Wall Street Journal's Digits, Microsoft hopes to bring prices for mobile devices running its software below the \$200 mark.

The report cites comments made by Microsoft's vice president of OEM partners Nick Parker during a keynote at the annual Computex conference.

Parker said Microsoft intends to hit 7, 8 and 10-inch tablet prices that are "very industry competitive," saying the company will bring devices to market in the \$100-\$300 range.

Parker also said some smartphones running the Windows Phone operating systems will dip below \$200 but didn't mention specific manufacturers.

Windows Phone has struggled to gain market share primarily because of a lack of compatible apps for the platform, but also because the company charges OEMs licensing fees to use Windows Phone. Google offers Android to OEMs for free.

According to numbers from IDC Research released last week, Windows Phone in 2014 volumes are expected to grow 29.5 percent over 2013, reaching 43 million shipments. This momentum is expected to continue into 2015, reaching 65.9 million units, continuing on to 115.3 million in 2018.

Source URL (retrieved on 03/05/2015 - 5:34am):

<http://www.wirelessweek.com/news/2014/06/microsoft-slashing-prices-windows-tablets-smartphones>

Links:

[1] <http://blogs.wsj.com/digits/2014/06/05/microsoft-windows-mobile-device-prices-to-dip-below-200/>