



Introducing iPod classic

September 2007

About iPod classic

30-Second Pitch

The latest iPod classic gives you lots more to love. Available in 80GB and 160GB models that hold up to 40,000 songs, 200 hours of video, 25,000 photos, or a combination of each, iPod classic fills your pocket with sight and sound.

iPod classic is thinner than ever and is available in either silver or black in a new all-metal enclosure. But changes are more than skin deep. iPod classic also includes Cover Flow and an enhanced user interface for easier navigation.

Available for both Windows and Mac, the combination of iPod, iTunes, and the iTunes Store provides an experience that is second to none.

What Do They Cost

- 80GB: US\$249
- 160GB: US\$349

What Every iPod classic Includes

- Earphones
- USB 2.0 cable
- Universal dock adapter
- Quick Start guide

When Will It Be Available

Announced and shipping September 5, 2007

Available Accessories

Over 4000 accessories for use at home, on the go, and in the car.

Reference www.apple.com/ipod for details, feature demos, and accessories.

Introducing the next evolution to the iPod classic!

What's new about iPod classic?

- iPod classic has been redesigned and features a **new all-metal enclosure** with an anodized aluminum front and a stainless steel back.
- iPod classic is available in **two colors: silver and black**.
- The new 160GB iPod classic gives your customers **twice as much room for their music, photos, videos, and movies** (up to 40,000 songs or 200 hours of video) compared to the previous iPod even though it is thinner than before.
- Customers can **listen to music** for up to **30 hours** between charges on the **80GB iPod classic** and up to **40 hours** on the **160GB model**. (Battery life varies by use.)
- Just like in iTunes, **Cover Flow is available** to browse through album artwork on a customer's iPod classic—just like going through a CD collection. The Click Wheel allows customers to quickly navigate their collection of albums on their iPod classic.
- With an **enhanced user interface**, each screen looks even better and has been optimized to take advantage of the large, bright 2.5-inch display, allowing customers to view and browse their content like never before.

What's still great about iPod classic?

- iPod classic allows customers to **have their entire digital music collection with them** at all times, giving music lovers access to any song at any time.
- iPod classic includes a **sharp and bright screen** so photos, video, games, and album art look great.
- **iPod + iTunes is the best combination available** to customers to find, manage, and listen to (or watch) their digital media.
- Depending on the country, customers can **purchase television shows and movies** and all customers can **purchase games¹** from the iTunes Store, giving them more choice in the content they'd like to have with them.
- Customers can **adjust the brightness** to match their current environment. Lowering the brightness while watching video can extend playback time.
- iPod classic software includes the ability to **search for songs, music, artists, albums, audiobooks, or podcasts**.
- Customers who listen to classical music or live concert albums will appreciate the **"gapless playback"** between tracks.

Who's going to want this?

- Customers with large digital music collections.
- Customers who want to play iPod games.

¹ Not all games available from the iTunes Store can be played on iPod classic.

For Training Purposes Only

A Mac Customer with an Older iPod

Determine the need

- **How big is your music collection?**

Finding out more about the size of Brian's music collection will help you qualify them for an iPod classic. With the capacity to hold up to 40,000 songs (160GB model), iPod classic will allow Brian to carry his entire music collection with him wherever he goes.

- **Do you ever play any video games on your computer or cell phone?**

If Brian enjoys games, you can talk to him about the games that can be purchased from the iTunes Store for iPod—including titles like Ms. PAC-MAN, Tetris, Mahjong, Sudoku, Bejeweled, Zuma, Lost, Texas Hold 'Em, and more.

Look for beyond-the-box opportunities

- **How do you listen to music at home?**

Many iPod customers have converted their CD collections into digital files on their computer and iPod. Suggest that Brian purchase an Apple Universal Dock (which includes an Apple Remote) and an appropriate AV Cable, allowing him to connect his iPod to his home theater system.

- **How much music do you purchase?**

By asking Brian about his music purchasing habits, you can talk to him about the size of his music collection and how it is growing over time. While his existing iPod might have been the highest capacity model available at the time, with a growing music collection and desire to have all his music with him, the higher capacity of iPod classic models could be an important factor in his purchasing decision.

Let the customer experience the product

- If possible, show Brian the new enhanced UI and Cover Flow. If Brian has a large collection of music, he'll appreciate the way he can easily see and browse all of the album artwork he has, allowing him to easily find his favorite music or rediscover something from his collection.

Address any objections or concerns

- **Don't the color screen and video capabilities cut down on battery life?**

Let Brian know that iPod classic can get up to 40 hours of continuous music playback and up to five hours of video playback.

- **Sometimes I know exactly what song or album I want to hear, but have to scroll and scroll to get to it.**

With a large music collection, that's a valid concern. To help with this, iPod classic includes a search feature that makes it easy for Brian to enter the song, artist, audiobook, album, or podcast he is searching for to quickly go right to the desired content.

A Customer with Children

Determine the need

- **Would you ever watch videos or movies when you are not at home?**

More and more people are using portable devices to bring digital media with them. Find out if Kirk's children watch any TV programs or movies that are available for download from the iTunes Store.

- **Do you own a vehicle with a built-in monitor?**

The ability to connect to an external monitor and sound system will allow Kirk's children to watch shows from the iPod classic on a larger display.

- **What kind of music or audio programs do you enjoy?**

This allows you to talk to Kirk about his digital music collection and whether he purchases music or audiobooks from the iTunes Store or enjoys podcasts.

Look for beyond-the-box opportunities

- **Do you need any cables to connect your iPod to external monitors?**

Suggest an Apple Universal Dock and Apple Component AV Cable to provide video and audio output for viewing video or photo slideshows on a TV or other external monitor.

- **Would you like a case that protects your iPod while still allowing you to see the screen?**

There are a number of cases available that offer protection and accessibility. Help Kirk find the one that best meets his needs.

Let the customer experience the product

- Let Kirk try out the iPod classic to see the video playback capabilities and how easy it is to navigate through the content. If you don't have access to a demo unit, show Kirk the Features section of the iPod website to see the applicable iPod features "in action."

Address any objections or concerns

- **How will this video look when displayed on a larger screen?**

All video content in the iTunes Store is delivered in resolutions of up to 640x480 (some widescreen content isn't 480 pixels tall). It looks great on the iPod and scales well when viewed on a computer monitor or TV.

- **Aren't iPods expensive?**

Instead of focusing on price, focus the conversation on understanding Kirk's needs, making sure that he is looking at the iPod that best meets his needs. When you can do that, you'll help him understand the value of the iPod and not just how much it costs.