

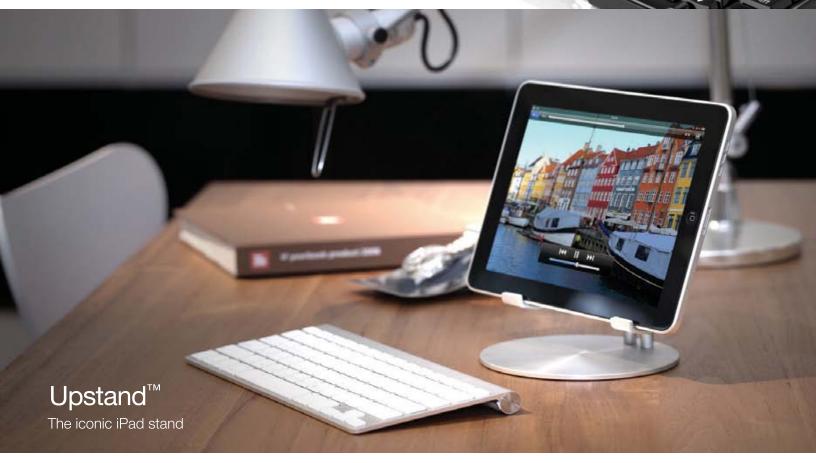


Jorno is the folding Bluetooth keyboard that fits in your pocket and allows you to type with ease anytime, anywhere. Write email in a cafe. Take notes in a meeting or class. Blog wherever you are.

Go mobile and get productive with Jorno.

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#### Audio / Music / Radio

#### NPR for iPad / NPR News

Technically two separate applications, NPR News for iPhone/iPod touch and NPR for iPad overlap a lot, demonstrating how a great iPhone app can benefit further from extra real estate on the iPad's screen. Both provide access to audio streams from National Public Radio, including broadcasts from numerous member stations, on demand programming, and spoken versions of top news stories, all professionally produced with wonderful vocal work. NPR for iPad lets you listen to news or music while both reading and browsing NPR stories, while NPR News lets you read or browse news, with music content in a separate, recent NPR Music app. FREE

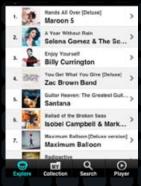


#### **Ambiance**

With a new UI and a massive library of downloadable sounds, the latest version of this background app creates amazing atmospheres. \$3



different multi-milliontrack catalog that seems lighter on new releases and stronger on older ones. \$10/Month



#### **Napster**

A monthly subscription gets you unlimited access to millions of songs, including the week's latest releases, streamed or saved. \$10/Month



iPhone versions, this app IDs songs playing on the radio just by using the built-in mic. Accurate, useful, and... FREE



#### ooTunes

Live Internet radio, including local AM/FM stations plus 27,000 other streams, can be played, paused, and recorded quickly to the device. \$5



#### Slacker Radio

Pandora alternative that in our testing almost always calls up the exact song you specify on the first search, then creates related "stations." FREE



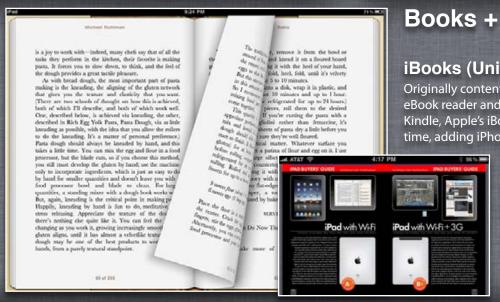
#### Pandora Radio

Updated for the iPad and iOS 4 background-ready, streams "you'll like this too" custom stations you create by plugging in an artist or song name. FREE



#### **Wunder Radio**

Combines a great Internet radio tuner with a web browser so pre-iOS 4.2 iPad users can do other things while listening to streams. \$7



#### **Books + Education**

#### iBooks (Universal iPad/iPhone)

Originally content to be just a nicer-looking iPad eBook reader and buying experience than Amazon's Kindle, Apple's iBooks has become even better over time, adding iPhone and iPod touch support, the

ability to read PDFs - including our Books and Buyers' Guides - and of course, much more content in its built-in iBookstore. With an integrated brightness control for reading in different lighting conditions, and faster page-turning than before, this is now a must-grab.



#### **Distant Suns 3**

Learn about planets and stars using any iOS device, with compass support to align the star chart with the night sky. Hands-on and cool. \$10



#### **Papers**

Academic research literature is at your fingertips with this now universal app, critical for science students and some professionals. \$15



#### **Flipboard**

Customize this magazinelike app with content you want from major web sites, Facebook, and Twitter; makes text feeds visually interesting. FREE



#### Reeder

A deliberately spartan but highly efficient UI makes RSS reading via Google Reader a joy. Separate iPad and iPhone apps, sadly. \$3/\$5



#### Inkling

A next-generation textbook replacement with a bookstore that sells by the chapter. Every publisher and school should use this. FREE



#### Solar Walk

Beautiful time-coded 3-D renditions of planets in our solar system come to life on the large iPad screen, though iPhone is also supported. \$35



#### **Marvel Comics**

Dig into Marvel's amazing collection of superhero comics, some free, most sold for \$2-\$4 each. Zoom in on anything, swipe to change pages. FREE



#### The Elements

Incredible next-gen iPad book renders the periodic table with spinning 3-D objects; you'll learn while feeling like you're living in the future. \$14

#### Communications + GPS

#### Skype (iPhone/iPod/iPad\*)



Skype went from cool to awesome when iOS 4 added VoIP multitasking, letting iPods, iPhones and iPads make free and low-cost phone calls over Wi-Fi or 3G while doing other things. One hitch: the app uses the iPhone UI on iPad; Skype promises an iPad UI shortly after iOS 4.2 is out. FREE

#### AIM

In separate iPad/iPhone apps, AIM offers free access to AOL/Apple's instant messaging networks while tracking Facebook + Twitter, FREE



#### BeeJive IM

This power user's **IM** client supports numerous non-AOL chat services, and offers push notifications. Skip the iPad version. \$10



#### CoPilot Live / HD

iPad turn-by-turn GPS for \$30, iPhone for \$5-\$20 need we say more? While Navigon's prompting is better, this app's U.S. POIs + maps are solid. \$5-\$30



#### Navigon

MobileNavigator offers great turn-by-turn GPS voice prompting and fine maps, but at a higher price, with no iPadspecific UI. \$20-\$50



#### **Facebook**

Routinely updated with little features, the official app of the biggest social network is solid for 3.5" devices but not the iPad: get Social instead. FREE



#### Social

iPad users who want to share pictures over Facebook haven't had an app to do so easily; this third-party browser offers that, plus chat + more. \$2



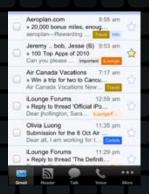
#### Fring

Apple's FaceTime only offers video calling over Wi-Fi; this works over 3G, too, and provides decent results at no charge, even for iPhone 3GS. FREE



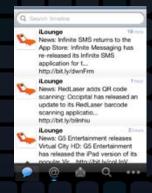
#### **TweetAgora**

A Twitter client with a major difference: power users can perform multiple keyword searches at once, and filter out results. FREE



#### **G-Whizz! Pro**

Google service users can now access everything from Gmail to Reader, Voice, and Talk through one app, rather than several or Safari. \$5



#### **Twitter**

Great for most users, the official Twitter app's iPhone side is simple and efficient, while the iPad UI has novel sliding panes, but loses features. FREE



#### Entertainment + Kids

#### ABC Wildlife / ABC Wildlife iPad

Sold as two separate but nearly identical apps for the iPad and iPhone/iPod touch, Peapod Labs' ABC Wildlife - Little Explorers is one of the most impressive educational tools around, featuring gorgeous animal photos tied together with a letter teaching trick: tap any letter of an animal's name to see another animal whose name starts with that letter. Each animal is depicted through multiple pictures, streaming videos, and little facts that can be brought up by tapping on circular buttons; you'll find yourself so impressed by each image that you might not discover all of the great stuff in here. The prices for each app are reasonable, too. 32(52)



#### **ABC Song**

Thirteen screens take kids through the alphabet two letters at a time as a cheerful song and individual animations play. Sweet and fun. \$1



#### A To Z: Moose + Zee

Learn upper and lower case letters from Nick Jr.'s Moose and Zee, tapping each of four letters on 26 differently themed, drawn backdrops. \$2



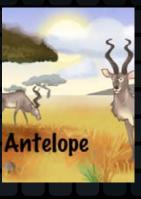
#### **AirCoaster**

Even more impressive on the iPad than it was before, this hi-def roller coaster simulator lets you build and download amazing free tracks. \$1



#### **Baa Baa Black Sheep**

Combining Row Your Boat and Black Sheep nursery rhymes into a single app, Duck Duck Moose teaches object finding + matching. \$2



#### **Amazing Animals Savanna**

Explore the African savannah with a scrolling, cute look at animals, complete with sound effects and a secret dancing bird. \$2



#### **Chatter Telephone**

Flip between numbers, musical instruments, and professions with this virtual Fisher Price toy, which uses voice samples to teach everything. \$1



#### **Ants Go Marching**

A ten-verse rendition of the classic kids' song, with animated marching ants and brief pauses for interactivity - nice for learning numbers. \$1



#### **Drawing Pad**

An awesome art tool for kids, Darren Murtha Design's app includes markers, crayons, and resizable, rotatable stickers. Great value. \$2



#### Kids, Continued

## Interactive Alphabet - ABC Flash Cards (Universal iPad/iPhone)

It's easy to try to teach a child the alphabet letter by letter, but when the letters come to life with their own interactive activities, learning is so much easier. Pi'ikea's Interactive Alphabet offers 26 separate experiences that range from flying kites (K) to writing with a quill (Q) and banging on a xylophone (X), all without the mess of scattered toys. Nearly all of the flash cards offer intuitive, attractively designed things to do, and the developer has been adding and fine-tuning features since the initial release. We love that this app runs on iPads, iPhones, and iPod touches; it's very impressive.



#### **Field Flier**

Simple but nice, this app lets kids control Robin, tapping the screen to interact with food, music, perches, and other activities in a forest. \$2



#### Little Sky Writers

An especially welldeveloped letter-tracing app for kids, with adultready voiceovers to help a parent enjoy being part of the teaching. \$2



#### Fish School / HD

Another great Duck Duck Moose app, this teaches letters, shapes, colors, and more using schools of fish, the alphabet song, and voiceovers. \$2/\$2



#### The Lorax

Just one of a number of good Dr. Seuss books that work equally well on the iPad and smaller iOS devices; a classic environmental story. \$4



#### **iWriteWords**

Now with iPad support, this app teaches writing and short word spelling, with shapes that kids are shown how to trace, forming letters. \$3



#### **Midnight HD**

Frequently updated, this interactive particle generator is 2010's version of the plasma ball, letting you control energy as if by magic. \$1



#### **Little People Farm**

Fisher Price's famous toys get an app with cartoony animals, songs, and simple matching/cleanup games for 2-4-year-olds. Inexpensive fun. \$2



#### My Baby Einstein

Based on Disney's DVD series, this digital version offers tons of in-app video clip and flash card purchases, boosting its price and content. \$4



#### Kids, Continued

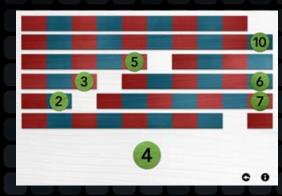
#### Park Math (iPhone/iPod touch)

Any one of Duck Duck Moose's increasingly numerous applications could be a kids' app of the year winner, but the recently-released Park Math is its best effort yet: a charmingly illustrated collection of math-teaching activities with a park and playground theme. Blue Bear skates from area to area, learning simple addition, subtraction, equality, counting, and pattern completion, leveraging the company's wonderful classical music and colorful original characters for every screen. Though an iPad-specific version has yet to be released, this one runs well on all of the iOS devices, and delivers superb value for the low asking price.



#### Intro To Letters

Montessorium's letter teaching app includes phonics, names, and guided tracing for one or two letters at a time, with nice presentation. \$5



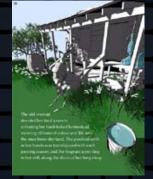
#### **Intro To Math**

Using bars, dots, and sequences of numbers, Montessorium's other app teaches counting, big and small, and tracing; great UI design. \$5



#### **Old MacDonald Piano**

Along with a separate
Twinkle Twinkle Little Star
app, Old MacDonald teaches
the lyrics and piano notes
to a rhyme while it
happily sings. \$2



#### Pedlar Lady

For older children, this 3-D rendered book tells a classic story using dramatic and changing camera angles, animation, and text. \$5



#### See 'n Say

Prepare to be amazed by this evolved classic Fisher Price toy, with 12 animals that each have multiple videos to watch after the arrow spins around. \$2



#### **Photography**

#### **Adobe Photoshop Express** (Universal iPad/iPhone)

Much improved from its earlier iPhone and iPod touch version, Photoshop Express now offers iPad owners even more reason to grab Apple's Camera Connection Kit: photos can be straightened, rotated, color-corrected, filtered, and bordered directly on the device before being shared - you can handle e-mail yourself, but Express can do direct posting to Facebook, TwitPic, or Adobe's own Photoshop.com sharing site as you prefer. Though the "swipe on screen using invisible sliders" UI isn't ideal, the asking price is unbeatable. FREE







#### **CameraBag**

Apply classic camera filters, crops, and borders to any image in your gallery; separate iPad and iPhone versions have the same features, \$2/\$3

#### Camera+

Pulled from the App Store for offering a hidden feature, Camera+ was still best of breed, offering separate focus and exposure controls for some iPhone cameras, as well as a huge lightbox of special effects, borders, and colorshifting tools to let you completely transform the look of a photo. It deserves recognition, even though it's **GONE** 

#### MobileMe Gallery

Use iPad or iPhone to access galleries of photos and videos on Apple's subscription MobileMe service, including friends and contacts. FREE



#### Pano

Faster and more beautiful than its prior version thanks to Retina Display support, Pano autostitches multiple photos into panoramas. \$3



#### **Photogene**

A sophisticated set of bordering, straightening and editing tools, plus cute text and thought bubbles, sold in separate iPad/iPhone apps. \$2/\$4



#### TiltShift Generator

One of our favorite iPad and iPhone photo tools makes even flat cell phone images look like **DSLR-quality shots with** depth of field. \$1/\$3



#### **Productivity + Tools**

#### Pages (iPad)

Apple's suite of iWork applications for the Mac arrived individually for the iPad this year, and though they all suffer from first-generation-itis, they keep getting better with post-release updates. The word processor Pages started out solid, with support for different fonts, text styling, templates, and word-wrapped photos. Now it handles imports and exports of Microsoft Word files, as well as saving in Pages and PDF formats, with the ability to do everything except print directly to a printer - that's coming later this year with the release of iOS 4.2. Except for the likely charge for next year's 2.0 release, it's a no-brainer for word processing.



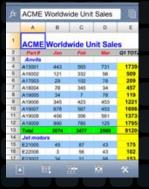
#### 1Password

Stores all your passwords and private info for easy access, now with an iPad UI, Dropbox sync support, and syncing from both Macs and PCs. \$10



#### **Evernote**

Evernote records and stores text, photo, and audio notes in collections accessible on your iPad, iPhone, and computer, for no charge. FREE



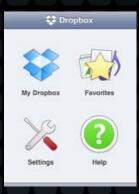
#### **Documents To Go**

Open and edit Microsoft Word, Excel and PDF files without converting them into Apple's formats; the more expensive version has PowerPoint. \$10/\$15



#### Flashlight+

For great convenience, this iPhone 4 app offers instant access to the bright LED flash, which serves as an illuminator, strobe, or S.O.S. signal. \$1



#### Dropbox

Drag and drop files from your computer to a cloud-based disk that's shared with your iPhone/ iPod/iPad, each with onscreen viewing. FREE



#### GoodReader

Read and annotate big PDFs, edit text, and maintain a library of media/document files on your iPhone or iPad. Separate apps. \$1/\$3



#### **Droptext**

A text editor with Dropbox support so that you can create, edit, and share HTML and text files. Supports fonts and works with keyboards, too. \$1



#### iHome + Sleep

For owners of iHome's latest clock radios, this impressive app adds extra alarms, Facebook and Twitter notifications, and weather info. FREE



#### **Productivity, Continued**

### iTeleport for iPad / iTeleport Jaadu VNC for iPhone/iPad (Universal)

Sold in universal and iPad-only versions at different prices, iTeleport lets your iOS device see and control the full screen of your computer (Mac/PC/Linux), including a virtual keyboard and touchscreenbased mouse alternative. Capable of shrinking even a 27" iMac display onto the 3.5" iPhone/iPod touch screens - albeit with the need to do plenty of pinching to zoom in and out - iTeleport even enables you to control your machine over a 3G cellular connection, useful for accessing files when you're not at home. It's best-suited to computers that aren't behind firewalls. \$20(\$25)



#### Instapaper

Even more useful on iPads, grabs and organizes web pages for later offline viewing, presenting their text in simplified, clean form. \$5



#### MobileMe iDisk

View and stream all the music, movies, photos, and documents you've stored on Apple's subscription service, now with an iPad UI. FREE



#### Keynote

Make slick slideshows with Apple's rival to Powerpoint, simplified for the iPad while keeping photo, text, and graph styling templates. \$10



#### Nike+ GPS

Ditch the Nike+ shoe sensor with this iPhoneonly app that uses GPS data to map and track your outdoor runs, with sync to Nikeplus.com. \$2



#### Logmein Ignition

For those who need live iPad/iPhone access to the screen of a PC or Mac through a firewall, this app beats iTeleport at a higher price. \$30



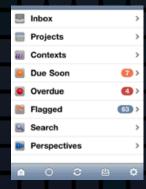
#### **Numbers**

With potential to change spreadsheets forever, Apple's iPad Excel rival changes its virtual keys based on the features + functions you need. \$10



#### Lose It!

Manage your weight loss with this app, which knows your personal daily needs and also the calories in popular restaurant food. FREE



#### **OmniFocus**

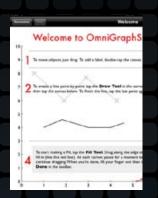
Easy but powerful task management in separate iPad and iPhone apps that sync to a Mac, linking to-do notes to contexts and locations. \$20/\$40



#### **Productivity + Tools**

#### Penultimate (iPad)

Apple can pooh-pooh styluses all it wants, but the tablet design of the iPad is a natural for note-taking and scribbling, both handled beautifully by this inexpensive app. Open new or existing virtual notepads with blank, lined, or grid paper, choose from a handful of colors and pen tip sizes, then write or sketch to your heart's content. Though Penultimate can't recognize your handwriting, it saves and optionally sends your pages via e-mail - even in full notebook PDFs if you prefer. Cocoa Box Design's work on this app has been great so far; Apple should buy it and incorporate the features into every iPad. Until then, it's an easy buy.



#### **OmniGraphSketcher**

Turn your iPad into a graph creation tool using touch-based drawing rather than pure number entry; sketch a concept, then tighten it up. \$15



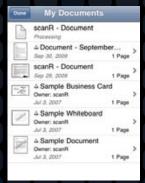
#### Remote (Apple)

Control iTunes, Apple TVs, and AirPlay devices with this iPad/iPod/ iPhone remote, accessing libraries, changing volume, and more. FREE



#### **PasteBot**

Transfer files between your iOS device and Mac with a simple copy command, and create a large clipboard filled with editable files. \$4



#### scanR

Still astonishing, this app turns iPhone 3GS/4 into a scanner and fax machine, even sending faxes overseas. Now charges flat rates for faxing, FREE



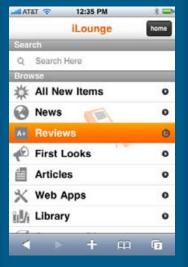
#### Popplet

Compose sharp-looking relational diagrams using text and photos from your iPad, instantly linking shapes together with smart tools. \$9



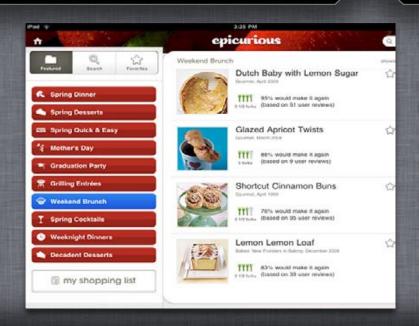
#### Soulver

Going beyond the iPhone/iPod calculator, Soulver keeps tallies and uses text expressions so that you needn't hunt and peck buttons. \$4/\$8



#### iLounge Mobile!

We wouldn't include our own iPhone/iPod touch web interface in this list, taking the place of some worthy third-party app, but iLounge Mobile was developed to provide a clean small screen way to access our content when you're not near a computer. Text is boosted, photos formatted to fit the screen's width, and links to our major site sections plus search - are all found on the main page. Just visit iLounge.com/mobile to view the site; it's a free web app!



#### Reference

## Epicurious Recipes & Shopping List (Universal iPhone/iPad)

Originally released as an iPhone app last year, CondeNet's Epicurious came into its own with an iPad redesign that made ideal use of the 9.7" screen as a multi-paned cookbook. While it's one thing to see one proposed recipe at a time on a 3.5" display, it's entirely another to access a scrolling list of beautiful photos alongside a collection of seasonally updated categories, with recipes that are brilliantly split separately into ingredient and instruction panes. The app's ability to instantly create shopping lists for recipes is also impressive. Few apps show the iPad's potential so well.



#### Discover for iPad

Browse Wikipedia with a more interesting iPad interface, including nice fonts and background themes, plus links to related articles. FREE



#### **Google Mobile**

Now with Goggles, which IDs the contents of iPhone photos for Google searches, this also added iPad support and push notifications. FREE



#### **Equibase Racing**

Impressively presents horse race stats with full video, records, and details on records of horses and jockeys - for no charge.

Quite a leg up. FREE



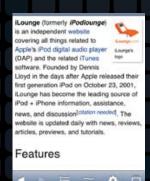
#### Siri Assistant

Purchased by Apple, Siri translates your voice into search queries, instantly telling you movie show times, weather, and much more, with links. FREE



#### **ESPN ScoreCenter**

Scores and summaries from major pro and college games, updated quickly, now with push notifications directly to your device, FREE



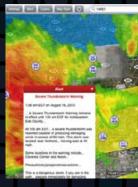
#### Wikipanion/Plus

A serious Wikipedia research tool with bookmarks, in-page search, and caching in the paid separate iPad/ iPhone versions. FREE/\$5



#### FlightTrack Pro

Combining live (albeit slightly delayed) in-air flight status with the ability to sync itineraries and push notify, this is tops on iPad/iPhone. \$10



#### WunderMap

Detailed multi-layer weather maps go beyond mere forecasts and let you watch live radar, web cams, and more, with a global scope. FREE



#### Video / Video Editing

#### Netflix (Universal iPad/iPhone)

Though a monthly subscription is necessary to make use of its features, Netflix's free app and free trial period give you a nice opportunity to decide whether you want to pay for its service: unlimited, nearly instant streaming of Netflix's growing movie and TV show library, plus one or more DVD rentals by mail at a time. Originally appealing to existing Netflix rental customers, the U.S. and Canadian streaming service continues to improve in selection and device support so rapidly that DVDs are becoming less necessary; iPads, iPhones, and iPods, as well as PCs/Macs and new Apple TVs, can share one account for as little as \$9/month.



#### **ABC Player**

Forget iTunes rentals; watch ABC's top shows for no charge, in HD, with few ads - direct from the network. Great quality over 3G or Wi-Fi. FREE



#### **Qik Video Camera Pro**

Record or stream live video from old and new iPhones, complete with realtime special video effects and easy social sharing options. \$3



#### **Air Video**

Stream videos directly from your PC/Mac - even in non-iOS formats such as AVI and DiVX - to your iPhone, iPod, or iPad, with realtime conversion. \$3



#### ReelDirector

Supporting iPad and more iPhone/touch models than iMovie, this editing, transition, and titling app is slow but powerful and only... \$4



#### iMovie

iPhone 4 and iPod touch 4G camera users can edit their videos directly from the devices with this Apple app, adding titles, music, and photos. \$5



#### **UStream Broadcaster**

Send live video directly from iPhone 3G, 3GS, or 4 over 3G or Wi-Fi to a server where web users can view and comment in real time. FREE

# There's much, much more!

We've included a small collection of runners up on the next several pages, but we've reviewed so many apps this year that it's best to keep up with them every week. Visit iLounge. com for our weekly iPhone + iPad Gems columns, as well as Small Apps + Updates roundups, which offer looks at new, exciting, and sometimes so-so apps for the iPad, iPhone, and iPod touch!



#### **All Categories**

#### Wired Magazine

A number of noteworthy magazines have tried to bring their print editions to life on the iPad; Wired is in some ways the most interesting. Stories on movies and music evolve from still images and text into video and audio clips, letting you experience the film or artist being profiled; graphics with foreign-language text are translated instantly with the press of a button, and automatically reorient for landscape and portrait orientations with reflowed text. But in an age where publishers have been forced to heavily discount if not give away their magazines, Wired carries a full issue price tag, and it's hard to imagine paying \$60 per year for this.



The iPad app has 40,000

paintings from 1,000

artists, available quickly

from any Internet

connection. Visual and

eductional. \$10.



interactive book for kids, this one using buttons. switches and levers to move a nicely illustrated, brief iPad story along. \$3



#### **BoxCar**

Adds push notifications to Twitter, e-mail, news readers, and other apps that you want to keep instant on, including Facebook on iPad. FREE



#### Find My iPhone

If you've lost an iPad/ iPhone/iPod touch, this app works with Apple's MobileMe to pinpoint its location using a second iOS device. FREE



#### Calcbot

Another Apple calculator replacement, this one adds a recording tape and exporting, with big buttons on the iPad, two screens on iPhone. \$2



#### CinemaFX

Adds numerous special effects and filters to iPhone 3GS/4 and iPod touch 4G videos, though some are locked inside in-app purchases. \$2



#### **Compass HD**

Fishbone's stylish iPadonly reskinning of the iPhone 3GS/4 compass provides multiple styles and panes, including map and save features. \$2



#### **Fortune Magazine** This iPad-only evolution of the financial magazine is too expensive, but has a sharp UI that rotates and uses buttons and

graphics effectively. \$5





#### **All Categories**

#### Life Wonders of the World (iPad)

Based upon a year-old coffee table edition, Life's Wonders of the World Photography Book for the iPad sells for much less and features the same impressive photos of 50 different natural and man-made sites, arranged here as horizontally-scrolling images with vertically-accessible text. Unfortunately restricted solely to landscape mode viewing without the ability to zoom in on images, the app nonetheless provides an informative and visually engaging experience, allowing you to gawk or learn as you prefer. It's a good stab at transferring an existing photo book to iPad format, though an interactive sequel's easy to imagine.









#### **IMDb Movies & TV**

A simplified iOS interface for the movie, TV, and industry database of record, providing easier access than the popular web site. FREE



#### **Phototrip**

Automatic recording of your GPS location for the purpose of geotagging photos; just create a "trip," set an update interval and go. \$1

#### **NY Times**

Offers most of the better New York Times web site with formatting that more closely resembles the venerable paper; not flashy, but classy. FREE



#### <u>Placetagger</u>

More expensive than the other photo geotagger Phototrip, Placetagger has been updated more often, has smart options, and multitasks, too. \$10

#### Osfoora HD

Frills galore are what this paid Twitter client offers over the new official one for the iPad, plus a dark UI that focuses on clean access to key features. \$4



#### Popular Mechanics+

As a demo of what this print magazine could do with an iPad app, offers neat interactive graphics that bring still images to life, and more. \$2

#### **Perfect Web Browser**

Tabs, privacy settings, and VGA output are just a few of the features this offers over Safari on the iPad; saves pages and flips much faster. \$3



#### Popular Science+

Early to the iPad magazine party and now cheaper, PopSci has some great page designs with scrolling parallax artwork and buttons. \$3



1:36 PM

#### **All Categories**

#### WeatherStation Free (iPad)

Some iPad users will use Apple's built-in picture frame feature to display photos; others will see the 9.7" screen as a great place for stylish displays of information. Bigsool's aptly-named WeatherStation Free turns the screen into a wide or portrait equivalent of a digital weather tool with the time and date at the top, and large weather and temperature indications in the center. With multiple color options for the screen and text, WeatherStation outperforms the dedicated standalone devices it emulates, and the price is right, too. We'd love to see its panels become buttons to lead to even more content.



# Listening on port 2500 IP: 10.0.1.8





#### **Pulse**

As one of several nextgeneration iPad RSS news readers, Pulse presents feeds with as much photo content as possible on a clean, dark grid. \$2



#### **Textie**

If you keep this app running and make friends aware of it, sending SMS and MMS messages can become free - even to iPads and iPods. FREE

#### **ShutterSnitch**

Users of EyeFi cards and other photo autouploading camera gear can send their files directly to the iPad or iPhone with this app. \$8



#### Top 100s By Year

Thousands of popular songs are streamed from this app automatically by year, letting you focus on some of the best tracks as background audio. \$2

#### StockWatch iPad

Like Apple's Stocks app on steroids, StockWatch turns an iPad into a market monitor with as many companies and indices as you want. \$6

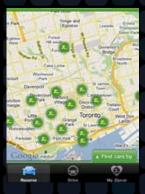


#### Winnie Puzzle Book

iPad- and iPhone-ready, this Winnie the Pooh app offers simple but beautiful puzzles plus a Pooh story, with pleasant voice narration, \$1

#### Sky+

U.K.-only, this app offers realtime scheduling of a BSkyB DVR directly from the iPhone with clear buttons and no need for a web interface. FREE



#### **Zipcar**

Find and access shared cars from this popular car rental service using one app that does everything

from reserving to opening up the car. FREE



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The SportShell Convertible delivers 4 cases in 1, and offers you the only case you'll ever need.



### SportGrip<sup>™</sup> Gamer for iPod\* touch 4G

The SportGrip Gamer is a sleek, innovative gaming case. Easy-grip handles take the gaming experience to a new level.



#### Eco-Vue<sup>™</sup>

for iPad™

The Eco-Vue is a stylish eco-leather folio case that delivers 3 solutions in 1.



#### MicroShell™

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### SportGrip<sup>™</sup> Core for iPod<sup>®</sup> touch 4G

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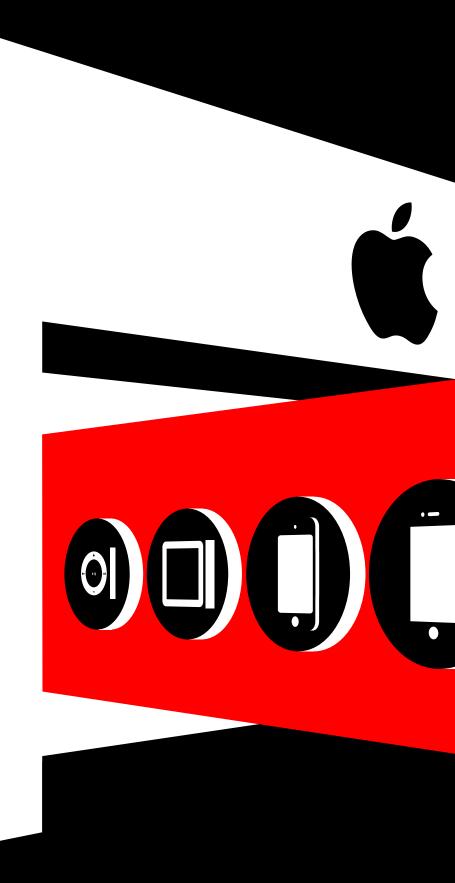


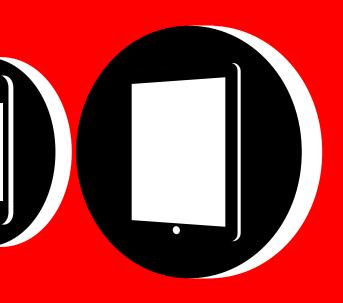
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# THE IPOD/IPHONE/IPAD BUYERS' GUIDE

# iPod, iPhone, or iPad: Buy Now, or Wait?

Apple's annual device refreshes place prospective buyers in a constant timing dilemma: "if I buy now, won't I just be angry when the new one comes out?" The answer's "maybe." With few exceptions, each new model improves on the one that came before, but generally burn only late-in-the-game purchasers who didn't get enough value before something better came along. As 2010 draws to a close, iPods have just been refreshed, new iPads are likely only months away, and new iPhones are believed to be coming in early and mid-2011 - but nothing's certain. On the following pages, you'll see Apple's current lineup, focusing on what's great and what's wrong, thus most likely to change in the future. We also offer pointers on getting top cash for used Apple devices when you're ready to upgrade.





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# The iPod and iPhone Family.

Though there are 27\* different iPod and iPhone models to choose from this year, the 32GB iPod touch is the family's high point on features for the dollar, with other models offering relatively good rather than great alternatives. We explain why in upcoming pages; here, we show their individual specifications.

#### iPod **shuffle**



1.14" × 1.24" × 0.34"

#### iPod nano



1.48" x 1.61" x 0.35"

#### iPod classic



4.1" × 2.4" × 0.41"

**Purpose** 

Price

Storage

Colors

Weight

Screen

Music

Photos

Games

Videos

Rating

**Summary** 

Music & Data Storage

\$49

2GB

5

0.44 Ounces

None

15 Hour Battery

None

None

None

В

Improved from last year's version, this audio-only player is cheap and colorful, but lacks for a screen and storage capacity to hold all your music. Sport-Ready Media Player

\$149-\$179

8GB-16GB

7 • • • • • • • • •

0.74 Ounces

1.54" / 240x240 / 220ppi

24-33 Hour Battery

Yes

None

None

B-

The switch to a tiny body and touchscreen lost nano its video and gaming features, as well as interface conveniences, but it's a wearable novelty due to its new rear clip, if overpriced. High-Capacity Media Player

\$249

160GB

2

4.9 Ounces

2.5" / 320x240 / 163ppi

36-42 Hour Battery

Yes

3 + ~50 iTunes Downloads

**6 Hour Battery** 

B-

High storage capacity is the only remaining virtue of this now-ignored model, which wasn't updated for 2010. Plays audio and videos, but not increasingly important iOS apps or games.

#### iPod touch



4.4" × 2.3" x 0.28"

#### iPhone 3GS



4.5" × 2.4" × 0.48"

#### iPhone 4



4.5" × 2.31" × 0.37"

Touchscreen Wi-Fi Media Player

\$229-\$299-\$399

8GB-32GB-64GB

1

3.56 Ounces

3.5" / 960x640 / 326ppi

**Music:** 39-40 Hour Battery

**Photos:** Yes

**Games:** App Store Downloads

**Videos:** 7-8 Hour Battery

A- (32GB) / B+ (8GB/64GB)

High-resolution screens and twin video cameras for HD recording and video calling make all three touches strong, but the 32GB is the best value; slim and with strong battery life, only iPhone 4 does more. Touchscreen Media Phone

\$99 Plus Contract

8GB

1

4.8 Ounces

3.5" / 480x320 / 163ppi

29-30 Hour Battery

Yes

**App Store Downloads** 

9-10 Hour Battery

B+

A step down from iPhone 4 in speed, screen quality, battery, and camera features, 3GS is nonetheless a good starter iPhone for \$99, including the same iOS and video recording. Touchscreen Media Phone

\$199-\$299 Plus Contract

16-32GB

2 (\*/White "Delayed")

4.8 Ounces

3.5" / 960x640 / 326ppi

40-52 Hour Battery

Yes

**App Store Downloads** 

10-11 Hour Battery

B+

Better than 3GS in all ways save antenna performance and durability, iPhone 4 has family-leading speed, camera, and screen performance on its side, plus near-great battery life.

# Two iPads + A New Apple TV.

New iPads may debut in early 2011, but today's models are the best first-generation devices Apple has released in years - priced well and beautifully executed. The company's new second-gen Apple TV is also an improvement over its three-year-old predecessor, with added features planned for late 2010's launch of iOS 4.2.

#### iPad with Wi-Fi



9.56" x 7.47" x 0.5"

#### iPad with Wi-Fi + 3G



9.56" x 7.47" x 0.5"

**Purpose** 

Price

**Storage** 

Wireless

Weight

Screen

\_\_\_\_

Music

Internet

Games

**Videos** 

Rating

**Summary** 

Wi-Fi Tablet

\$499-\$599-\$699

16GB-32GB-64GB

802.11a/b/g/n Wi-Fi

1.5 Pounds

9.7" / 1024x768 / 132ppi

Approx. 6 Day Battery

10 Hour Wi-Fi Battery

**App Store Downloads** 

10-12 Hour Battery

Α-

Equally easy for toddlers and grandparents to understand, Apple's first tablet computer is a home run, delivering beautiful 3-D graphics and most of the apps from iPods + iPhones. No camera and screen-filling apps are issues.

Wi-Fi + Cellular Tablet With GPS

\$629-\$729-\$829

16GB-32GB-64GB

802.11a/b/g/n Wi-Fi + GSM 3G

1.6 Pounds

9.7" / 1024x768 / 132ppi

Approx. 6 Day Battery

10 Hour Wi-Fi/8-9 Hour 3G Battery

**App Store Downloads** 

10-12 Hour Battery

B+

Just like the cheaper model but with the ability to use AT&T's and other cellular networks for \$15-\$25 monthly fees, the 3G-ready iPad is the right pick for power users and frequent GPS mappers who are willing to spend more.

#### **IPODS, IPHONES + IPADS**

Understanding our Ratings. iLounge's letter grade ratings break down into "excellent" (A), "good" (B), "okay" (C), and "bad" (D) marks, with two ratings (D-/F) reserved for products with serious defects. A grades are reserved for the very best products we highly recommend to our readers. Fewer than 2% of all products we review receive flat A grades, while A- ratings indicate small issues that limit their universal appeal. B grades are issued to products we generally recommend to our readers, with caveats. These products are almost universally well-made and useful, but have one or more large issues that limit their universal appeal. Products receiving B- grades qualify only for our limited recommendation, which means "think before buying." C grades are for products that we consider to be decent, but wouldn't recommend buying given other, better options, and D grades are for products that we would pass on no matter what. If you see a D- or F rating, both now rare, that means our testing uncovered something seriously wrong with its core functionality (D-), or potentially dangerous to users (F).

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Price
Storage
Wireless
Weight
Screen
Music
Internet
Games
Videos
Rating
Summary

**Purpose** 

\$99

8GB (Not User-Accessible)

802.11a/b/g/n Wi-Fi

0.6 Pounds

None, HDTV With HDMI Required

Streams From iTunes, iOS Devices

Netflix, YouTube, Flickr, Radio

None

Rentals + Streamed iTunes/iOS

B

One-quarter the size of the original Apple TV, this new plastic version runs cooler while losing the 160GB hard disk in favor of streaming from other devices.

Weak TV show list is offset by growing Netflix + movie libraries.



# iPod shuffle

2 GB - 15 Hour Battery - Music - Data - \$49 US



Last year's iPod shuffle flopped due to its confusing and ultimately failure-prone reliance on a wired three-button remote for its track and volume controls. So Apple took its two new features and dropped them into this: a smaller but better retread of the second-generation iPod shuffle, now with multiple playlists accessed by spoken VoiceOver menus. A dedicated VoiceOver button on top activates the vocal prompting, telling you artist, song, and playlist titles, as well as battery status. A six-button Control Pad on front is now the size of a U.S. quarter, with just enough polished aluminum on all sides to make the device easy to hold, and a shirt clip on the back to match one of its five body colors.

While Apple has fixed the problems with last year's model, bolstered the battery life to 15 hours, and improved the sound quality - all positives - the iPod shuffle offers little save for its low price. With too little storage for the average user's music library, and no screen, you're left to load it with small batches of tracks that can play with little direct control - or in random mode, hence the "shuffle" name. Most users would be best off spending a little more and buying one of last year's discontinued \$99 iPod nanos, which offer great value. But if budget and simplicity are critical, this is good enough for \$49.







Every iPod shuffle's box shrinks and loses something from the prior version, and this one follows the pattern: the included earphones lose last year's three-button remote control, since the buttons are back on the shuffle. The tiny USB-to-headphone port charging and syncing cable is still there, as are comically small instructions and an Apple logo sticker.



As with the last two iPod shuffles, this model has a firm rear shirt clip that can be used to attach the device to your clothing. New is the VoiceOver button on the top, between the power switch and headphone port.





This year's five iPod shuffle colors are identical to some of the ones used for the current iPod nano: muted rose pink and copper-like orange with silver, dull blue, and green.



What's most remarkable about the new iPod shuffle is that it has lost virtually nothing besides size versus the 2005 original; the only major omission is the lack of a built-in USB connector, requiring users to carry a little cable around or wait to sync and charge at home. Otherwise, the \$49 2GB iPod shuffle offers better sound, capacity, and features than the original plastic \$99 512MB model, while building upon the control options of the second-generation shuffle and taking the VoiceOver/multiple playlist features from the third.

Size aside, the biggest physical change in the new iPod shuffle is the look and feel of the aluminum, which has been polished to a reflective finish rather than left with the prior matte texture used for almost all of Apple's past metal products. The new finish is a little more eye-catching than on prior shuffles, but also makes them slippery with moist fingers, a possible issue when removing the shuffle after a workout. Users continue to complain about the headphone port's susceptibility to sweat intrusion; turning the shuffle upside down may help limit the port's exposure to moisture.

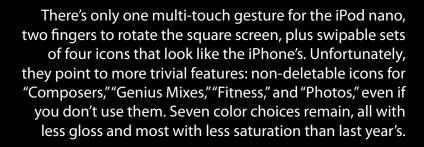


# iPod nano

8-16 GB - 24-33 Hour Battery - Music - FM Radio - Photos - Data - \$149-179 US



As last year's iPod shuffle demonstrated, Apple occasionally sacrifices too much in the name of shrinking its products, and the new iPod nano is the latest example: it literally tosses away the video playback, video camera, gameplaying, and bigger screen of last year's model in favor of an audio-only device, now with a shirt clip and tiny, marginally useful "multi-touch" display. The screen packs more detail into a small space than any Apple product except for the iPhone 4 and new iPod touch, but is only 1.54" on the diagonal - so small that you can't do much with it.



The new iPod nano is streamlined - and still Nike + iPodready - but so threadbare that it no longer justifies \$149 (8GB) or \$179 (16GB) asking prices. Even if it feels like a novelty model, destined to be replaced next year by a better sequel, it has strong sound quality, and would have been a great long-term replacement for the iPod shuffle.







Barely taller than the included earphones, the new nano arrives with a USB to Dock Connector cable, manual, and Apple sticker in its box. Old accessories still work, too.







The new 1.54" screen is so small that album art gets overlaid with icons and text. Apple's seven colors include the iPod shuffle's five, plus a rich red and an oddly dull graphite gray, each with a polished finish and rear shirt clips.



Shrinking the iPod nano required falling back to the feature set of the original 2005 and 2006 models, dropping the movie and TV show support of the "fat" nano and its later tall-screened sequels. All Apple has added is a rear clip that enables the nano to be worn on a shirt, jacket, or bag, with the headphone port and Dock Connector remaining on the bottom, and three buttons for volume and screen on-off along the top surface. The new nano's screen rotating ability lets you move the buttons and ports to the sides or upside down, though athletes will want to avoid moisture intrusion by keeping both ports at the bottom as much as possible. One change is the surface texture: whereas the prior model had what looked like a layer of gloss atop the metal, the new one either uses less gloss or a different process to achieve its

"polished aluminum" look. The top and bottom surfaces are not as slick, making them a little easier to grip with moist fingers while opening the clip, until they get oily.





Apple preserves last year's integrated FM radio and pedometer, while supporting voice memo recording and the Nike + iPod Sport Kit for runners if you provide the \$29 mic or Nike accessories. It also has a photo display mode with tiny images that look horrifyingly bad when played through a TV; video playback is not an option.



# iPod classic

160 GB - 36-42 Hour Battery - Music - Photos - Videos - Games - Data - \$249 US



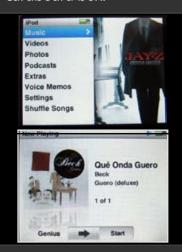
With its tenth anniversary coming up in 2011, the iPod classic has officially become an anachronism: a device with nothing but its hard disk - a mixed blessing - to offer. The current-generation iPod classic remains unchanged from last year's 160GB model, and virtually identical to the 120GB 2008 version, as well; only the charcoal-colored faceplate and capacity set it apart from the jet black 80GB unit introduced in 2007. While the iPod classic plays music, photos, videos, and a small collection of since-discontinued pre-iOS games, it doesn't excel at any of them, with an outdated menu system, no support for apps, and a 2.5" screen that's only marginally better than the one in last year's iPod nano. It's also the bulkiest iPod by far, and comparatively drab.

But the iPod classic continues to have more storage capacity than any other iPod, iPhone, or iPad, with enough room for most users' entire iTunes music and video libraries, at a lower price than the 32GB iPod touch or 32GB iPhone. If sheer space is enough to hook you, consider it; our advice would otherwise be to pass.





In addition to the headphones and Dock Connector cable found in the iPod nano box, Apple includes a Dock Adapter with the iPod classic, helping it to fit inside common "universal" iPod and iPhone docks and speakers. It's the only iPod model that's still sold in a cardboard box.



The iPod classic's interface hasn't changed since 2007, when it was introduced for this model and the third-generation iPod nano. It largely displays black text on white backgrounds, like the earliest iPods, and relies upon Apple's touch-sensitive Click Wheel for scrolling up and down lists of choices - better than the nano for large collections.



The iPod classic's chassis consists of a silver or dark gray metal faceplate, a glass screen, plastic Click Wheel, and a mirror-polished steel back. As shown below, the back casing scratches and tarnishes very easily - so easily that it needs to be covered with film straight out of the box or will start to show marks within minutes. The top has a headphone port and Hold switch, while the bottom has a Dock Connector that works with virtually all the same accessories as the iPod nano, plus FireWire chargers. Headphones with built-in microphones and three-button remote controls work fully with this model, which has integrated voice recording software, plus the longest-lasting battery in the

iPod family - roughly tied with the iPod touch. Missing from the classic are Wi-Fi and Bluetooth features that iPod touches can use for audio streaming, so a dongle is needed for wireless headphones or speakers.





Because the iPod nano lost video and game support, iPod classic is now Apple's smallest-screened device for watching TV shows and movies, though its games are weak and old.



# iPod touch

8-32-64 GB - 30-39 Hr. Battery - Music - Photos - Videos - Games - Internet - FaceTime - \$229-\$399 US

Let there be no doubt: Apple's new 32GB iPod touch is, by design, the family's "sweet spot:" it has just the right storage capacity to handle the typical user's music, video, app, and game collections with some extra room to spare, and its \$299 price tag is fair given what's inside. This year's model comes packed with twin video cameras for FaceTime video calling and 720p recording, each capable of acting as low-resolution still cameras. A 960x640 "Retina Display" provides the best screen yet on an iPod, capable of the same high-resolution graphics as the iPhone 4 with less viewing angle flexibility. An improved speaker and built-in microphone help make it a great iPhone alternative, too, and worthy of our A- rating.

The \$229 8GB model's too light on storage, and the \$399 64GB model's more generous but too expensive, both earning our B+ ratings this year, though if your needs and budget dictate going in either direction, they're both safe choices. Apple has packed so much into the new iPod touch - 802.11n wireless, great battery life, and a fast A4 processor - that it's hard to imagine what next year's model needs, other than a better rear still camera, more space, GPS, and joystick add-ons.



Running iOS 4, the new iPod touch has a dedicated app for FaceTime video calling, using e-mail addresses for receiving inbound and making outbound calls over Wi-Fi.







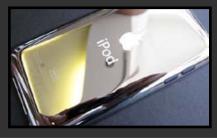
Web browsing, e-mailing, Internet-ready apps, and games are all assets iPod touch has over the iPod classic; music playback, Voice Control, Nike + iPod, and full screen video, too.



Apple has pulled as much metal from the front and back of the new iPod touch as possible, reducing what once was a charcoal bezel down to an even thinner strip of polished stainless steel than was on the 2008 and 2009 models. That steel remains on the back, just as susceptible to scratches and dings as before - a reason to look for protective film or a case even before you take the touch out of its package. Volume buttons on the side provide control over the pretty good built-in speaker, which now vents through a mesh grille on the bottom next to the Dock Connector and headphone ports, while the camera, a pinhole microphone, and Sleep/ Wake Button are found together on the top left corner when viewed from the back. Gone this year is the awkward plastic antenna cover, as Apple now hides the Wi-Fi entirely inside

iPod touch's front and rear cameras deliver low-res, fuzzy still pictures by comparison with iPhone 4 (shown left), so don't expect to toss away your pocket camera for an iPod. But video is recorded at 640x480 from the front camera, or 1280x720 (720p) from the rear, both better than what was on pre-HD television sets.

the shell, now thinner overall than iPod shuffles and nanos. Inside is a gyroscope for motion tracking, which will likely be useful for future games and some apps.





# iPhone 3GS

8GB - 29-30 Hour Battery - GSM Phone - Music - Photos - Videos - Games - Internet - \$99 US\*



Apple's iPhone 3GS was a strong option when it debuted in 2009, adding a faster processor, video camera, digital compass, and voice control features to the older iPhone 3G, and though it's several steps behind today's iPhone 4, it's an equally good pick for its lower \$99 asking price. Equipped with 8GB of storage - a fair starter amount for a phone that will get cramped if you add lots of apps and videos - the 3GS has a GPS chip built in, a decent 3-Megapixel still camera, and 640x480 video recording capabilities. It also runs the latest version of iOS, and will be capable of running the next version as well, providing a year worth of future-proofing. The black plastic body, once considered a liability, may stand up better to abuse and accidental drops than the substantially glass iPhone 4.

But iPhone 3GS's weak spots are its battery life, which will likely require mid-day charging for active users, and the comparative weakness of its still camera, 480x320 screen, video camera, and speed versus iPhone 4, which improved each feature to the point that the \$100 price premium is worth paying... unless durability or dropped calls outweigh its other features. Pick iPhone 3GS if you're budget-sensitive and not concerned about photography.





There are now five primary differences between the iPhone 3GS and iPod touch that play out in hardware and software. First, iPhone 3GS includes the Phone application and the ability to make or receive calls over a cellular phone network, though third-party VoIP applications offer Wi-Fi calling for the iPod touch now, too. Second, the 3GS has SMS and MMS messaging capabilities, which can be replaced on the iPod touch with free apps or e-mail. Third, iPhone 3GS has a GPS chip that makes its Maps application faster and more accurate at determining your current location, as well as the fourth difference, a magnetometer that enables it to offer rough directional information in Maps or its own Compass application. Fifth is a big difference in camera technologies. The iPhone 3GS includes a 3.2-Megapixel rear camera, which easily beats the iPod touch's 0.7-Megapixel still capabilities. But 3GS falls short on video, and doesn't include FaceTime support or a second, front-facing camera. Other differences include the 3GS's lower-resolution screen, lack of a gyroscope, and weaker battery life under some circumstances. You can choose what's right for your needs; bear in mind the iPhone 3GS's 2-year contract, though.

Autofocus and extra pixels make the iPhone 3GS capable of better photos and video than predecessors, though the lens is smaller and does worse in low light than iPhone 4.





Unlike the iPhone 4 and all iPods, iPhone 3GS has a chippable plastic rear shell, glossy black with silver writing, logos, buttons, and camera ring. The front is glass with an oil-resistant coating.





Unlike iPods, the iPhone 3GS includes Apple's Earphones with Remote and Mic, standard earphones with a three-button remote control and microphone built in. It also comes with a small wall power adapter and a Dock Connector to USB charging cable, Apple stickers, and instructional booklets, plus a SIM tool.



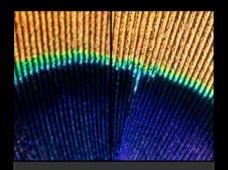
# iPhone 4

16-32 GB - 40-52 Hr. Battery - Phone - Music - Photos - Videos - Games - Internet - FaceTime - \$199-\$299 US\*

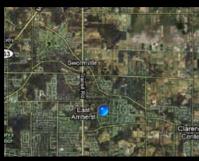
If its well-documented antenna issues weren't a factor, the iPhone 4 would have been the highest-rated iPhone in history: it is in most ways as close to the ideal phone as Apple has come, with improved battery life, a beautiful - albeit fragile - glass and metal body, an even better 960x640 Retina Display than the one in the iPod touch, and twin cameras that work well enough to replace lowend dedicated point-and-shoot units. FaceTime video calls, regular phone calls, and apps all perform impressively on the iPhone 4; cellular uploads are markedly faster than iPhone 3GS's, as well.

Except if you hold the phone the wrong way without a case, at which point its signal strength can fall to zero or near-zero levels in some, but not all environments. This design flaw led Apple to give away free cases, and later, lackluster free "Bumpers" to users experiencing problems. Putting that and the risk of glass damage aside, an encased iPhone 4 is extremely easy to recommend to any past iPhone user and most new ones as well; the only reasons to hold off are if you need something less expensive (iPhone 3GS), want something more durable (iPhone 5?), or are waiting for the white model, which has been delayed repeatedly since June.





iPhone 4's screen (right) has four times the detail of iPhone 3GS's (left), a difference that's noticeable in person but less obvious as you hold the phone away from your face. Though it has the same 960x640 resolution as the new iPod touch, the iPhone 4's viewing angles are markedly better, so people sitting to the left or right of an iPhone 4 user can easily see the screen.



The iPhone 4 screen has more detail than the human eye can perceive, which makes for great graphics but also can increase data downloads and loading times unnecessarily.



Twin cameras enable the iPhone 4 to offer FaceTime video calling over Wi-Fi; the rear camera takes 720p videos and nearly point-and-shoot-quality 5-Megapixel still pictures, even in low light. An LED flash helps in darkness.

Apart from its controversial body changes, which saw the iPhone lose considerable metal over time in favor of glossy plastic and then more glass, iPhone 4 loses almost nothing save thickness from the iPhone 3GS. It comes with the same remote- and microphone-aided Earphones, a small wall adapter, USB cable, Apple stickers, and instructions, though not always the SIM card ejection tool. Apple also added an echo-cancelling microphone to the new model, as well as a gyroscope for superior motion tracking in games and other apps, 802.11n wireless compatibility, and a faster CPU - Apple's A4, with more RAM than the iPad or new iPod touch.

Unusually, Apple announced and then repeatedly delayed the white version of iPhone 4 shown here, blaming unspecified production challenges for its absence. Rumors have suggested that light leaks or camera issues were to blame, while others surmised that Apple wanted to fix antenna issues before releasing the second color. As of the publication date of this Buyers' Guide, the white iPhone 4 is still not available; it is now supposed to arrive in Spring 2011.

#### Understanding iPhone 3GS + 4: **Key Features**

There's a lot more to learn about how the iPhones perform. Here's what you need to know.



#### **Bluetooth**

**Both iPhones** support monaural headsets and stereo streaming to speakers and earphones using Bluetooth 2.1. Apple will soon add a new streaming standard called AirPlay, which uses Wi-Fi and will only work with new and better wireless accessories, while costing \$50-\$100 more per accessory.



#### EDGE/3G

Each iPhone supports four different cell standards (GSM, **EDGE, UMTS** 3G, HSDPA 3G), compatible with cell networks in almost every country in the world. iPhone 4 adds 5.8Mbps **HSUPA** for speedier data uploading, sharing pictures and videos much faster than iPhone 3GS.



#### Memory

The 8GB iPhone 3GS has 7.25GB of usable space for contacts, music, videos, apps, and photos, while the 16GB iPhone 4 actually has 14.6GB, and the 32GB model has 29GB. The extra space is important for video storage, recording, and many new, large applications.



#### Wi-Fi

Both iPhones can use 802.11b or 802.11g networks to get faster Internet speeds than 3G, using less power for data features. iPhone 4 adds 802.11n (2.4GHz only) support, working with even faster home and office networks if you have them, and falling back to 802.11b/g if not.

#### Understanding iPhone 3GS + 4: Gotchas

Body

You won't see these details in Apple's marketing materials - they'll surprise some first-time users.



#### **Antenna**

iPhone 4's metal central antenna has gaps that can, if bridged by being touched with your hand, drop the cellular signal down to zero. A case can and should be used to fix this and limit glass damage, too.



#### **Battery**

iPhone 3GS can run out of juice by midday unless mildly used or connected to a charger. iPhone 4 has a bigger battery and more efficient chips, so it gets extra hours for calling, video, web, and playing games.



**Both iPhones show** smudges and surface scratches if left unencased or otherwise unprotected. iPhone 4's glass body can crack easily if dropped on a hard surface; iPhone 3GS chips a little, instead.



#### Screen Glare

The glass face on each iPhone reflects light, particularly outdoors, and gathers smudges, too. Anti-glare film reduces both of these problems so significantly that squinting and wipedowns just stop.

#### Understanding iPhone 3GS + 4: Buy Now, Pay Later Pricing

The hardware is only half of the price; iPhones generally require 3G data contracts with monthly fees.

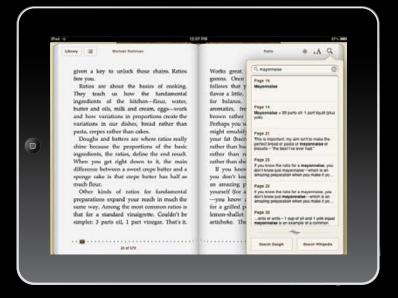
Pricing	AT&T (U.S.)	O2 (U.K.)	Softbank (Japan)	Egypt (Mobinil)
8GB iPhone 3GS	\$99 New customer price	<b>£129</b> US~\$205	<b>¥37,920*</b> US ~\$468 (*16GB)	<b>3,799EGP</b> US ~\$658
16GB iPhone 4	\$199 New customer price	<b>£229</b> US ~\$365	¥46,080 us ~\$568	<b>4,660EGP</b> US ~\$807
32GB iPhone 4	\$299 New customer price	<b>£329</b> US ~\$524	¥57,600 US~\$710	<b>5,499EGP</b> US ~\$952
Minimum Monthly Data Service Charges	\$15 200MB data/0 minutes + \$36 Activation Fee	<b>~£30</b> /18 mo. 500MB data/100 min. ~US \$48/month	<b>¥4,125</b> Unl. data/0 mins. ~US\$51/mo, 24mo.	<b>75EGP</b> 500MB data/100m ~US\$13/month
AppleCare	\$69	£59	¥7,800	N/A
Battery Repair	\$86	£62	¥9,800	~\$100
Minimum 8GB Cost Minimum 16GB Cost Minimum 32GB Cost	\$664	£728 £828 £928	¥144,720	3,799EGP 4,660EGP 5,499EGP

Unlike iPods and iPads, paying for an iPhone generally only starts with the initial purchase of the device, which in some countries costs as little as nothing for an 8GB model, and in others can be nearly \$1,000 for a 32GB unit without a contract. You then have to pay monthly service fees that vary substantially between countries. Except in countries such as Egypt, where you buy the handset and have no obligation to pay for ongoing service, most of Apple's data service providers require 18- or 24-month contracts, so you must add \$396 in data fees for AT&T, \$864 for the U.K.'s O2, or \$1,224 for Japan's Softbank; Egypt's Mobinil charges a ransom for the phone, but sells monthly service at a low price. SMS and MMS messages may or may not be extra, depending on territory; they start at \$5/month in the U.S and quickly climb upwards for unlimited use. Voice minutes are generally extra, too.

There are also some potential hidden costs. Apple's warranty only lasts for a year, after which you'll have to pay either a battery replacement fee - outrageously priced relative to most phones - or in some countries, a still pricey AppleCare warranty plan instead. Our minimum costs include AppleCare for phones on contract; otherwise, you'll have to buy a new phone or seek third-party repairs if your iPhone dies before the 18- or 24-month contract ends.

There's no doubt that the iPhone 3GS and 4 add a lot of on-the-go Internet convenience that an iPod touch lacks; you'll need to decide whether it's worth paying hundreds of dollars more for that data access, as well as the features mentioned on the prior pages, and having to share a battery between your phone and your iPod. iPhone 3GS users may well be better off with an iPod touch and a separate phone.





## iPad with Wi-Fi

16/32/64 GB - 10+ Hour Battery - Music - Photos - Videos - Books - Games - Internet - \$499-\$699 US

Also known as the iPad with Wi-Fi, Apple's basic iPad model is basically a laptop with a virtual as-you-needit keyboard instead of a physical one. Shipped with a wall charger and USB cord - nothing else - it comes with 16, 32 or 64 Gigabytes of storage, all using fast flash memory rather than hard drives. Most prominent is a bright, colorful 9.7" touchscreen with 1024x768 resolution - more detail than even the latest iPhone and iPod touch, and seven times the surface area. This screen lets you browse full-sized web pages, watch high-definition videos, and use gorgeous Google maps for between 10 and 13 hours, depending on how much you use its built-in 802.11a/b/g/n wireless card; it can also run virtually all of the 300,000 games and apps developed for iPhones, plus tens of thousands designed specifically for iPads. Its biggest limitations: for now, it depends upon a full-fledged computer and iTunes for initial setup and synchronization, doesn't offer FaceTime video calling, and fills the screen with one app at a time, unlike Macs and PCs. But what it does, it does very well.







## iPad with Wi-Fi + 3G

16/32/64 GB - 9-10+ Hour Battery - Music - Photos - Videos - Books - Games - Internet - GPS - \$629-\$829 US



Nearly identical to the standard iPad in hardware, capacity, and software features, the iPad with Wi-Fi + 3G adds two capabilities: GPS, which lets you more accurately locate your current position on maps and in third-party navigation applications, and optional cellular data service, which allows most of the iPad's Internet-based features to work in your car or anywhere else you might be traveling. Apple charges a \$130 premium for this version, which has a black antenna strip running across its back, top, and front bezel, and cellular providers such as AT&T offer month-to-month 3G data plans without requiring multi-year contracts. The good news: this iPad can completely replace an iPhone for everything but telephone calls, providing users with a bigger, better screen for web, mail, media, and apps. Bad news: 3G data speeds on some networks, including AT&T's, can be sluggish for uploading and video-viewing, and the \$15 data-capped service plan is ill-suited to the iPad. Still, if you need on-the-road access to the Internet, this iPad's a very good option.

#### What's On iPad's Outside: The Basics

A button on top turns off the display, and a button on front brings you back to the iPad's Home screen.







Glass Front, Aluminum Back

Quite like the top lid of a MacBook Pro laptop, the iPad has a minimalist glass face that runs nearly from edge to edge, apart from a thin silver aluminum bezel that frames the otherwise black glossy surface. After half an hour or more of use, the front glass gets covered in fingerprints, a problem reduced by good anti-smudge film protectors. Durable but scratchable aluminum continues from the front bezel on all sides to form the device's back, which bulges to 0.5" thick at the center. That's where you'll find a glossy Apple logo and the iPad name. The iPad with Wi-Fi +3G also has a black plastic antenna compartment on its back top, as well as a micro-SIM card slot on the lower half of its left side.



#### Headphone Port + Mic

iPad's 3.5mm headphone port fits virtually any pair of earphones, and also supports Apple threebutton remote controls and microphones. A tiny hole hides iPad's built-in microphone, which works surprisingly well for voice recording and VoIP calls.



#### Screen Lock + Volume

A small switch above the iPad's right-mounted volume control buttons locks the screen in your choice of four orientations: up, down, left, or right. Yes, the iPad even works upside down, with its Home button above the screen.



#### **Dock Connector**

Apple's 30-pin port is again on the iPad's bottom, dead centered, for connection to cables, chargers, docks, and future speakers, as well as the iPad Camera Connection Kit.



#### **Speakers**

Though the iPad technically has left and right speakers inside, they're so close together that you'll struggle to hear stereo separation; the volume level and clarity are solid.



#### What's In The Box: Too Little

iPad's box includes nothing more than a wall power adapter, a USB cable, a one-page instruction card, a warranty booklet, and stickers; the 3G version adds a SIM tray-opening tool. Conspicuously absent are necessities such as a stand or a screen-cleaning cloth; Apple sells two different docks (\$29-\$69), a case (\$39), extra power adapters (\$29), a camera adapter kit (\$29), and video cables (\$29-\$49) separately.

#### Domestic + International iPad Data Pricing: Pay-As-You-Go Service

Most iPads with Wi-Fi + 3G are shipped unlocked, so you can buy 3G data service from different companies - assuming that they sell micro-SIMs, miniature SIM cards that are only just beginning to become available. In the United States, only AT&T currently offers micro-SIMs and 3G service, but Apple's international partners are rapidly jumping on board. Here are some of the current options.

Country/Provider	iPad with Wi-Fi	iPad with Wi-Fi + 3G	Low-End Data	High-End Data
USA: AT&T	\$499-\$699	\$629-\$829	\$15/250MB	\$25/2GB
USA: Verizon	\$629-\$829 (Includ	ding MiFi)	\$20/1GB	\$50/5 <b>G</b> B
Canada: Rogers	\$549-\$749	\$679-\$879	\$15/250MB	\$35/5GB
<b>UK: Vodafone</b>	£429-£599	£529-£699	£10/1GB	£25/5GB
Australia: Telstra	\$629-\$879	\$799-\$1049	\$20/1GB	\$60/6GB
France: Orange	€499-€699	€599-€799	€10/200MB	€39/2GB
Italy: 3	€499-€699	€599-€799	€5/3GB	
Germany: O2	€499-€714	€599-€814	€10/200MB	€25/5GB
Spain: Vodafone	€479-€679	€579-€779	€15/250MB	€32/2GB
Switzerland: Swisscom	649-849CHF	799-1049CHF	19СНF/300МВ	39CHF/2GB
Japan: SoftBank	¥48800-¥68800	¥61920-¥81840	¥4410/1GB	

There are small differences in iPad with Wi-Fi + 3G micro-SIM pack-ins from country to country. In the United States, the AT&T micro-SIM is pre-installed in the iPad, but in other countries, a card may or may not be included in the package, requiring the customer to visit the data service provider's store and purchase one. Where that's the case, the price is typically under €5, and may include data service. Removing the micro-SIM card tray is as simple as inserting the sharp edge of the included tray removal tool into a hole on the tray's side, which pops it out of the iPad. A micro-SIM will fit, letting the tray slide back in.





#### What's Inside the iPad: Key Hardware Features

The iPad shares features with the iPhone 4 and iPod touch, besides the bigger screen and battery.



#### Memory

16GB iPads have 14GB of usable space; 32GB iPads have 29GB, and 64GB iPads have 59GB. We advise 32GB or more.



#### **Battery**

With Wi-Fi off, iPad can play videos for 13 hours; it can web surf for 10 hours, and play games for ~9.



#### Wi-Fi

Each iPad supports 802.11a, b, g, and n wireless networks for fast access to the Internet, an improvement over pre-2010 iPhones and iPods. Web pages and Google maps load noticeably faster, even given the iPad's bigger screen, when using 802.11n; battery life with Wi-Fi is better than 3G.



#### **Bluetooth**

Like both iPhones and the iPod touch. iPad supports Bluetooth 2.1 for stereo audio streaming to headphones and speakers, as well as wireless gaming between various iPhone OS devices. iPad has support for Bluetooth keyboards - a huge benefit for word processor users.

#### 3G/EDGE

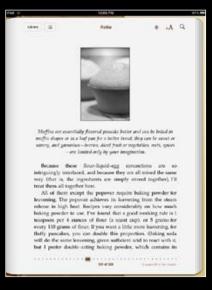
The more expensive iPad with Wi-Fi + 3G includes support for GSM, EDGE, UMTS 3G, and HSDPA 3G for global cellular data access, assuming that you sign up for a data plan. Tests on AT&T's network show slow 200Kb/ second uploads and 2Mb/sec downloads, below iPad's peak 7.2MB/sec ability.

#### What an iPad Can Do: Apple's Free Apps

Every iPad ships with 13 applications, a new feature called Picture Frame, and free access to iBooks.



Picture Frame. A little flower icon on the bottom right of the iPad's Lock Screen lets it display a slideshow while idle.





**iBooks.** Free from the App Store, Apple's competitor to Amazon's Kindle includes two halves: a nice book reader with the ability to display user-formattable downloaded books, and the iBookstore, which sells and gives away books from a 100,000-title library.



**Calendar.** A day planner with week and month views, synced to your computer.



**Videos.** Play 720p HD TV shows, movies and podcasts.



**YouTube.** Browse or stream free videos from the web.



**Settings.** Manage iPad's options and 3G service here.



**Safari.** A fast, beautiful web browser with bookmarks, zooming, and nine windows.



**Contacts.** Store names, numbers, addresses and more for friends and family.



Home Screen. Nearly identical to an iPhone or iPod touch, the iPad's bigger Home Screen provides access to 13 built-in applications, adding your choice of background wallpaper, up to six docked applications, and the ability to rotate into portrait or landscape orientations. Scroll left to search or right to see more apps.



**Mail.** Simple multi-account email, with photo and some attachment browsing.



**Notes.** A simple text editor for composing, storing, and syncing personal memos.



**Maps.** HD maps, Google Street View, and a compass.



**iTunes + App Store.** Apple's media and software shops.



**iPod.** Play music/audiobooks in an iTunes-like interface.



**Photos.** Sync albums from your computer for full-screen viewing and sharing.



# Apple TV

8 GB - HD Videos - Netflix - YouTube - Streaming Photos - Streaming Music - \$99 US

Although Apple repeatedly failed to make its 2007-vintage predecessor a mainstream product, the second-generation Apple TV - an iTunes media player for HDTVs - enters the market with three advantages: a much lower price tag, a smaller, cooler chassis, and access to more affordable video content. Redesigned as a pure streaming device with no hard disk, the new Apple TV has a small amount of onboard storage for buffering content from the Internet, a computer running iTunes, or even certain iOS devices. Users can't manually fill that storage space; Apple TV quietly manages it by loading and dumping content as needed.

Armed with access to Netflix, which is also available through competing devices, the new Apple TV becomes an unlimited source of third-run movies and past seasons'TV shows for a \$9 monthly subscription fee. Apple also offers video rentals from the iTunes Store, including a handful of films currently in theaters, and a terribly small collection of TV shows. That's because a number of major studios have signaled that they won't support the device, which could keep it from fulfilling its potential as a next-generation way to skip movie theaters and cable subscriptions while still paying content creators - a compromise that Apple and consumers would both love, but Apple TV just isn't doing right now, the reason it missed a higher rating. Still, it's nice for \$99: Apple ships it with a cool aluminum remote, but it also works with universal remote controls and a free Apple-developed iOS Remote app. When iOS 4.2 debuts, music, photos, and videos will stream from iPads, recent iPhones and iPod touches, making Apple TV more useful even without Hollywood's help. Then, it'll be worth reevaluating.



Apple TV, a black power cable, remote, Apple stickers and manuals are all you'll find in the tiny box. It's so small that the remote - its widest part - is squeezed in diagonally to fit.





Taken from last year's Apple TV 3.0 software, the new 4.0 user interface is virtually the same, but with fewer features. Rental movies and TV shows from iTunes make up the first two headers, while Internet hides the paid subscription service Netflix, free Internet Radio, and a number of other options that can stream videos, photos, and audio to Apple TV over an 802.11n (or older) network. Video playback starts quickly over good networks and broadband connections, with Apple TV holding as much as it needs to present an uninterrupted flow of either standard- or high-definition content; we experienced no hiccups or problems, and found the interface fast. Another feature lets you grab media from any iTunes 10-equipped PC or Mac on your network, navigating and playing back music, photos, and MPEG-4/H.264 videos with aplomb. An upcoming feature called AirPlay will let iOS devices push media to the Apple TV without any need to use its menus to start or stop playback; it's already in iTunes 10.









You self-supply video and audio cables for \$20 each; Apple now sells an HDMI cable (below) for \$19. HDMI handles audio and video; an optical audio output is optional for AV receivers and 5.1 speakers. Component video and analog audio are gone.





The new Apple TV is less than 1/4 the size of the original model: four Apple TVs could fit in the same space, and they're shorter, too. Matte black plastic is used on the bottom in a concave shape to minimize slippage on a flat surface, while the rest is glossy or matte plastic. A white light on the front lets you know it's on.

#### Memory



Unlike the first-generation 40GB and 160GB Apple TVs, this model has only 8GB, which isn't user-accessible or even advertised by Apple. It's there only as a temporary buffer so that videos don't stutter.

#### Wi-Fi 🛜

Apple TV includes support for 802.11a, b, g, and n. Unlike current iPhone 4 and iPod touch models, it's compatible with both 2.4GHz and 5GHz 802.11n networks - including ones set up by Apple's latest AirPort and Time Machine routers. Note that the Apple TV's reported antenna strength and buffering speed may suffer depending on your network settings and its distance from your router; check this if you have problems.



#### **Apple's Remote 2.0 App**

Free in the App Store, Remote 2.0 looks like the "iPod" apps on iPads and iPhones, letting you control the Apple TV's volume and whatever's streaming to it from the Internet or iTunes 10. The AirPlay icon, a dot with waves at the top and bottom, lets Remote control audio from several devices at once.



#### HDMI + HDCP = No Copying Rentals (Or iTunes Purchases) From Apple TV

As a concession to movie (and some TV) studios, Apple TV's HDMI port - the only way to get video out of the device - grudgingly supports "high-bandwidth digital copy protection" (HDCP), a handshake between television sets and connected devices to prevent digital content from being copied. This handshake is required whenever iTunes rented or purchased videos are to be played through Apple TV, so if you're not using a TV or monitor with HDCP support, you can't watch them.



## Simplism **HDMI Switcher 4x2**

The priciest of all of Simplism's HDMI switches matches the Apple TV's looks, and lets you connect and control four devices with two TVs or receivers; a 4x1 version is for one TV.

## Belkin **HDMI + Optical Cables for Apple TV**

Though virtually any HDMI-to-HDMI and optical audio cables will work with the Apple TV - and possibly cost less, depending on how wisely you shop - the ones Apple recommended for its devices until recently were Belkin's basic 6-foot (\$20) and 12-foot (\$30) versions, which have sturdy plastic cabling with gold and chromeaccented connectors. The HDMI cable handles both HD

video and multi-channel audio; the optical one is for digital multi-channel audio, and optional.

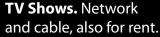




**How Does It Work?** Apple TV deposits you first in movie and TV rental areas, but there's more under "Internet" -Netflix, YouTube, Podcast, MobileMe, Flickr, and Internet Radio streaming and Computers, which plays iTunes library content from PCs and Macs you've linked to Apple TV with iTunes 10's Home Sharing feature. With iOS 4.2's AirPlay, video from iOS devices will just take over the screen.

Movies. Theatrical releases, solely for rent.

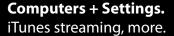






**Internet.** Netflix videos are the top new feature.



























**Trailers.** Free previews of

films still in movie theaters.

**Limitations.** Apple's launch of Apple TV without support from most TV studios means that the device's selection of 99-cent rentals is paltry by comparison with the priorgeneration model's set of \$1.99 purchasable shows.





More. YouTube, Flickr, Podcasts, and Internet Radio.







Search. This screen, used in Movies, TV Shows, and other parts of the Apple TV interface, is a slow-moving keyboard that just drags on using the included remote.



# Where to Buy: New

Apple's retail stores almost always have the highest prices for iPods, iPhones, iPads, and accessories. Shop around and you can save nearly \$20 on an iPod purchase - more, including tax and shipping - with huge savings on add-ons. Here are examples of late October 2010 iPod and accessory prices at eight retailers; note that serious iPhone and iPad discounts are not offered.

iPod/Add-On	Apple	Amazon	<b>B&amp;H Photo</b>	<b>Best Buy</b>	Fry's	J&R Music	Target	Walmart
shuffle 2GB	\$49	\$48	\$49	\$50	\$49	\$50	\$50	\$48
nano 8GB	\$149	\$144	\$149	\$150	\$149	\$150	\$150	\$144
nano 16GB	\$179	\$172	\$179	\$180	\$179	\$180	\$180	\$172
classic 160GB	\$249	\$229	\$229	\$245	\$240	\$240	\$244	\$229
touch 8GB	\$229	\$224	\$225	\$230	\$229	\$230	\$230	\$224
touch 32GB	\$299	\$289	\$299	\$300	\$299	\$300	\$300	\$289
touch 64GB	\$399	\$399	\$399	\$400	\$399	\$400	\$400	\$383
Altec iMT800	\$300	\$210	\$195	\$300	\$250	\$229	\$225	N/A
iHome iP90	\$100	\$81	N/A	\$100	N/A	N/A	N/A	\$100
Logitech S715i	\$150	\$134	\$125	\$150	\$150	\$139	N/A	N/A
Shure SE115	N/A	\$98	\$100	\$100	N/A	\$100	N/A	N/A
Free Shipping	\$49+	\$30+	Yes	No	No	No	Some	No
Storefronts	Int'l	No	NYC	US/UK	US	NYC	US	Int'l

#### <u>Apple Store</u>

Has exclusives on engraved + certain colored iPods, sells iPhones, but offers no discounts, and has 10% restock fee.

#### Amazon.com

Best prices for many iPods and addons. Free shipping, often no sales tax. Prices change often, sometimes hourly.

#### **B&H Photo Video**

Reputable NY-based electronics dealer for decades. iPod prices aren't low, but it's quite aggressive with accessories.

#### **Best Buy**

Prices are \$1 higher than Apple's. Sells iPhones and iPads, also at high prices. Beware of return hassles and hijinks.

#### Fry's

iPod prices went from good to ehh this year. Return hassles/poor service at store, but online is OK. Weak add-ons.

#### **J&R Music World**

Another NYC-based retailer; no longer aggressive on iPod prices, so-so on accessories, and no free shipping.

#### **Target**

Tends to stock good budget add-ons; iPods sometimes go on brief sales. Returns are easy if you're local.

#### **Walmart**

Aggressive prices on all iPod models, but shipping is extra. Sells junk accessories. Also sells iPhones, iPads.

#### **Bottom Line Advice**

Under most circumstances, we'd recommend Amazon first, but a little hunting may save you more.

#### **Exclusives**

Every year, Apple reserves one, two, or three iPod colors solely for sale in its own online and physical stores. This year, the only special color is the charitable (PRODUCT) RED iPod nano, from which Apple donates part of the profits to the Global Fund fighting HIV and AIDS in Africa. It's available in 8GB and 16GB capacities at the regular \$149 and \$179 prices. The clearance section of Apple's online store and eBay are the best places to look for past exclusive iPods, such as last year's Special Edition \$99 stainless steel 4GB iPod shuffle, and earlier-generation (PRODUCT) RED iPod nanos and iPod shuffles. It's also worth noting that certain third-party accessories are stocked only by Apple as time-limited exclusives - sometimes six months - but typically sell at a steep premium relative to their value, and are discounted upon broader availability.





#### **AppleCare & Gift Cards**

Easy to buy and unquestionably useful, AppleCare (\$39-99) extends your iPod, iPhone, or iPad's warranty for three total years of coverage at any time in the first year. Apple's Store and iTunes Gift Cards (\$15 and up) or Amazon Gift Certificates offer the gift of choice.





#### **Our Apple Product Buying Advice**

Shop online, except when Apple devices are newly released. You'll almost always save money buying online versus a physical store - Apple included. But when new iPods, iPhones, or iPads come out, Apple's the place to look.

**Save by waiting.** Early in an iPod's life, \$5-10 off is great; months later, you may save more. iPads and iPhones are rarely if ever discounted.

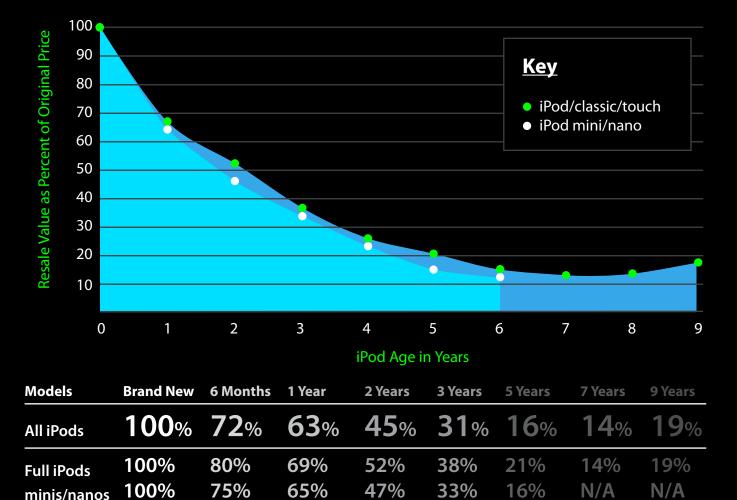
Consider refurbished units. Defects and changes of heart lead to returns; bad devices have (probably) been fixed and are awaiting resale from the Apple Store's Special Deals section at big discounts. AT&T's iPhone refurbs are often \$50-\$100 below their new prices.

N/A

N/A

# How to Buy/Sell: Used

iPods and iPhones retain value differently: most iPods retain 60-70% of their value after a year, but year-old iPhones can fetch 150% of their subsidized prices, particularly if they're sold unlocked. We've spent years tracking actual eBay selling prices for working order iPods and iPhones; here's the pricing curve that you can use to estimate your device's price from the date of release.



#### The Chart Roughly Reflects an iPod's or iPhone's Value Over Time

143%

While iPods depreciate on a smooth curve over nine years, bouncing back upwards only for rare and/or collectible models (first-generation iPods, U2 iPods, and red iPods do best), iPhones initially appear to jump in value because they're carrier subsidized; their higher prices actually reflect the value of those subsidies. Selling prices are much higher for boxed, perfect condition iPods than for scratched, engraved, or non-functional ones; prices for unlocked iPhones are higher than for locked ones. Specific prices for individual models are on the following pages.

107%

24%

N/A

**iPhones** 

100%

143%

#### Every Discontinued iPod, iPhone, and Apple TV: Details + eBay Prices

On the pages that follow, you'll see every discontinued iPod, iPhone, and Apple TV, along with its capacities, release date, and original price. Since several factors can influence the used value, we've listed each one's new features, pack-ins, and major issues/problems, along with late October 2010's average eBay selling price for each specific model number. Different models can denote small or large changes, so check your model number on the back or bottom of your box.

## **iPhone**

(1G



6-2007

4/8/16 GB - 7-24 Hr Battery Phone - Music - Video - Internet \$399-\$599 US Breakthroughs: Apple's first mobile phone, combining a multi-touch widescreen iPod, quad-band GSM phone, and EDGE/Wi-Fi Internet device in a metal and glass enclosure.

Pack-Ins: Stereo headset with microphone, iPhone Dock, USB Power Adapter, USB Cable, cleaning cloth.

**Issues:** Initially limited storage capacity at high prices, slow EDGE data speeds, and reliability problems. Phones are sold locked, and initially without third-party applications.

#### eBay Values:

4GB (MA501LL/A) \$103.50 (Locked) \$133.40 (Unlocked) 8GB (MA712LL/A) \$130.67 (Locked) \$162.55 (Unlocked) 16GB (MB384LL/A) \$159.89 (Locked) \$164.32 (Unlocked)

#### **Our Advice: Buying Used**

Once every two or so years, Apple replaces a popular model with something new that's not as good in some way. The result is that older models are still worth considering. Last year, Apple removed control buttons from the third-generation iPod shuffle, briefly making earlier models valuable, while 2008's iPods discontinued support for popular charging accessories. Similarly, other early iPods often offer greater compatibility with older, less expensive video and recording accessories. Before making a purchase, we'd advise used iPod buyers to factor in the cost of a replacement battery (see iLounge's Free **iPod** + **iPhone Book**), the warranty, and the cool factor of having something new. You decide whether new or used is best for you.

#### **Our Advice: Selling Used**

Nine iLounge tips to max out your sale.

- June = New iPhones, September = New iPods. After a refresh, old models lose \$\$\$.
- Include the model number in the title.
- Indicate quality in the listing. If you say "as-is," expect to get less.
- Use Apple's official photo on the search page. For some reason, this helps prices.
- **Keep your box and pack-ins**. People pay more when you sell everything together.
- Don't bundle other add-ons. They won't help your price and can be sold separately.
- Include photos of all the included items. People want to know what they're getting.
- Do not include "Windows/Mac" in title.
- Charge reasonable shipping. You'll get much less if you overcharge.



Breakthroughs: Apple's original cigarette pack-sized 5GB music player uses intuitive five buttons and moving wheel controls plus an easy-to-read white backlit screen, features iconic clear/white plastic and polished steel case design. Works as FireWire hard disk with Mac computers.

Pack-Ins: FireWire-to-FireWire cable, original FireWire wall charger, original iPod earphones.

**Issues:** High price, Mac only, limited battery life. Retrospectively fewer add-ons than newer iPod models.

5/10GB - 10 Hr Battery Music - Data \$399-\$499 US

#### **eBay Values:**

5GB (M8513LL/A, M8541LL/A, M8697LL/A) \$149.95 10GB (M8709LL/A) \$60.60

#### 

7-2002



Breakthroughs: Moving scroll wheel replaced with touch-sensitive surface. Separate PC versions introduced, enabling PC users with FireWire ports to transfer music with MusicMatch software, use as a hard disk. Peak capacity upped to 20GB with old 5GB falling to \$299.

Pack-Ins: FireWire cable, wall charger, original iPod earphones, carrying case, remote control.

Issues: High price, FireWire standard isn't PC-friendly, limited battery life.

10/20GB - 10 Hr Battery Music - Data \$399-\$499 US

#### eBay Values:

10GB (M8737LL/A, M8740LL/A) \$35.38 20GB (M8738LL/A, M8741LL/A) \$41.97

## iPod



Breakthroughs: Touch-sensitive buttons, thinner casings, USB support, top + bottom accessory ports, photo transfer and audio recording add-ons, big drives, games.

Pack-Ins: FireWire cable & adapter, wall charger, and 2003 iPod earphones. Some include dock, case, and remote.

\$31.05

**Issues:** Weaker batteries, screen backlight variations.

4-2003 15GB (with Dock, M8946LL/A) \$32.18 15GB (w/o Dock, M9460LL/A) \$41.17 10/15/20/30/40GB - 8 Hr Battery 20GB (M9244LL/A) \$51.82 Music - Photos\* - Games\* - Data \$299-\$499 US 40GB (M9245LL/A) \$43.04

eBay Values: 10GB (M8976LL/A)

## iPod mini

2-2004

4GB - 8 Hr Battery Music - Games\* - Data \$249 US **Breakthroughs:** Microdrive storage creates smallest iPods ever, with 5 new body colors and tiny Click Wheel controller, integrating all buttons into one surface.

Pack-Ins: 2003 iPod earphones, belt clip, USB and FireWire cables, wall charger.

**Issues:** Low capacity per dollar, limited battery life, not designed for use with photo sync or recorder add-ons.

eBay Values: 4GB, silver (M9160LL/A)	\$27.95
4GB, blue (M9436LL/A)	\$24.89
4GB, pink (M9435LL/A)	\$29.00
4GB, green (M9434LL/A)	\$31.16
4GB, gold (M9437LL/A)	\$30.00

## iPod



7/10-2004

20/40GB - 12 Hr Battery Music - Photos\* - Games\* - Data \$299-\$399 US Breakthroughs: Replaces separate touch-sensitive buttons and wheel of third-generation iPod with iPod mini's Click Wheel controls, improves battery life, adds USB cable. Black and red U2 iPod debut for the first time as an alternative to the classic white full-sized iPod.

Pack-Ins: 2003 iPod earphones, USB and FireWire cables, wall charger. Dock included with high-end model.

Issues: Slight cheapening of prior iPods' looks.

#### **eBay Values:**

20GB (M9282LL/A)	\$51.13
U2 (M9787LL/A)	\$64.35
40GB (M9268LL/A)	\$74.61

## iPod photo

(aka iPod 4G with color)



10-2004

20/30/40/60GB - 15 Hr Battery Music - Photo - Games\* - Data \$499-\$599 US **Breakthroughs:** Takes iPod 4G, improves battery, adds color screen for photo display. Higher peak storage capacity.

Pack-Ins: 2003 iPod earphones, USB cable, wall charger. Dock, AV cable, FireWire cable included with certain models.

**Issues:** Photo sync is slow, display requires add-ons.

#### **eBav Values:**

\$47.21
\$64.00
\$61.40
\$58.93
\$75.35
\$79.44

## iPod shuffle

(1G)



1-2005

512MB /1GB - 12 Hr Battery Music - Data \$99-\$149 US Breakthroughs: A complete digital music player in the space of a pack of chewing gum, with simple USB plug. Designed to be worn, features ultra-simplified controls with a large play button surrounded by track skip and volume buttons. "Shuffle" mode plays music out of order.

Pack-Ins: 2003 iPod earphones, lanyard necklace.

**Issues:** Screenless interface falls below competitors' lowest-end offerings, highly limited storage capacity, no iPod accessory compatibility.

#### eBay Values:

512MB (M9724LL/A)	\$12.45
1GB (M9725LL/A)	\$20.44

### iPod mini

(2G)



2-2005

4/6 GB - 18 Hr Battery Music - Games\* - Data \$199-\$249 US **Breakthroughs:** Radically improved battery performance and lower price than prior mini; brighter body colors.

Pack-Ins: USB cable, belt clip, 2003 iPod earphones.

**Issues:** No longer includes wall charger, value still so-so.

eBay Values: 4GB Silver (M9800LL/A)	\$37.00
4GB Blue (M9802LL/A)	\$28.11
4GB Pink (M9804LL/A)	\$30.47
4GB Green (M9806LL/A)	\$34.00
6GB Silver (M9801LL/A)	\$34.06
6GB Blue (M9803LL/A)	\$34.87
6GB Pink (M9805LL/A)	\$28.30
6GB Green (M9807LL/A)	\$29.37

## iPod nano

(1G)



9-2005

1/2/4 GB - 14 Hr Battery Music - Photos\* - Games\* - Data \$149-\$249 US Breakthroughs: Thinnest iPod ever, now with minibesting color screen and photo display feature.

Pack-Ins: USB cable, 2003 iPod earphones, dock adapter, simple carrying case (added late 2005).

Issues: Lower battery life and storage capacity than samepriced minis, highly scratchable body, no top add-on port.

eBay Values: 1GB Black (MA352LL/A)	\$25.55
1GB White (MA350LL/A)	\$24.19
2GB Black (MA099LL/A)	\$34.92
2GB White (MA004LL/A)	\$36.99
4GB Black (MA107LL/A)	\$40.44
4GB White (MA005LL/A)	\$38.06

### iPod

(5G)



10-2005

30/60 GB - 14-20 Hr Battery Music - Photos - Games - Data \$299-\$399 US Breakthroughs: Screen size boosted to 2.5", video and downloadable game playback added. Interface modestly improved.

Pack-Ins: iPod earphones, USB cable, simple case.

**Issues:** Short video play time, limited formats. Abandons top-mounted accessories, obsoleting many top add-ons.

#### **eBav Values:**

30GB White (MA002LL/A)	\$75.90
30GB Black (MA146LL/A)	\$71.92
U2 (MA452LL/A)	\$104.99
60GB White (MA003LL/A)	\$96.62
60GB Black (MA147LL/A)	\$102.96

## iPod nano

(2G)



9-2006

2/4/8 GB - 24 Hr Battery Music - Photos - Games\* - Data \$149-\$249 US **Breakthroughs:** Thinner and less scratchable nano in 6 colors. Much-improved battery, new voice recording feature.

Pack-Ins: USB cable, 2006 iPod earphones.

**Issues:** Color limited by price, old nano add-on problems.

eBay Values: 2GB Silver (MA477LL/A)	\$46.61
4GB Silver (MA426LL/A)	\$41.89
4GB Blue (MA428LL/A)	\$51.94
4GB Pink (MA489LL/A)	\$47.55
4GB Green (MA487LL/A)	\$44.19
4GB Red (MA725LL/A)	\$48.14
8GB Black (MA497LL/A)	\$60.64
8GB Red (MA899LL/A)	\$56.40

### **iPod**

(5.5G)



9-2006

30/80 GB - 14-20 Hr Battery Music - Photos - Games - Data \$249-\$349 US Breakthroughs: Brighter screen, better video battery life, search feature, superior prices for capacities, highest capacity yet in the iPod family.

Pack-Ins: 2006 iPod earphones, USB cable, simple case.

**Issues:** Limited video formats, screen size still small by comparison with other portable video devices.

#### **eBay Values:**

E30GB White (MA444LL/A)	\$77.56
E30GB Black (MA446LL/A)	\$86.17
E30GB U2 (MA664LL/A)	\$185.00
E80GB White (MA448LL/A)	\$102.98
E80GB Black (MA450LL/A)	\$101.27

### iPod shuffle

(2G-2006 Colors) (2G-2007 Colors) (2G-2008 Colors) **Breakthroughs:** Apple's smallest, most wearable iPod to date, available in multiple colors (five per season), each with a rear belt clip. Metal replaces prior model's plastic.

Pack-Ins: 2003 or 2007 iPod earphones, USB dock.

**Issues:** Most sound distortion in family; least accessory support. Can't charge and play audio at the same time.







11-2006

1/2 GB - 12 Hr Battery Music - Data \$79 US (1GB), Later \$49 -\$69

eBay Values: 1GB Silver 11/06 (MA564LL/A)	\$24.11
	\$31.36
	\$30.21
	\$31.87
1GB Pink 11/06 (MA947LL/A)	\$26.85
1GB Silver 9/07 (MB225LL/A)	\$24.11
1GB Blue 9/07 (MB227LL/A)	\$27.94
1GB Green 9/07 (MB229LL/A)	\$26.22
1GB Purple 9/07 (MB233LL/A)	\$29.36
1GB Red 9/07 (MB231LL/A)	\$25.83
2GB Silver 3/08 (MB518LL/A)	\$32.18
2GB Blue 3/08 (MB520LL/A)	\$30.00
2GB Green 3/08 (MB522LL/A)	\$27.37
2GB Purple 3/08 (MB526LL/A)	\$36.20
2GB Red 3/08 (MB524LL/A)	\$31.00
1GB Silver 9/08 (MB225LL/A)	\$30.97
1GB Blue 9/08 (MB815LL/A)	\$26.82
1GB Green 9/08 (MB813LL/A)	\$31.00
1GB Pink 9/08 (MB811LL/A)	\$27.79
1GB Red 9/08 (MB817LL/A)	\$27.00
2GB Silver 9/08 (MB518LL/A)	\$32.18
2GB Blue 9/08 (MB683LL/A)	\$39.21
2GB Green 9/08 (MB685LL/A)	\$29.72
2GB Pink 9/08 (MB681LL/A)	\$31.72
2GB Red 9/08 (MB779LL/A)	\$50.00

## Apple TV (40GB/160GB)



40/160 GB Music - Video - Photos \$299-\$399 US, Later \$229-\$329 Breakthroughs: First standalone high-definition (720p) iTunes video player; first iTunes family device capable of streaming video from a computer, first with true onscreen menuing interface for browsing media content.

Pack-Ins: Apple Remote, power cable.

**Issues:** Only useful with HDTVs, limited features, buggy software, user interface became clunky in mid-cycle.

#### **eBay Values:**

40GB (MA711LL/A) \$71.12 160GB (MB189LL/A) \$100.65