

For Training Purposes Only



Introducing iPod nano

September 2007

About iPod nano

30-Second Pitch

iPod nano is designed so you can take your music and video with you wherever you go. Its small size and long battery life make it the perfect companion to your daily life.

Featuring lower prices (US\$50 less than the prior models), iPod nano is within the budgets of those buying for themselves as well as those buying gifts for others.

And now, with games and video, iPod nano offers even more entertainment choices. Plus, seamless integration with iTunes ensures a terrific experience for both Mac and Windows customers.

What Do They Cost

- 4GB: US\$149
- 8GB: US\$199

What Every iPod nano 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

With a standard 30-pin iPod connector, many existing third-party accessories, like the Nike + iPod Sport Kit, will work with iPod nano. Because it has new physical dimensions, items such as cases will be designed specifically for the new iPod nano.

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

The world's most popular MP3 player now plays video.

What's new about iPod nano?

- Featuring a larger 2-inch display, iPod nano adds **video functionality**—movies, TV shows, video podcasts—to the **world's most popular MP3 player**.
- A **65 percent brighter screen** means that video, photos, and album art will appear even more vibrant and clear.
- A new, **all metal enclosure** completes the look of the redesigned iPod nano and features an anodized aluminum front and a stainless steel back.
- iPod nano is available in a **choice of five colors**—giving customers a great way to express themselves.

4GB (up to 1000 songs; up to 4 hours of video)	8GB (up to 2000 songs; up to 8 hours of video)
Silver	Silver, Blue, Green, Black, Red ¹

- Just like in iTunes, **Cover Flow is available** to browse album artwork on a customer's iPod nano—just like going through a CD collection. The Click Wheel allows customers to quickly navigate the collection of albums on their iPod nano.
- With an **enhanced user interface**, each screen looks even better and has been optimized to take advantage of the large, bright 2.0-inch display, allowing customers to view and browse their content like never before.
- iPod nano now supports games, with iQuiz, Vortex, and Klondike preloaded and Ms. PAC-MAN, Tetris, and Sudoku available for purchase from the iTunes Store. (Not all games at the iTunes Store can be played on all iPod models.)

What's still great about iPod nano?

- iPod nano can **play music for up to 24 hours or video for up to 5 hours between charges**. So, whether your customer is exercising, commuting, or rocking a road trip, iPod nano may just outplay them. (Battery life varies by use.)
- Accessories like the exclusive **Nike + iPod Sport Kit** make iPod nano the **perfect companion for working out**.
- **iTunes and the iTunes Store** help customers discover and manage the music, movies, videos, audiobooks, podcasts, and photos they want to have with them.

Who's going to want this?

- Customers who haven't yet bought a digital music player (or bought another brand and now regret it).
- Customers replacing their older iPods or adding an iPod to their collection.
- People who are looking for a great gift to give.

¹ PRODUCT^(RED) versions of iPods are available exclusively through Apple Online and Apple Retail locations. A portion of each sale goes to fight HIV/AIDS in Africa.

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A College Student with an iPod shuffle

Determine the need

- **What kind of digital media do you want to carry with you?**
Currently, Tyler can bring music, audiobooks, and podcasts with him on his iPod shuffle. Find out if he's interested in also having movies, TV shows, music videos, or video podcasts with him. With a larger and brighter screen and an enhanced user interface, videos look amazing.
- **How do you keep up with your favorite TV shows?**
As a college student, Tyler spends a lot of time in class and then studying. His busy school life doesn't always let him see his favorite TV shows when they are broadcast. The combination of iTunes, the iTunes Store, and iPod nano lets Tyler buy a single episode (or an entire season) of the TV shows he likes and then sync them to his iPod so he can watch them when he has some free time.

Look for beyond-the-box opportunities

- **How do you listen to music at home?**
Since Tyler's music collection is primarily digital and most of his music is now purchased through iTunes, if he has a stereo at home, you might suggest an Apple Universal Dock. This will make it easy to connect his iPod to his stereo and get great sound. Plus, the Apple Universal Dock includes an Apple Remote, allowing Tyler to control his iPod from across the room.

Let the customer experience the product

- Since Tyler is coming from an iPod shuffle without a display, show him the new enhanced UI and Cover Flow. He'll appreciate how easy it is to scan through his albums to find his favorite music or rediscover something from his collection. Also, let him try out the iPod nano to see the video playback capabilities and how easy it is to navigate through the content. (Have him visit the Features section at apple.com/ipodnano if you are on the phone or don't have access to an out-of-the-box iPod nano.)

Address any objections or concerns

- **It's great that iPod nano now supports video content, but what if I need more than 8GB of storage?**
Let Tyler know that an iPod nano isn't designed to hold his entire digital media collection. Remind him of the sophisticated features in iTunes that allow him to manage the content on his iPod nano. For instance, he can sync certain playlists or only unwatched TV shows or podcasts, so his content will be refreshed every time he syncs with his computer.
- **Can I use my iPod to transfer files between computers?**
All members of the iPod family can be used in "disk mode" as external storage devices.

A Sports Enthusiast

Determine the need

- **Where are you going to use your iPod?**
Finding out more about Caitlin's interests and hobbies will help you determine which member of the iPod family best meets her needs. For runners, the flash-based iPod nano is perfect for someone with an active lifestyle. It will never skip and has a maximum capacity of up to 2000 songs (8GB model).
- **Do you have electronic device battery whose ran out right when you needed to use it?**
Like many people, Caitlin might forget to charge one of her electronic devices. However, iPod nano has a battery life that allows it to play continuously for up to 24 hours. That means she can go on many runs without ever having to charge her iPod. Caitlin might simply leave it with her running gear so it's always there when she wants to use it.

Look for beyond-the-box opportunities

- **Do you currently listen to music when you run?**
Find out if, like many runners, Caitlin already uses some type of portable audio player when she runs. She might use music to help set and maintain her pace, give her something to concentrate on, and motivate her. Suggest the Nike + iPod Sport Kit. When paired with corresponding Nike shoes, the Nike + iPod Sport Kit tracks the time, distance, pace, and number of calories burned. It will also provide audio feedback during the run and allow Caitlin to track her workouts for free in iTunes and at nikeplus.com.
- **Would you like to see some options for securing your iPod when you run?**
Show Caitlin the new iPod nano Armband as well as any Nike clothing that is available to hold iPod nano securely during a workout.

Let the customer experience the product

- Watch the Nike + iPod Sport Kit demo at the Apple.com website. Let her hold and use iPod nano so she can get a feel for how light it is and how easy it is to use.

Address any objections or concerns

- **I've already got a 30GB iPod.**
Talk to Caitlin about how she can manage multiple iPods with a single collection of music in iTunes. She can even create specific playlists designed to go with her running activities (or buy specially designed ones from the iTunes Store). Plus, only the iPod nano is compatible with the Nike + iPod Sport Kit.
- **I'm confused about which iPod nano to purchase.**
The factors to consider when helping Caitlin decide are the capacity she needs (remember, music collections only get bigger) and color (remember, the 4GB model is available only in silver, and the 8GB model comes in a choice of five colors).