

iHype grows ahead of the iSlate

 By [Duncan McLeod](#)

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Never in the history of the computer industry has a product launch been this hyped. Not even Apple's launch of the iPhone in 2007, or Microsoft's launch of the Windows 95 operating system 15 years ago, garnered as much fevered speculation and anticipation as today's launch by Apple CEO Steve Jobs of a tablet computer.

For months, blogs and even the mainstream media have been carrying increasingly speculative and sometimes wild articles about how Jobs is going to reinvent the publishing industry — or even save it from an otherwise certain death.

What's remarkable about all this is that Apple has said not a word about its plans. True to form, Jobs hasn't whispered a thing to anyone in the media about what he has up his sleeve. And those Apple has spoken to, such as publishers and electronics manufacturers, have said nary a word.

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Award-winning Duncan McLeod is the founder and editor of TechCentral (www.TechCentral.co.za, [@TechCentral](#)), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email duncan@techcentral.co.za and follow him on Twitter at [@mcleodd](#).

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