



Introducing iPod touch

September 2007

About iPod touch

30-Second Pitch

iPod touch is the newest member of the iPod family and features Apple's revolutionary multi-touch interface that enables users to find and enjoy all their music, videos, and more on its gorgeous widescreen display.

iPod touch also features built-in Wi-Fi networking and three amazing applications that let you access the Internet, view YouTube videos, and purchase music wirelessly from the new iTunes Wi-Fi Music Store.

Although its screen may be large, iPod touch is only 8mm thin, easily fitting into your pocket, ready to go with you anywhere.

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

What Do They Cost

- 8GB: US\$299
- 16GB: US\$399

What Every iPod touch Includes

- Earphones
- USB 2.0 cable
- Universal dock adapter
- Polishing cloth
- iPod touch stand
- Quick Start guide

When Will It Be Available

September 2007

Important Accessory Information

Current 30-pin-based iPod accessories will not work with iPod touch. Several new accessories will be available at launch.

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

iPod touch. Touch your music, videos, photos, and websites.

What's great about iPod touch?

- With innovative technology first introduced in iPhone, iPod touch features Apple's revolutionary **multi-touch interface** that lets customers control everything using only their fingers—all by simply using the flick, tap, and pinch gestures on the multi-touch display.
- The 3.5-inch widescreen display on iPod touch is perfect for watching movies and TV shows as well as viewing photos and album art.
- Just like iTunes, **Cover Flow displays all the album art** from the music collection on iPod touch in an easy-to-navigate interface that mimics a CD collection. With the swipe of a finger, customers can move between album covers. A tap of the artwork starts playing that album.
- **Built-in Wi-Fi** allows customers to access three applications so they can **browse the Internet, view YouTube videos, and purchase music wirelessly** from the iTunes Wi-Fi Music Store.
- Safari lets customers **view web pages just like they do on their own computer.**
- Apple's YouTube player launches right from the home screen and lets customers **view YouTube videos wherever they have a Wi-Fi connection.**
- The new **iTunes Wi-Fi Music Store** allows customers **find, buy, and download music**—all from their iPod touch, iPhone, or Wi-Fi enabled Mac or PC over a Wi-Fi connection.
- **iPod touch lets customers bring their photos with them** and use the multi-touch display to easily navigate through their collection, zoom in or out, or rotate them into either portrait or landscape mode.
- iPod touch has two sensors that enhance a customer's video watching and music browsing experiences. An **accelerometer detects when iPod touch is rotated from portrait to landscape** and automatically adjusts the contents of the display to fit, while the **ambient light sensor automatically adjusts the display's brightness** to match the current lighting conditions.
- Although thin and compact, the iPod touch battery packs enough power for up to **22 hours of music playback or up to 5 hours of video playback.** (Battery life varies by use.)
- Amazingly, all of these features have been packed into a **sleek 8mm thin design** that is ready to go with your customers wherever they go.
- **iPod + iTunes is the best combination available** to customers to find, manage, and watch (or listen to) their digital media.

Who's going to want this?

- Customers who want the latest, revolutionary technology.
- Customers who want an iPod with built-in Wi-Fi connectivity.

For Training Purposes Only

An Existing iPod Owner

Determine the need

- **What do you have on your current iPod?**

By asking about the content on Rachel's existing iPod, you can begin to understand how she uses her iPod. Listen for clues that can tell you that she is a good candidate for iPod touch. If she talks about videos or photos, she'll really like the large, 3.5-inch widescreen display of iPod touch.

- **Have you ever wished you could buy a song from your iPod?**

This closed-ended question helps you start a conversation with Rachel about the ability to purchase music from iPod touch using the iTunes Wi-Fi Music Store. With Wi-Fi access becoming more and more common, ask Rachel to imagine the scenario where she is able to browse or search for a song, listen to a 30-second preview, and then purchase a song that is downloaded right to her iPod so she can enjoy it right away instead of waiting until she gets home to purchase it from her computer.

Look for beyond-the-box opportunities

- **When you are at home, how do you watch the video content you have on your computer?**

In the same way that an iPod allows Rachel to take the iTunes content on her computer with her when she is on the go, Apple TV extends the ability of iTunes by allowing customers to enjoy that same digital media on their TV and home theater system.

Let the customer experience the product

- If possible, show Rachel the multi-touch user interface and the context-sensitive controls while watching video on iPod touch. With only the controls she needs on screen, she'll see just how easy it is to pause, fast forward, rewind, and adjust the volume with the touch of a finger. If her current iPod plays video, Rachel will appreciate the increased size of the screen along with its brightness.

Address any objections or concerns

- **I've purchased several accessories for my existing iPod. Can I use them with my iPod touch?**

iPod touch is based on different technology than previous iPod models, so many accessories used with other iPod models won't work with iPod touch. New accessories (including cases) from Apple and third-party manufacturers will be made available.

- **Between my video, music, and photo collections, I have more content than iPod touch will hold.**

This is a concern that allows you to talk to Rachel about how well integrated iTunes and iPod touch are. iTunes offers great content management functionality. For instance, she can choose to sync only unwatched TV shows or video podcasts, conserving space and keeping her iPod touch content fresh.

The Traveler

Determine the need

- **What do you use to watch movies or videos or listen to music when you are not at home?**

Like many people who frequently travel, Amanda likes to have access to her video and audio collection. Although she frequently flies, she's hesitant to use her computer to watch her videos because she doesn't want to use up her laptop battery. iPod touch will allow her to enjoy her digital media without using her laptop battery. Plus, the small size of iPod touch makes it easy for her to bring with her.

- **Can you think of times when you were in a location with Wi-Fi and wanted to access the Internet, but didn't have your laptop with you?**

For the traveler, sometimes less is more. Talk to Amanda about the built-in Wi-Fi connectivity of iPod touch. Because it includes Safari, she'll be able to see web pages the way they were designed to be seen, then easily zoom in by simply tapping on the multi-touch display with her finger. Now, she won't need to carry her laptop with her just to get onto the Internet.

Look for beyond-the-box opportunities

- **If you are traveling and find yourself in a friend's home or a hotel room, how do you watch your video on their TV?**

"I don't" will probably be Amanda's response to this question. Most people don't think about using their computer as a way to display their media on TVs. If Amanda has video content that she likes and wants to bring with her, why not suggest an easy way that she can connect her iPod touch to a TV to take advantage of the larger screen and speakers. Suggest two accessories, an Apple Universal Dock and an appropriate set of Apple AV Cables. The Universal Dock also includes an Apple Remote as well as a USB power adapter.

Let the customer experience the product

- Let Amanda try out the Safari web browser on iPod touch so she can see that using it is like using the web browser on her own computer. If you don't have access to a demo unit, show Amanda the Features section of the iPod touch website to see the applicable iPod features "in action."

Address any objections or concerns

- **Doesn't the large widescreen display cut down on battery life?**

After acknowledging her concern, let Amanda know that iPod touch can play video for up to 5 hours on a single charge. That's enough for her to watch between two and three feature films. In addition, iPod touch includes power conserving features, including the ambient light sensor, which adjusts the display's brightness to match the current lighting conditions. Also, iPod touch will put the display to sleep when it isn't being used.