The Feminine Pad (A Tablet for Women)

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Just as I was about upgrade to the LeapPad2, Eurostar Group has released the new ePad Femme Tablet for Women.

"The Tablet comes preloaded with applications so you can just turn it on and log in to cooking recipes or yoga," says Mani Nair, Associate Vice President for Marketing at Eurostar Group.

The ePad was released in October of last year but received a marketing push this Valentine's Day, because well, what's more romantic than receiving a tablet that helps you lose weight, cook, and track your periods.

Now, it is very likely that these are the apps that a woman would want on their tablet (I myself have a calorie tracker…that I never use) but the issue lies in the fact that the Femme Tablet is telling women that these are the things they should be concerned about, and it is assuming that women are not capable of using a "regular" tablet. Heck, my 84 year old grandfather owns an iPad and he has trouble using his television at times, but his iPad did not come pre-loaded with an AARP app.

On a more serious note, it is important to take a step back and remember that Eurostar is headquartered in Dubai, United Arab Emirates. We are reacting to this product as Westerners, and as if this is a product that we could drive to BestBuy

and purchase.

Although the UAE is one of the most liberal countries in the Gulf, politically it remains authoritarian. In 2012 the UAE imposed internet restrictions to hinder the use of social media for organizing protests, and a large group of Islamists were arrested on charges of plotting a coup in early 2013.

يوروستار تطرح أول حاسب لوحي للنساء في الإمارات

أعلنت شركة يوروستار عن طرح أول حاسب لوحي مُصمم خصيصاً للنساء في أسواق الإمارات العربية المتحدة. وأوضح وكيل الشركة بدبي أن جهاز Femme ePad يمتاز بلونه الوردي الفاتح علاوة على أنه يضم باقة متنوعة من الوظائف الخاصة والتطبيقات المثبتة مسبقاً والتي تدخل ضمن اهتمامات المرأة مثل اليوغا وتمارين اللياقة البدنية وفنون الطهي والصحة والترفيه وغيرها الكثير. وبالتالي فإنه يعتبر من الهدايا المثالية للمرأة في المناسبات السعيدة مثل عيد الحب.

وتشتمل تجهيزات الحاسب اللوحي الجديد على شاشة لمسية فائقة الحساسية مقاس ٨ بوصة، تتيح للمرأة الاستمتاع بمشاهدة الأفلام والبرامج التليفزيونية، كما أنه يعتمد على نظام التشغيل غوغل أندرويد ٤,٠ المعروف باسم «أيس كريم ساندويتش». ويشتمل الجهاز Femme ePad على ذاكرة فلاشية سعة ١٦ غيغابايت، بالإضافة إلى بطارية بسعة ٤٢٠٠ مللي أمبير/ساعة.

وتضم باقة البرامج المثبتة مسبقاً على الجهاز Femme ePad العديد من التطبيقات المفيدة مثل غوغل توك ومتجر أندرويد وفيس بوك وتويتر وسكايب ويوتيوب وجي ميل وقاموس والعديد من الألعاب المثيرة. كما تشتمل باقة الإكسسوارات والملحقات التكميلية على مهايئ للإمداد بالطاقة وسماعة أذن وكابل USB وكابل HDMI وبطاقة ذاكرة Micro SD بسعات تخزينية مختلفة.

ويتوافر الحاسب اللوحي الجديد في أسواق الإمارات بأسعار تبدأ من ٥٩٩ درهماً إماراتياً. د ب أ

However, none of this will, or does, excuse the blatant sexism of the product. Eman Al Nafjan, a Saudi feminist blogger, states “There have always been special books for women concerning sex, how to please your husband, and what to cook for him…this is just using technology for the same thing.” She adds that “whoever made this Tablet doesn’t understand us very well…we are home all the time and we are extremely tech-savvy.”

The tablet actually does include Google Talk, Android Market, Facebook, Twitter, Skype, YouTube, Gmail, Dictionary, Encyclopedia, and games. As far as pre-loaded apps go, this seems like it would have been an adequate place to stop. Yet, the Femme Pad took it a few steps (and stereotypes) too far, has feminists seeing red, and with its unfortunate name, has become the brunt of at least one or two bad jokes.

Comment below or send your thoughts to melissa.fassbender@advantagemedia.com [1].

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