

## Retailers Find Low-Cost Tablet Success

Written by Marco Attard  
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Non-CE retailers find success with own-brand low-cost tablets-- Tesco says its Hudl tablet sold well enough to merit a sequel, while Aldi recently relaunched the sold out Lifetab tablet.



[Tesco launched the first Hudl back in September 2013](#) . A Kindle Fire-esque 7-inch number with budget specs (including a 1.5GHz CPU and a 1440x900 display), Tesco says fiscal 2013 sales total 500000 units.

"It was recently named winner of the "ReThink Retail Technology Initiative of the Year" and we plan to launch a second device later this year," the retailer remarks in its 2013-2014 results report.

While some Tesco outlets carry the Hudl and some CE items, the retailer officially retired from computing sale back in August 2013.

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[Android Display 2013/2014 Results](#)