



Introducing iPod shuffle

September 2007

About iPod shuffle

30-Second Pitch

iPod shuffle is the world's smallest digital music player.

Its size, durable aluminum enclosure, and built-in clip allow it to clip onto or slip into just about anything for the ultimate in wearability.

In September 2007, the iPod shuffle family welcomed new colors into its lineup—blue, red¹, green, and purple—joining the existing silver model, allowing you to choose a model that suits your personality and taste.

At just US\$79, it's the most affordable member of the iPod family while featuring all the benefits of integration with iTunes.

What Every iPod shuffle Includes

- Earphones
- USB dock
- Quick Start guide

When Will It Be Available

- Announced and shipping September 5, 2007

Available Accessories

Many accessories are available from Apple and third-party companies:

- Apple iPod shuffle dock
- USB power adapter
- Cases

Reference www.apple.com/ipodshuffle for additional details on features and available accessories.

240 songs. Remixed colors.

What's new about iPod shuffle?

- iPod shuffle is available in a five colors: **silver, blue, red¹, green, and purple.**

What's still great about iPod shuffle?

- iPod shuffle comes in a single configuration—1GB, priced at **US\$79**—that can **hold up to 240 songs.**
- Although it may be small in size, iPod shuffle can **play music for up to 12 continuous hours.**
- Customers can **let iTunes Autofill their iPod shuffle**, selecting songs based on their preferences.
- Its anodized aluminum body means iPod shuffle is **lightweight and durable.** A **built-in clip** allows your customers to clip iPod shuffle to their shirt, purse strap, or belt. Of course, it's also small enough to fit into their pocket.
- iPod shuffle pays due respect to its bigger siblings with a **thumb-friendly, circular control pad.** Click the center button to play and pause. Click the outer buttons to move back, skip forward, and adjust volume.

Who's going to want this?

- For many people, a US\$79 price will make this **an impulse buy**—and a great way for them to be introduced to Apple products.
- Because of its **extremely durable design and its low price**, iPod shuffle is perfect for the **youngest potential iPod customers.**
- iPod customers who want a **smaller, additional iPod to use for active pursuits**—such as exercising, skiing, biking, and jogging—will be interested in iPod shuffle.

What to keep in mind?

- *No matter the price, it's still an iPod:* The digital audio player market has dozens of models in the same price range as iPod shuffle. Differentiate iPod shuffle with unique features including its size, wearability, and integration with iTunes.

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.

For Training Purposes Only

An Existing iPod Customer

Determine the need

- **How do you use your existing iPod?**

Find out whether there are times when Chuck doesn't need to have all of his music, photos, and video with him—when all he wants is something small for holding an essential part of his music collection.

- **Do you ever leave your current iPod at home when you'd like to have music with you?**

For the times when Chuck rides his bike, show him how the tiny size of iPod shuffle makes it easy for him to carry (or clip). And, because there is no screen or moving parts and it's made out of anodized aluminum, it's incredibly durable.

Look for beyond-the-box opportunities

- **Do you use more than one computer?**

Suggest an additional iPod shuffle dock so Chuck can charge his iPod or use it to transfer data to his iPod shuffle from his other computers.

Let the customer experience the product

- The reaction to the size of iPod shuffle is usually one of amazement at just how small it is. Let him hold it and try it out. Point out how easy it is to use with a thumb-friendly, circular control pad (a lot of iPod competitors shrink the size of the controls as they shrink the size of the player, decreasing its usability).

Address any objections or concerns

- **I've got more music than iPod shuffle can hold.**

Using iTunes to easily manage the music on his iPod shuffle, Chuck can choose the songs he wants to have with him. Or, he can let Autofill choose the songs for him (based on his own preferences).

- **I think I'd be better off with a player that includes a display.**

After acknowledging his concern, remind him that iPod shuffle is designed to be easy to use without the need for a display. The displays on small audio players are small and difficult to read, making navigation more difficult, the exact opposite of their intent.

A Parent Buying a Gift for Their Child

Determine the need

- **How old is your child?**

Finding out how old Nicole's child is will help you assist her in choosing the best iPod. For instance, younger children probably don't have pictures that they'd want to show off which would require an iPod with a screen. The design of iPod shuffle makes it the most rugged member of the iPod family.

- **Do you use a Mac or Windows computer?**

An iPod with iTunes provides the same great experience for both Windows and Mac customers. If Nicole uses Windows, this may be her first exposure to Apple products. The satisfaction with an iPod might cause her to consider a Mac the next time she is in the market for a computer.

Look for beyond-the-box opportunities

- **What kind of music does your child like?**

An iTunes Gift Card is a great addition to an iPod sale. It lets Nicole's child (with her supervision) choose songs that they like and want to have on their iPod.

Let the customer experience the product

- Point out the durable construction so she can be comfortable knowing the iPod will last (although there are limits to everything, right?). Also, show her the built-in clip, which will help to make sure iPod shuffle stays where it belongs (with its owner) and doesn't get lost.

Address any objections or concerns

- **Would I be better off with a player that uses AAA batteries?**

Players that use one (and sometimes two) AAA batteries would require Nicole to replace (or recharge) them after about 15 hours of use. When considering the price of a player, remind Nicole that she'd also need to take into account the cost of replacing batteries. That additional cost goes away with a player like iPod shuffle, which uses an internal battery—which can play music for up to 12 hours before it needs to be recharged.

- **I've seen cheaper digital music players.**

It's true that there are less expensive digital music players, but they are missing the elements that make iPods so popular. Help Nicole see that this includes the careful design that makes all iPods easy to use, the small size of iPod shuffle (the smallest there is!), and the integration of iPod + iTunes.