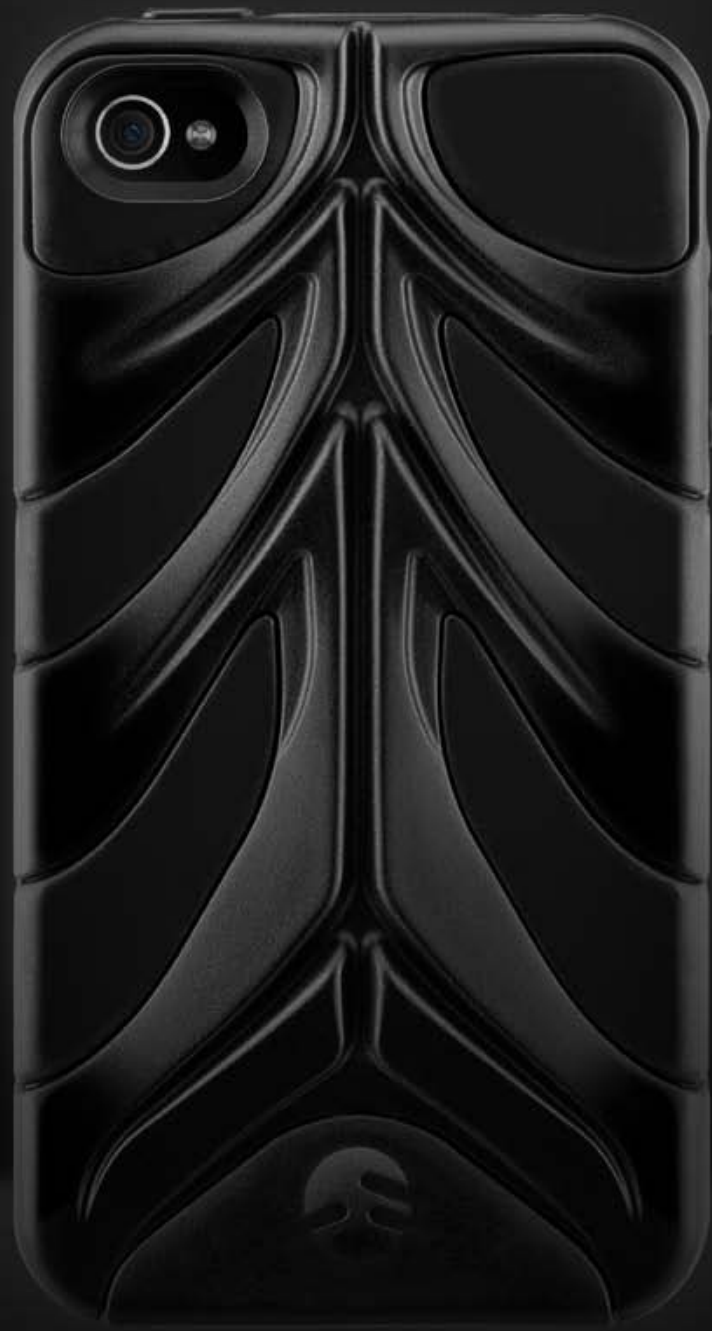




2011 ILOUNGE

IPOD IPHONE IPAD BUYERS' GUIDE

KEY TIPS FOR BUYING APPLE DEVICES
THE WORLD'S BEST ACCESSORIES
100 ESSENTIAL IOS APPS
100 TOP IPOD, IPHONE + IPAD GAMES
CASH VALUES FOR YOUR OLD DEVICES
APPLE HISTORY + JARGON EXPLAINED
AND MUCH, MUCH MORE



CapsuleRebel™
for iPhone 4

www.switcheasy.com

©2010 SwitchEasy Limited, All Rights Reserved. U.S. and International Patents pending. iPhone 4 and Apple Logo are registered trademarks of Apple Computer Inc.

2011

IPOD / IPHONE / IPAD BUYERS' GUIDE INTRODUCTION

After 2009's lackluster launches, 2010 was a truly great year for new Apple products. The iPad was shown in January and released in April, followed by the iPhone 4 debut in June, and September's new iPods and Apple TV. On the surface, the 2010-2011 lineup has something for everyone, but each new product turns out to be missing something major customers had expected - a gap or two for next year's version to fill. That leaves you with a choice: skip today's iPads, iPhones, and iPods to wait for next year's models, or buy in anyway and enjoy the many innovations Apple did deliver.



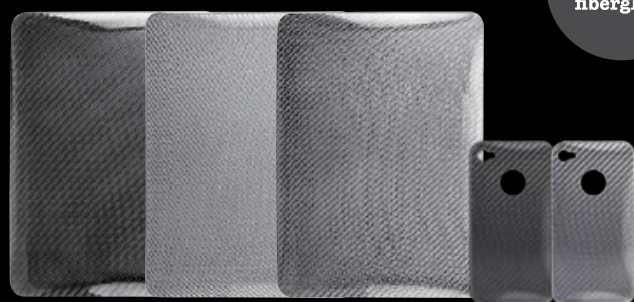
iLounge's 2011 Buyers' Guide is here to help. Having tested thousands of Apple-related products this year, we've assembled the definitive guide to the pros and cons of each new iPod, iPhone, and iPad, then selected the very best accessories and software that you can use with them. We're not here to sell you anything; we just point to the best options, all selected strictly on merit - without influence from Apple or other companies. Inside, you'll find everything from free applications and \$5 games to \$15 cases, \$50 stands, \$300 speakers, and \$1300 earphones, so whether you're looking for a big gift or a small treat for yourself, you'll discover many great picks here. Enjoy!

The 2011 iPod / iPhone / iPad Buyers' Guide is published by iLounge, Inc. and is Copyright © 2004-2010. All rights reserved. No part of this guide may be reproduced, sold, rented, or transmitted in any form, or by any means whatsoever, without the prior written consent of the publisher. Unauthorized sale of this guide is prohibited, and by accessing this guide, you agree not to violate these restrictions. iLounge, Inc. and its publications have no affiliation with Apple Inc. or any vendor of accessories or software. iPod, iTunes, iPhone, iPad, Apple TV, and the Apple logo are the registered trademarks of Apple, without rights claimed thereto. All other names and marks herein are the property of their respective owners.

The Corium Series

for iPad & iPhone 4

Light, strong, tough and scratch-resistant, our Corium Series covers are made of unique, aerospace-grade carbon fiber and fiberglass materials. Strands are woven to fit your iPad or iPhone like a glove, giving it the safety, security and style you need.



Genuine
carbon fiber/
fiberglass

www.navjack.com | info@navjack.com

[CES 2011 North Hall, Booth No.: #4138~4139]

Sculpted Essentials by *Navjack*TM

2011

TABLE OF CONTENTS

6	From Our Editor
7	iPod, iPhone + iTunes Today
8	iPod, iPhone + iPad Tomorrow A look at iOS 4.2, featuring AirPlay and AirPrint.
10	Following iLounge
14	Sneak Peeks
20	The Top 100 Games of 2010
46	The 100 Essential Apps of 2010
66	The iPod / iPhone / iPad Buyers' Guide Our definitive look at Apple's 2010-2011 iPod, iPhone, and iPad hardware lineup: specs, reviews, and ratings.
96	New + Used iPod / iPhone Price Guides + Tips
110	Evolving Apple Colors + Textures
116	The Accessory Gift Guide It's everything from stands and speakers to headphones and cases - the best add-ons for iPods, iPhones, and iPads.
156	Shopping Tips For Music, Movies, Books + Apps
158	iLounge's 2010 Best of the Year Awards + Readers' Choice Awards
166	iPods, iPhones + iPads Around the World Galleries
170	iPod, iPhone, iPad + iTunes History: 2001-2010
190	The iGlossary Confused by all the acronyms and trademarked buzz words out there today? We explain what they really mean.
202	The iLounge Pavilion @ 2011 International CES Over 150 developers of Apple products will debut their latest inventions at the world's largest technology trade show.
204	Index to Advertisers Note: All ads in this Buyers' Guide are clickable.
205	Backstage The new MacBook Air, and other Mac gear we're loving.
207	Closing the Curtain



Above:

28	AR.Drone + Free Flight
68	New iPods, iPhones + iPads
123	GenevaSound S

When we started iLounge in 2001 as iPodlounge, even the brand-new iPod was far from a sure thing: expensive, with limited capacity but a whole lot of style, it was the first of 23 iterations on a theme that evolved from "digital music player" to become "digital media player" and then "pocket computer." Now with 278 million units sold, the iPod still leads its younger iPhone and iPad brothers in raw numbers, but all three product lines are surging, thanks in increasing part to great software and multi-touch interfaces. We now spend as much time testing applications and games as accessories, which used to consume 95% of our attention, and App Store sales suggest that you're probably spending a lot of time using software, too.

Our 2011 Buyers' Guide has grown with Apple's product lineup, building on the iPad section debuted in our fifth Book earlier this year, and taking fresh looks at the ever-expanding collections of apps, games, and add-ons to find gems worthy of your dollars. We also offer hard but honest commentary on the latest iPods, which have changed considerably, while including objective insights on whether to buy into Apple's current iPhone and iPad models. Both are likely to see major changes in the year to come, so should you buy now or later? We answer that question inside, along with many more.

Each year we publish this Guide, we reaffirm our commitment to offer you the same straightforward, well-informed advice we'd share with our closest friends, and our track record is unblemished: in these pages, iLounge readers will always find the tools to make the best-informed buying decisions possible. We appreciate your continued readership and wish you the very happiest of days ahead.



Dennis Lloyd
Publisher



Jeremy Horwitz
Editor-in-Chief

A long-time fan of Apple products, **Dennis Lloyd** was a graphic designer and DJ before creating iLounge, which remains the world's most popular resource dedicated to iPods, iPhones, iPads, and iTunes. Dennis is happily married with a dog, cat, and a two-year-old daughter. He lives in Irvine, CA.

Jeremy Horwitz has written about gadgets, games, and the companies that make them for everyone from GamePro to The New York Times, as well as practicing law. Since 2004, Jeremy has edited iLounge, its Books, and Buyers' Guides. He lives with his wife, two daughters, one dog, and a museum of iPods, iPhones, iPads, and add-ons in East Amherst, NY.



Bob Starrett is iLounge's Senior Editor. Based in Wheelersburg, Ohio, where he lives with his wife, Bob primarily uses an iPhone 4 while alternating between an iPad and a MacBook for work and play.



Jesse David Hollington is iLounge's Applications Editor and a Forum Administrator, responsible for our Ask iLounge columns, all things iTunes, and the Apple TV. He lives with his wife, daughter, and cats in Toronto, Canada.



Bob Levens is iLounge's Chief Forum Administrator. Married and based outside of Cambridge, U.K., he enjoys music, travel, photography, computers and historic aviation, including "Warbird" airshows with WWII piston-engine aircraft.

Contributing Editors, Forum Administrators, and Moderators: Jerrod Hofferth, Albert Tan, Audrey McGirt, Robert, and Tom Levens.



Clockwise from left: Apple's first public FaceTime video call shows designer Jony Ive and CEO Steve Jobs using iPhone 4s in June. The square-faced iPod nano and iPod shuffle came soon thereafter with a new iPod touch and Apple TV.



iPhone 4 + iPod touch Go HD While iPod nano Fades

iPod shuffle, Apple TV refreshed as iPhone 3GS hits \$99, iPod classic becomes a zombie

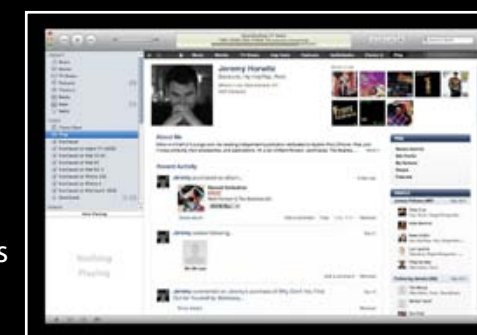
Apple's theme across 2009 was "small, iterative improvements," but 2010 was a year of big changes for the iPod and iPhone families. June's release of **iPhone 4** (16GB/\$199, 32GB/\$299) saw a high-definition Retina Display and twin video cameras squeezed inside a smaller, more elegant glass and metal case, selling out internationally despite controversy over its cellular reception and fragility. An even thinner fourth-generation **iPod touch** (8GB/\$229, 32GB/\$299, 64GB/\$399) arrived in September with the same features - diminished a little - and a more durable shell,

while a fourth-gen **iPod shuffle** (2GB/\$49) went back to its prior button controls and pricing, and a completely new sixth-gen **iPod nano** (8GB/\$149, 16GB/\$179) dumped video, games, and some of its prior body colors for a smaller audio- and photo-only touchscreen design. Apple completely ignored the 160GB \$249 **iPod classic**, leaving it alive without mentioning or updating it in any way, but radically changed the **Apple TV** by dropping its price to \$99, reducing its size by 75%, and removing the 160GB hard disk in favor of a pure streaming and video rental model.

iTunes 10 Goes Gray (And Blue) As Apple Opens Music-Buying Social Network Ping

Every year, iTunes grows a little bit larger and more capable, leading some to praise its power and others to hate its bloat. With a new and less colorful interface, largely stripped to gray with blue accents and a new blue icon, iTunes 10 includes lots of small tweaks under the hood, focusing on the addition

of Ping, a "social network" to let iTunes Store users create profiles and recommend music to friends and contacts. Generally viewed as a misfire, Ping lets you follow selected artists and bands, but provides very little opportunity for actual socializing and discussion. Updates will be needed, and surely forthcoming to improve its limited appeal.



Far more information on these and other topics of interest to iPod, iPhone, and iPad users is available from the iLounge.com news archives at ilounge.com/index.php/news/archives/.

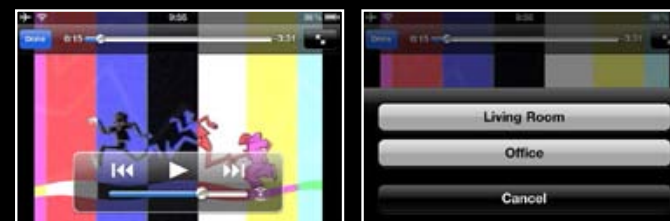


iOS 4.2: November for iPad, iPhone, and iPod touch

iPad gains folders, multitasking, and unified e-mail; all devices can print, stream media

Less than a week after the iPad's release, Apple unveiled iOS 4.0, adding app-organizing folders, a limited multitasking system, and unified e-mail inboxes to certain iPhones and iPod touches. Early iPad adopters howled that they wanted in, too, but Apple promised an update only in "fall," later scheduling it - and a simultaneous iPod and iPhone update - for some time in November. For iPad users, iOS 4.2 will bring all the improvements mentioned above plus Game Center, a matchmaking, achievement tracking, and leaderboard service for App Store games,

as well as Ping, the iTunes Store's music-focused social network. New to all of the devices will be support for AirPlay, the renamed and bolstered version of the music streaming feature once called AirTunes, now capable of letting the devices play their videos, photos, and music wirelessly through new Apple TVs - and upcoming third-party accessories. Additionally, the new AirPrint feature will enable iPads, iPhones, and iPod touches to send web pages, e-mails, photos, and some app content directly to printers without requiring any drivers to be installed. We can't wait.

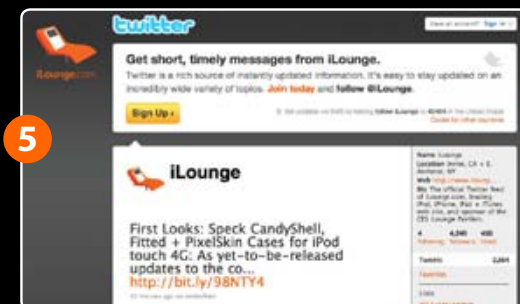


Welcome to Maclove World

www.macloveworld.com

iLounge Via E-mail, Facebook, iBooks, RSS + Twitter

Read our iPod, iPhone, and iPad coverage with a free app, newsletter, and news feeds



1. Now Read This (And Past Guides) in iBooks

Apple's free iBooks application for the iPad, iPhone, and iPod touch now includes PDF support, enabling users of all of these devices to easily read all of our past Buyers' Guides and Books - plus the one you're seeing now. Simply drag the desktop icon for any PDF into iTunes, and drop it onto your device in the left pane; it will appear in iBooks under PDFs.

2. Get A Weekly Briefing Through E-mail

As the name suggests, iLounge Weekly provides a quick digest of what's been going on in the iPod, iPhone, and iPad worlds over the last seven days, complete with direct links to news stories, major articles, tutorials, First Looks, and full reviews of accessories and apps. Sign up for it on the left column of our main page, below the iLounge Store.

3-5. Three News Feeds: RSS, Facebook + Twitter

Our recently improved RSS feed at feeds.feedburner.com/ilounge offers up-to-the-minute updates on all things iPod, iPhone, iPad, and iTunes, and is now mirrored in real time by our enhanced Facebook page (facebook.com/iloungecom) and Twitter feed (twitter.com/ilounge), so you can stay informed no matter how you read your news.

A place for everything that matters.

And your keys.

PowerDock Dual

It's a charging dock for your iPad, iPhone and iPod. 10-watt charging for fast, safe power-ups. And it's a handy tray to catch your keys, change and whatever else lives in your pockets during the day.

Because at the end of the day, no matter where you and your iPad go, you're going to need a place to rest and recharge. A place to call home.



Tune into HDTV on your Mac



eyetv

watch record edit enjoy

Award-winning EyeTV turns your Mac into the coolest television in the house. Work or surf the Web and watch TV at the same time. Record your shows to enjoy later, and play them on your iPhone® or iPad™.



EyeTV app brings
live TV to the iPad

Available on the
App Store

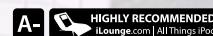


eyetv hybrid
TV Tuner Stick for HDTV & Analog TV

i wake up Fully charged.

Say hello to the iP90, the new bedside star from iHome. It has dual alarms so you can sleep easier and wake to a combination of playlists and radio. It syncs with your iPhone instantly with the touch of a button. And the famous sound of iP90 has been enhanced to make all your bedroom moments even more legendary.

www.ihomeaudio.com



iHome
Live Life Loud

iHome is a registered trademark of SDI Technologies, Inc. iPhone and iPod are trademarks of Apple Inc., registered in the U.S. and other countries.

Elgato products are available at these and many other authorised Apple dealers:



Apple Store

amazon.com

[MacMall](http://MacMall.com)

[OWC](http://OWC.com)

elgato

SNEAK PEEKS

Revolutionary new accessories will be few and far between in early 2011, but developers are offering early looks at some compelling evolutionary ones for the iPad, iPhone, and iPod families. Here's what's planned to arrive in stores for the holidays, or at the beginning of the new year.

Scosche iClops

CAMERAS

\$100
3-11

It's designed and ready to go in March, but it doesn't have a final name, and Scosche is willing to reward you for helping. The award-winning accessory developer has created a video and still camera for iPads and iPod touches, complete with a 60mm-equivalent auto-focus lens, 2.1-Megapixel still sensor, and 640x480 video capabilities - plus a microphone for older iPods. Capable of streaming and encoding video at a decent 15 frames per second in MPEG-4 format, the camera has been designed with a metal enclosure and a pivoting plastic base, capable of tilting upwards or downwards to improve its filming angle relative to your face - something Apple's current FaceTime cameras can't do without shifting the angle of the whole device. The company's engineers are calling it iClops, a fitting but perhaps overly funny name.

Though FaceTime support is a long shot, Scosche will offer a photo/video recording application along with the accessory, and intends to partner with video calling app developers to enable the camera to communicate with iOS and non-iOS devices; an SDK is available for developers. To get the community involved in this launch, Scosche is holding a renaming contest through December 15, 2010, and will pick one winner to win a 16GB iPad, plus a Scosche iPad accessory bundle. Send your entry to Scosche's Twitter account at twitter.com/scosche or its Facebook page at facebook.com/scosche.



\$450
11-10

VIDEO

Optoma Neo-i Pico Projector



Having tested a handful of miniature video projectors that happened to work with iPods but weren't specifically designed for them, we were immediately intrigued by Optoma's new Neo-i Pico Projector - a higher-end model that combines a true iPod and iPhone dock with twin 8-Watt speakers and, significantly, a 50-lumen video projector. Many of the pico projectors out there have less than half the brightness of this model, resulting in a video viewing experience that's washed out if any light intrudes into a room; this one actually has the ability to be seen on a wall in dim but not pitch-black lighting conditions. Neo-i's resolution is a DVD-ready 854x480, right-sized for 16:9 widescreen videos, and the picture can be scaled up to a 120-inch diagonal size. iPod and iPhone users aren't the only ones who can use the projector: an iPad accessory kit will be sold for \$40, while Apple TV fans will be glad to see the unit's HDMI port, which can alternately be used with video game consoles, Blu-Ray Disc players and other devices - even though Neo-i's display resolution falls short of true HD quality. It has composite and VGA inputs, plus an auxiliary audio output port for those who want to connect bigger speakers. As might be guessed from its size and atypical light and sound output capabilities, Neo-i is designed to be run off of wall power, though Optoma notes that it was designed with high-efficiency components that are capable of working with an optional battery pack, price not yet known.

Scosche **freedomMIC**
For iOS

MICS

\$90
3-11

Here's one we didn't see coming: Scosche's new freedomMIC For iOS takes an interestingly different direction from the now numerous microphone accessories we've tried for iPods, iPhones, and iPads, pitched as a high-quality wireless microphone for use during video recording. Read that part again: the 4-hour battery-powered, noise-cancelling condenser microphone inside the clip-on microphone can be worn at a distance of 100 feet away from the iPhone or iPod touch while it records videos using a free, downloadable app. The goal is to help movie makers capture what's being said by on-camera subjects at greater distances, with superior clarity than Apple's pinhole-sized mics would allow. We'd expect this to be of particular value to reporters who want to record and send content from the field.



Digipower
JumpStart Flip

POWER

\$50
11-10

On occasion, the right features, pricing, and design combine to make a new take on a familiar product seem better than what's come before, and Digipower's JumpStart Flip is one of them - an attractive, roughly iPhone-sized battery pack with a flip-open video stand and powerful 3300mAh rechargeable cell built in. Bundled with cables for the iPod/iPhone and Micro/Mini-USB devices, Flip folds up into a sharp-looking black and silver package for easy storage, with a power button on its hinge and four charge indicators on its black plastic base. The promise is 10 hours of additional 3G talk time, but iPhone 4s could easily see 50% more than that depending on how they're replenished using this battery pack.



Belkin **TuneBase**
FM Live

IN-CAR

\$90
11-10

As long as there are cars without auxiliary audio inputs or wireless audio streaming capabilities, there will be a demand for FM radio-overwhelming transmitters, and most likely, Belkin will offer solutions. TuneBase FM Live is its latest car mounting, charging, and FM transmitting design, combining a rotating iPhone cradle with a flexible mounting pipe and a new charging and broadcasting bulb; a white on black screen is in its center, with ClearScan, manual tuning, memory, and Pro audio buttons on its front bezel. Like Belkin's earlier Live-series FM transmitter, TuneBase FM Live will be able to use a ClearScan Live application for station tuning if you don't want to play with the built-in screen or buttons.



Belkin
Grip 360° + Stand

CASES

\$70
11-10

It's no secret that the iPad's lack of an integrated stand has made nightstand and desktop viewing - and case use - somewhat of a challenge depending on one's personal aesthetic and stability preferences, so Grip 360° + Stand offers a best-of-both-worlds approach: in addition to a highly protective, form-fitting case, it has an adjustable stand that switches to separate video viewing, picture frame, and typing angles for your convenience. It also converts into a handheld carrying system with a grip on the back for times when you're looking for added portable support rather than just a way to set the iPad down. We're genuinely excited to see how this one performs.



enjoy the landscape

kickBACK™ P1

Hybrid Case with Kickstand for iPad

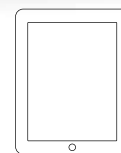
- Polycarbonate and rubber hybrid case provides unmatched protection and shock resistance
- Hinged kickstand for convenient widescreen and vertical viewing as well as low-angle typing
- Integrated traction nubs provide grip on flat surfaces



White/Grey
IPDK



Black/Black
IPDKBK



iPad
16GB 32GB 64GB

SCOSCHE
www.scosche.com 800.363.4490



\$30
12-10

STANDS

Digipower Coffee Clutch

We've seen iPad-ready purses and stands, as well as Griffin's Standle combination of a stand and handle, but Digipower's Coffee Clutch goes a step further: designed to appeal to women, it adds a purse-like handle and arm strap to a flip-out rear stand - all at a lower price than Standle, and frankly most dedicated iPad stands. The stand is angled for video, photo, and web use.



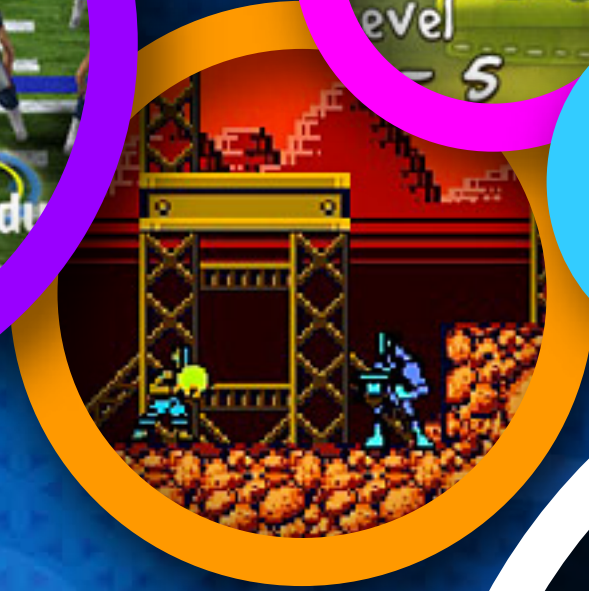
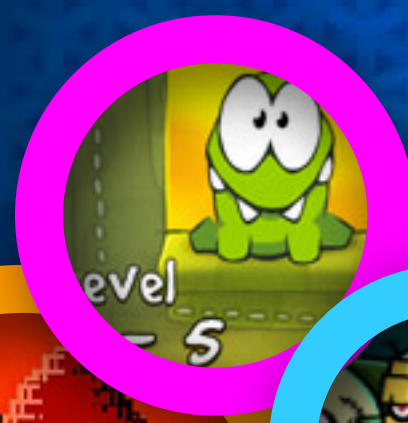
\$110
3-11

IN CAR

Scosche solVUE

When we selected 2009's iPhone Speakerphone of the Year, Scosche's solChat II was the clear winner, thanks to its voice dialing for even pre-iPhone 3GS models, great sound quality, and built-in solar rechargeable battery. Scosche will soon release a proper sequel called solVUE, adding two key features: first is the namesake viewing screen, a flip-out white-on-black display with the ability to let you know battery, pairing, and cellular strength status at a glance, as well as the names or telephone numbers of your incoming callers. Like solChat II, it syncs up with your iPhone's contacts database and stores up to 1,000 names in its own memory. Second is an innovative power management feature that Scosche refers to as "shake to wake," which automatically turns the unit on when vehicle motion is detected - a really smart way to re-initiate contact without the need for a button press, and to avoid draining its integrated battery when it's not in use. As with the prior model, it preserves a solar panel for charging, and an echo-cancelling DSP/mic combination; windshield/dashboard mounts, a wired car charger, and USB cable are also included.





Though 2010 will likely be remembered as the year of the iPad, it was also the year when iOS gaming truly came into its own as a rival to dedicated Nintendo and Sony handhelds - enough to overtake both in monthly sales, but more importantly, in innovative and affordable new software. There are now tens of thousands of games amongst the 300,000 titles in the App Store, increasingly including major titles from big publishers, and brilliant little games from noteworthy indie developers. Some sell for as little as \$1, and few sell for more than \$15, unlike competing \$20-\$40 cartridge and disc games for the Nintendo DS and PSP. Good cheap games are the exception on other platforms, and the norm on Apple's, thanks to App Store distribution.

Here, you'll find the 100 best games we selected from everything we tested in the last year, without repeating picks from 2009 or 2010's Buyers' Guides. The prices are almost all below \$10 per title, though they may change - generally downwards - over time. In each case, they're currently worth their asking prices, and thus, your attention.

ACTION + ARCADE GAMES

After three years, iOS devices still don't have joypads. But that hasn't stopped developers from successfully porting action games – in fact, some are incredible examples of what can be done with touchscreen controls. These are the best around.



Street Fighter IV

Capcom's initial release of this vaunted one-on-one fighting game was short, but updates boosted it to 12 characters. Tons of pre-rendered animation and good music make up for the iPhone/iPod touch low-res art and missing 3-D from the PS3/Xbox 360 game. Even if the controls aren't quite arcade-worthy, no other portable device has a version of this game, a major App Store coup. **\$10**



Hero of Sparta II, Prince of Persia: Warrior Within, and Spider Man: Total Mayhem

Using variations on the same virtual joystick and context-switching button control scheme, three Gameloft action games have given App Store gamers a dose of PSP-quality action, including Retina Display artwork. **Prince of Persia: Warrior Within (\$5)** is a hugely ambitious port of the console and handheld sequel to the famous swashbuckling and time-shifting platformer, while **Hero of Sparta II (\$5)** is a Gameloft original, based heavily upon the mythology and gameplay of Sony's popular God of War series, with all the artwork and characters replaced. It's stronger in the brawling department than Prince of Persia, but weaker in platforming elements. Finally, there's **Spider Man: Total Mayhem (\$7)**, which has the most cartoony artwork of the bunch, adding web-slinging, Spider Sense attacks, wall climbing mazes, and more complex fighting to the same formulas found in the other two. One bummer: all three games are iPhone/iPod touch releases, with separately sold "HD" versions designed to look and play nearly identically on the iPad. Our advice would be to pass on the HD games until Gameloft and other companies release universal titles with iPad, iPhone, and iPod touch artwork all in a single download, charging a fair price for one game rather than two.

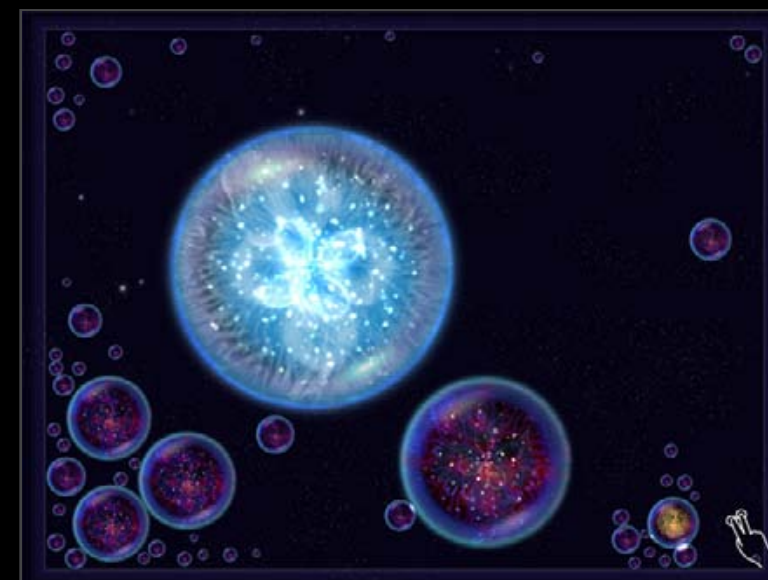
Plunderland, Sonic the Hedgehog 4: Episode 1, and Kings of Leon Revenge

Following in the footsteps of last year's Rolando games, the side-scrolling pirate ship game **Plunderland (\$3)** from JohnnyTwoShoes is even more impressive than it looks in screenshots, blending high-res 2-D Retina Display art with smooth animation. It puts you in control of a vessel with a motley crew and cannons, using its sense of humor as a major selling point. Sega's low-res **Sonic 4 (\$10)** includes familiar themes from old Sonic the Hedgehog games – in addition to its clean pre-rendered and polygonal art, it offers good control over the speedy blue title character, plus a handful of levels. **Kings of Leon Revenge (\$5)** is a good continuation of Tapulous's rhythm tapping games, with music from the popular band, and nicely themed backdrops. None of the three has iPad art.



Grand Theft Auto: Chinatown Wars/HD

Released in separate, same-priced versions for the iPad and iPhone/iPod touch, Chinatown Wars is a tweaked translation of the same-named PSP and Nintendo DS Grand Theft Auto title, focusing primarily on overhead shooting, fighting, and driving sequences. Cartoony but compelling intermissions, solid music, and tons of voice acting are used as offsets for the lack of close-up 3-D perspective action; it controls well. **\$10**



Osmos for iPad and Osmos for iPhone

Beautiful like a jellyfish tank set to the ambient music from a hip lounge, Hemisphere Games' Osmos challenges you to grow in size to overwhelm or absorb organic blobs in pool- and space-like settings. As soon as you think you understand the action, Osmos introduces the ability to control the speed of time, and the challenge of outpacing new rivals. Brilliant and unique, it's sold in separate versions. **\$3/\$2**

BOARD + TABLE GAMES

High-resolution screens do a lot for old-fashioned games, enabling levels of detail that make even forgotten classics seem gorgeous. Most of the titles here include either iPad or Retina Display support; some have both, one uses cutscenes to great effect.



Pinball HD + Slayer Pinball

Try as they might, no one could beat or even match the outstanding Retina Display- and iPad-ready 3-D pinball machines released by Gameprom this year: **Pinball HD (\$1)** bundles three prior, individually impressive games together for a low price, and **Slayer Pinball Rocks HD (\$3)** features the devilish art and music of the heavy metal band. Each title is amazing.



Battleship, Scrabble, Shanghai Mahjong, and Solitaire Classics

We were never expecting to see Electronic Arts take the classic board game **Battleship (\$1)** to new heights, but the introduction of a mode with special weapons sped up its pace, and full-screen 3-D cinematics (shown, inset) unexpectedly pump up what would otherwise be an exercise in staring at a board. By comparison, EA's **Scrabble for iPad (\$10)** impresses in a different way, letting iPhones and iPod touches serve as wireless tile racks for the larger game board on the iPad screen, or just letting iPadders take turns. MobileAge scored major points with us this year by releasing the iPad version of the classic tile-matching game **Shanghai Mahjong (\$1)** as a free upgrade to the excellent iPod and iPhone version, giving it higher-resolution art. Finally, **Solitaire Classics HD (\$2)** presents klondike card games with cool Retina Display details.



I got game. Anytime, anywhere.

I can race, conquer, or destroy while I'm waiting in line for a triple espresso. But hey, this ain't no sim, it's the real world. White-knuckled action can get slippery. One drop and it's game over. I protect my new iPod® touch using a Speck **CandyShell® Grip**. It's super-protective: hard on the outside, soft on the inside, with finger grips on the back and thumb-placement indents on the rim to help make my game wicked good.



* Plus, Speck makes awesome cases for iPhone®, iPad®, MacBook®, and more. And full-featured, stylish bags customized to carry it all in!

 **speck®**
speckproducts.com



CASUAL + MINI GAMES

Some of the App Store's most popular games are so small and simple that Nintendo and Sony would never have let them appear on their devices. But this simplicity enabled Apple's developers to focus on strong themes, and rivals now beg for ports.

Tilt to Live and Tilt to Live HD

Hold your iPhone, iPod touch, or iPad in a flat position, then move it so that a tiny arrow darts around the screen, avoiding dangerous and increasingly numerous red dots that move to the infectious sounds of a Latin big band. That's Tilt to Live, a dead simple concept that bursts with energy thanks to beautiful unlockable power-ups, four novel game modes, and memorable sound effects. The iPad version offers a larger play area and slight level tweaks at a higher price. **\$3/\$4**



A.D.D. Addictive Dumb Distractions, Angry Birds + Let's Create! Pottery HD

Nintendo's Wario Ware series of off-kilter mini-games rapidly became one of its most popular new franchises, so IUGO Mobile took it as inspiration for **A.D.D. - Addictive Dumb Distractions (\$3)**, a collection of fast-paced twitch action sequences unified largely by a comical lack of good taste. Salt a slug, help a cannibal boil an explorer, pop pimples; it's all juvenile, and almost entirely funny. By comparison, Rovio's **Angry Birds (\$1)** uses comedy in better taste, quickly setting up a revenge theme in which the titular angry birds are slingshotted to destroy fortresses filled with evil pigs, physics puzzles that are infinitely more enjoyable using touch-swipe controls than the old-fashioned alternative of crank-like changes to height and power meters. Then there's Infinite Dreams' **Let's Create! Pottery HD (\$5)**, a surprisingly subtle and smart effort to transform the craft of pottery making into a video game, using the iPad's screen to simulate the sculpting process, firing through a kiln, and pattern-based painting. Where Pottery HD scores "wow" points is in its structure, which walks you through the process of creating pottery on commission or for auction, rewarding you with funds to improve your products as you satisfy customers. Beautiful 3-D graphics and soft backgrounds transform what otherwise could have been a dull simulation into a compelling and original experience. Of the three games, it's the only one with an iPad version we'd recommend.



Monster Dash, Solipskier, and Ninjatown: Trees Of Doom!

The App Store has become known for one-trick ponies - "do it over and over again" dollar games where higher scores are the primary motivation to keep going. But some of these titles have actually been pretty impressive, including these three: **Monster Dash (\$1)** from Halfbrick Studios builds on the success of last year's Canabalt, placing you in control of an endlessly running character who merely jumps and shoots at your command, trying to keep from falling off platforms, running into obstacles, or getting killed by the various monsters that populate randomized stages. Mikengreg's **Solipskier (\$3)** is an ever-moving skiing adventure, where your goal is to create the ground underneath a cartoony skier who needs to keep moving fast and occasionally jump in order to stay alive. Constant jumping is the goal in Venan's **Ninjatown: Trees of Doom (\$2)**, which sees your adorable Wee Ninja vault from wall to wall in an effort to go higher than before.

Pocket Chef

Taito had a hit with Cooking Mama, so the ever-enterprising gang at Gameloft built upon the idea for Pocket Chef, a somewhat less cartoony version with 3-D polygonal food items, dishware, and kitchen supplies. Pocket Chef walks you through the preparation of 25 different dishes, rewarding you for successful cutting, mixing, and baking by providing you with the actual recipes in a mini-cookbook when you're done. It's only for the iPhone and iPod, and low-res. **\$5**



Fruit Ninja

Though Monster Dash is newer, Fruit Ninja is the game that made Halfbrick Studios famous - and the target of plenty of "food warrior" clones, including the predictable "Veggie Samurai." The idea is simple: your finger becomes a slashing tool, cutting 3-D pieces of fruit that are tossed into the air in clusters; you score points by chopping as many in half at once as possible, and die if you hit a bomb that's mixed in with the produce as a trap. On the iPhone and iPod, it's cheap and cute; the \$5 iPad version is overpriced. **\$1**



FLYING + RACING GAMES

We were convinced that the App Store would get its first truly awesome flying game in 2010, and it happened, though not in the way we expected - an amazing new toy transformed the genre. Racing titles improved visually but stumbled in gameplay.



AR.Drone With Free Flight

There's never been anything like Parrot's AR.Drone on an iPhone or iPod touch before - a demonstration of just how incredibly powerful these pocket devices can be for gaming and accessories at the same time. Coupled with the Free Flight application, a free download, the AR.Drone quadcopter connects to these devices over Wi-Fi, simultaneously accepting commands and sending back live video from one of two cameras: one in front, one underneath. It flies at a maximum height of nearly 20 feet in the air, working from a distance of 150 feet away. With Free Flight, the real world becomes a video game as you make the radio-controlled vehicle fly indoors or outdoors, using a foam guard inside to protect its plastic rotors and whatever's around them. While AR.Drone's best days may be ahead of it, thanks to a software package for developers interested in creating additional games to play with the device, Free Flight is an incredibly fun demonstration of how prior-generation toys can be enhanced with modern camera and control technologies. Our only regret, and not a trivial one, is the limited battery life offered by the expensive kit: 15-30 minutes of continuous flying time might be fine by typical RC aircraft standards, but tossing a spare \$10 battery into the box wouldn't have hurt. **\$300**



Ace Combat Xi + Glyder 2

Though we'd love to be able to tell you that there were a dozen great flying games this year, the others were less ambitious than Free Flight. Namco's **Ace Combat Xi: Skies of Incurion (\$5)** is the iPhone and iPod touch version of the long-running series of PlayStation military flying games, with stunningly near-photorealistic graphics and strong audio, but very few missions - Namco wants you to buy airplanes and levels separately. Glu's gentle, dreamy **Glyder 2 (\$2)** started out as an iPhone/iPod game before becoming iPad-only, placing you in control of a winged girl who glides through fantasy-themed islands, collecting items while soft music plays.



GT Racing, Need For Speed Shift, Raging Thunder 2, and Reckless Racing

Clearly inspired by Sony's famous series of Gran Turismo driving games, Gameloft's **GT Racing: Motor Academy (\$5)** stars a collection of 100 licensed cars from 25 manufacturers, each controlled either with amateur and fully automatic settings or precision-demanding manual ones for greater realism. It was recently updated with Retina Display graphics but is still sold in separate iPhone and iPad versions. Electronic Arts' **Need for Speed Shift (\$7)**, a drifting-focused, arcadey racer, was even more impressive when it launched but fell behind GT due to its continued use of low-resolution artwork; an overly pricey iPad version looks better. Polarbit's **Raging Thunder 2 (\$5)** dispenses with realism in the name of faster action and power-ups, like the old arcade game San Francisco Rush, while EA's **Reckless Racing (\$3)** is a hillbilly-themed overhead driving game with some of the most incredibly detailed artwork we've yet seen on the Retina Display-aided iPhone and iPod touch, making you feel like you're controlling a miniature car or truck in gritty country settings.



Aqua Moto Racing 2 and Snow Moto Racing

It's no insult to say that the single most appealing feature of Resolution Interactive's **Aqua Moto Racing 2 (\$1)** and **Snow Moto Racing (\$2)** is their price tags - for a bill or two, each of these games is so impressive that it's easy to look past their flaws. Aqua Moto Racing 2 does an even better job than its predecessor of mimicking Nintendo's Wave Race series of 3-D jetski games, with improved water, vehicles, backgrounds, and controls - plus Retina Display and iPad support. Snow Moto Racing offers a simple but nice enough take on the similarly niche sport of snowmobile racing, lacking for high-res art but including solid snow effects and smooth controls.



Low Grav Racer 2

The App Store still doesn't have a futuristic racing game nearly as good as Sony's famous Wipeout series, but Cobra Mobile's Low Grav Racer 2 comes the closest so far. Six ships with vapor trails race on 18 different tracks, many with impressive (though low-resolution) scenery, and all at smooth frame rates. As with Wipeout, weapons are available to blow other ships away, but take a back seat to steering your way to wins. **\$3**



www.evenno.com

Plug your iPhone/iPod touch
into The Fingerist to turn it
into a real musical instrument!
Use it with any instrument
app you like!

Made for
iPod iPhone


Fingerist

EVENNO®

Designed in
Japan

www.simplism.jp

+simplism®



Follow iLounge.com
on Facebook or
Twitter, or subscribe
to our new RSS feed!

Click any button above to visit the site.

PUZZLE GAMES - ACTION

Small but memorable puzzle games are quite possibly the App Store's strongest selling point today; whether you're looking for slow brain teasers or titles requiring quick wits, there are plenty of options. Here are the best ones that reward nimble fingers.



Cut the Rope and Bejeweled 2 + Blitz

Chillingo's **Cut the Rope** (\$1/\$2) is simple and smart: its numerous levels feature the same vertical challenge - strategically slice the ropes so that a ball of candy winds up in the monster's mouth - but quickly ramp up in creativity and pressure. Popcap's older match-three game **Bejeweled 2** (\$1) became "+ Blitz" with a free update this year, adding Facebook Connect support, then a coin and power-up system that led to some of the most intense online rivalries we've seen. It's amazingly addictive, and fast.



Blaze: Fire Puzzle, Cogs HD and Zen Bound 2 Universal

Three puzzle games made especially good use of gritty 3-D this year. Secret Exit's **Zen Bound 2 Universal** (\$3) started as an iPad sequel to a rope-binding game, adding new levels, more great music, and the paint ball, which eases the task of fully covering the objects you spin in 3-D. It's now universal for iPhones and iPods, and has Retina Display support. Handmark's high-res **Blaze: Fire Puzzle** (\$2) has its own set of objects to rotate, challenging you to light all of the candles by touching flames to unlit wicks, and Chillingo's iPad **Cogs HD** (\$5) offers an increasingly impressive and difficult collection of steampunk-themed machines that need to be turned around while their gears and pipes are connected.



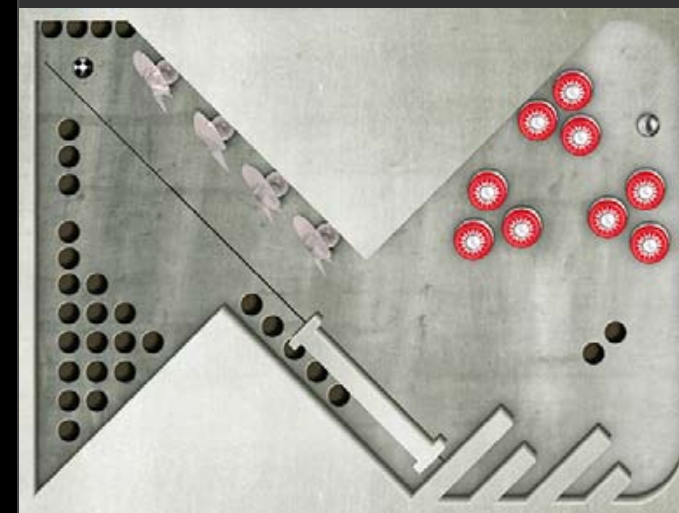
Jet Car Stunts

It looks like Sega's classic Virtua Racing, but it's actually a physics-based puzzler: can you get the rocket-powered car to the end of 36 tracks without falling? Developer True Axis lets you steer, brake, and reverse, but the key to success is your jet engine, which lets you vault over jumps that will scare you into many mistakes along the way. Released after our last Buyers' Guide at the tail end of 2009, Jet Car Stunts received a Retina Display upgrade this year that made it look even cooler. While there's not yet an iPad-specific version, it runs well at lower resolution on the larger-screened device. \$2



Labyrinth 2 HD

In an App Store populated by \$1-\$2 games, Illusion Labs' Labyrinth 2 HD fully justifies its higher asking price: it's a ball-in-the-maze game with "hundreds of thousands" of levels, many user-created, and all available as free downloads. What started as a charming take on old-fashioned wooden puzzles evolved into a collection of devious single-screen maps filled with lasers, fans, bumpers, and switches, some downright brilliant. It's all tied together with a stylish interface that's one of the best on the iPad. The iPhone version is sadly separate. \$7



Cubetrix 3D, Sparkle The Game, and Super Monkey Ball 2

A few other action-puzzlers also caught our attention in 2010, starting with Mobic's **Cubetrix 3D** (\$1), a surprisingly compelling little game that initially challenges you to match like colors by rotating and moving cubes on a flat grid. It ramps up with stages that add numbered pieces and bombs to the mix, becoming smarter as it continues. Next is **Sparkle the Game** (\$3), the latest clone of the match-three-balls games Puzzloop and Zuma, only with the sort of impressive special effects, music, and control tweaks we've come to expect from developer 10tons. Rounding out the group is Sega's **Super Monkey Ball 2** (\$6), a sequel to the early iPhone ball-in-maze game, upgraded with 115 new levels, better graphics, and more monkey-themed mini-games - improved after initial release.

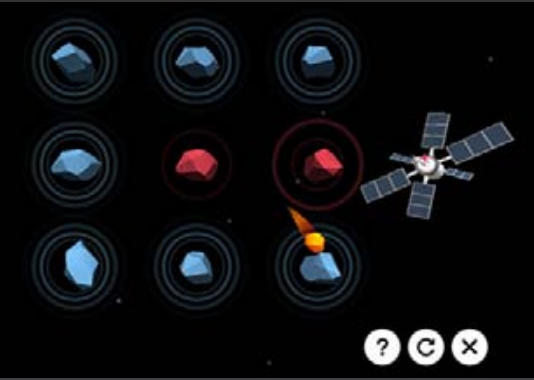
PUZZLE GAMES - THINKING

Some of the best iPhone, iPod touch, and iPad puzzle games require more strategy than action, and these are the best of that genre: most of these titles are so compelling that you'll enjoy just looking at them while scratching your head.



Tumbledrop
Low-res but charmingly illustrated, Starfruit Games' iPhone and iPod touch title Tumbledrop offers more than 80 individual puzzles in which the pink star needs to be brought safely to the ground from a precarious perch in the sky. The trick is to move pieces under the star while considering the physics of each tumble they'll create, and do so with the fewest possible moves. We played from start to finish, smiling all the way. **\$2**

No, Human
Awesome concepts are few and far between, so we appreciated Vol-2's theme for the universal iOS game No, Human: you're the universe and don't want to make space exploration easy, so you use meteors to smash space stations and astronauts, swiping to hit your targets with as few moves as a stage permits. Each of the now 80 levels is a single screen with polygonal objects that range from asteroids to magnets and repulsors, forcing you to use physics to win. The treat: 3-D views of your victories. **\$2**



Brain Challenge 2, Colorbind + Pixelogic
We were impressed with Gameloft's original Brain Challenge, derived from Nintendo's popular DS game Brain Age, and **Brain Challenge 2: Think Again! (\$1)** features 38 new and fun mind-stimulating games, with reworked graphics that are far less clinical than the original title's. Nonverbal's **Colorbind (\$2)** is comparatively straightforward: you need to figure out where to roll and turn multiple colored strips of paper to fill empty dots on the screen in a specific pattern. Joel Riley's **Pixelogic (\$3/\$5)** is the best take we've seen on the Japanese "illustration logic" or picross game, using numbers to build images on ever-bigger grids - like crossword puzzles for math fans.



Jeopardy + Wheel of Fortune
Two classic American game shows received iPhone versions and subsequent updates from developer Sony Pictures Television: **Jeopardy! Platinum** and **Wheel of Fortune Platinum** each sell for **\$1**, and replicate the experience of playing the trivia and word guessing games at home. Both games merited inclusion on our top 100, but they've also been beset by bugs, only recently addressed.



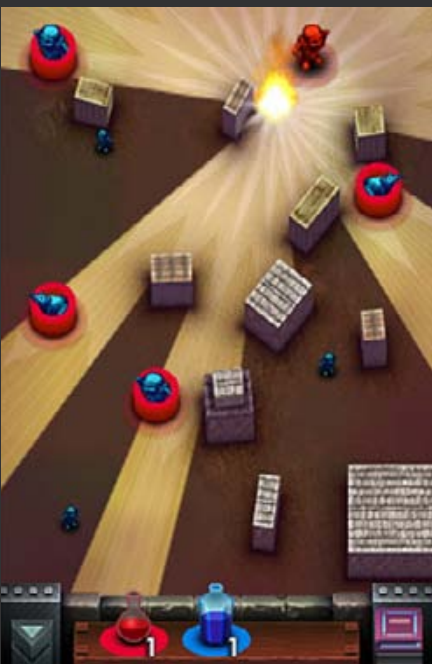
Peggle Nights
Hidden as an inexpensive in-app purchase within last year's iPhone/iPod touch title Peggle, the sequel Peggle Nights adds 60 more levels of the awesome peg-eliminating action and artwork at a fraction of the cost of the PC/Mac original - a must-see. **\$3**



Mayan Puzzle and Helsing's Fire
Two of our very favorite puzzlers this year used special effects to glam up what otherwise might have been simple games. Mind Crew's amazing **\$1 Mayan Puzzle** was the real shocker, with 36 individually illustrated levels that could easily have been used in 36 separate App Store games, some astoundingly beautiful. Haunting music kept us playing for days as we worked to solve the main stages, which require you to eliminate all of the on-screen blocks with strategic matches - a challenge that becomes nigh-impossible in the latter third of the game. By contrast, Clickgamer's



Helsing's Fire (\$1) is an easier game with one especially cool visual effect that's used on every level: you control a glowing torch and one colored potion at a time, positioning the torch in a place that will strip the same-colored shields or skins off of enemies, without accidentally touching enemies of a different color. Obstacles block some of the rays of light, letting you eliminate all of the red shields and enemies before moving on to blue or green ones. It's smart and fun, now in HD.



RETRO GAMES

Graphics and gameplay harkening back to 1980's classics can be a sign of developer devotion or incredible laziness. Our top picks of the year are the real deal: titles that have 8-bit style plus the modern attention to detail we'd expect from 2010 games.



The Incident

With confidence that most game creators lack, Big Bucket Software presents the plot of this universal retro-styled platformer as a tease: something is hurling dangeous objects from the sky, and the higher you climb on them as they fall, the better your chance at discovering the cause. While tilting to dodge and jumping your character is the core of the game, the stars are the objects, which offer hundreds of funny ways to die. \$2

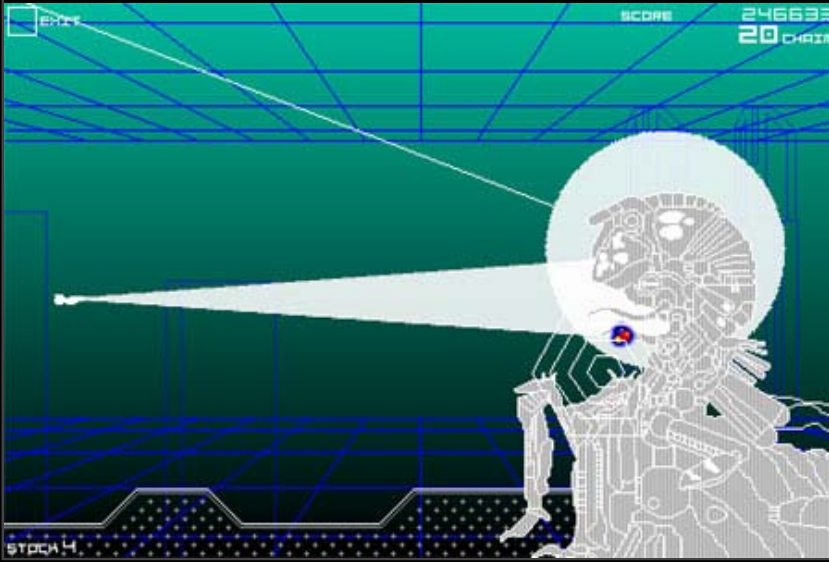


Dark Void Zero, Super Mega Worm, and Super QuickHook

Designing new games to look like old ones comes with a challenge, namely elevating the experience beyond what was left behind decades ago. Capcom took a different tack, jokingly presenting the iPhone/iPod title **Dark Void Zero (\$3)** as the forgotten 8-bit predecessor to a new console game. The art and platforming gameplay are straight out of the company's early Nintendo playbook, featuring a lone hero who switches weapons, runs, jumps, and uses a rocketpack, though the virtual controls aren't quite NES D-pad precise. Deceased Pixel's **Super Mega Worm (\$1)** isn't as varied but graphically would have been impossible on early consoles, featuring a growing segmented worm anti-hero that flies through land and air, showering blood and explosive particles as it eats living things and destroys everything else. Simple controls belie complex flying and eating challenges. In sheer ambition, Rocketcat Games' **Super QuickHook (\$3)** bests all of the games above, using simple backgrounds to provide a great set of running and swinging challenges, inspired only in concept by Capcom's classic Bionic Commando. Using grappling hooks to survive chasms and grab coins is fun, but powering up your character is the real thrill, expanding the gameplay and demanding exploration.

LightBike 2, Pac-Man Championship Edition, and Space Invaders Infinity Gene Version 3.0

Though it's surely a "mini-game," Pankaku's **LightBike 2 (FREE)** is also the spiritual sequel to one of the most memorable games of the 1980's - Tron's light cycle section. While its controls aren't ideal, it offers the most compelling 3-D rendition yet of the film's wall-creating bikes, and free online play. Namco's **Pac-Man Championship Edition (\$3)** is cut down from the hit Xbox sequel to the classic arcade game, adding new mazes, glowing visual effects, and trippy music, plus \$4 worth of optional extra levels. Taito's Space Invaders **Infinity Gene (\$5)** grew to version 3.0 with major new extra levels (\$2 each) this year, including side-scrolling tributes to the company's other shooters.



Geometry Wars: Touch + Vector Tanks Extreme!

Beloved by fans but underappreciated back in their day, vector games were drawn with crisp, glowing lines rather than dots, serving as predecessors to the filled 3-D titles that followed. Activision's overhead dual-joystick shooter **Geometry Wars: Touch (\$1)** captures the spirit of these games with far greater intensity and beauty, adding particle and line explosion effects that have to be seen to be believed, looking best on the iPad and newer iOS devices, scaling downwards with fewer effects for older ones. BlipTime Studios' **Vector Tanks Extreme! (\$1)** is the sequel to an earlier iOS take on Atari's classic vector game Battlefield, putting you in control of a tank that rolls across a landscape destroying glowing targets; impressive voice work is one of its highlights.



Welcome to the Ozakiverse

iCoat – 7 Virturs
Stylish Silicone Case for
iPhone 4 with Screen Protector



iSuppli – Nautilus
Modern-look power dock
sound system for iPhone



iSuppli – Gramo
Retro-look power dock sound
system for iPhone



iCoat – Success
Delux Cases with Screen Protector



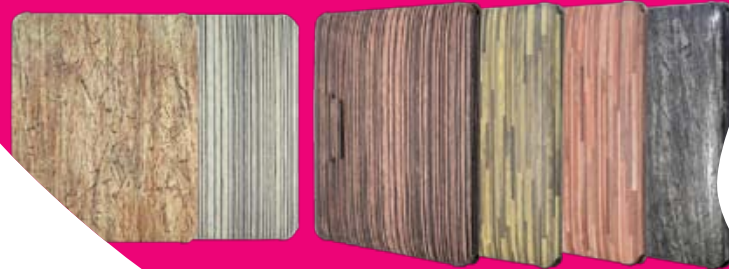
iCoat – Antibacterial
Antibacterial Screen Protector



iWatch – Nano
iCoat Water resistance watch
wrist case for nano 6



iCoat – Notebook Grain
Microfiber Foldable Case for iPad



OZAKI



www.ozaki.us info@ozaki.com.tw

LOGiix

www.logiix.net



THE EXECUTIVE FOLIO
Full-grain ultra slim leather



ROADSTER CARBON FIBRE FOLIO

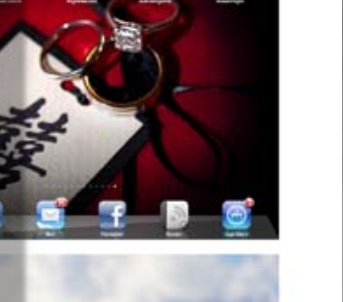


Launch Pad

Roadster Folio

Need More Detail? Read Our Full Reviews!

iLounge's database of thousands of product reviews dates back to 2001, including multiple photographs of every iPod, iPhone, accessory, game, and app we've covered. Visit ilounge.com/index.php/accessories today!



RPG + STRATEGY GAMES

Designed to occupy days rather than minutes or hours, RPG and strategy games had a fine start on the iPhone and iPod touch, but really took off with the expanded canvas of the iPad. Here are the year's best examples; most are available for all iOS devices.



Plants vs. Zombies/HD and Monster Mayhem

Released in 2009 for PCs and Macs, PopCap's **Plants vs. Zombies (\$10)** is the rare iPad game that justifies a premium price: it's the most addictively designed tower defense game we've ever seen, bringing in female and male players by offering an expanding collection of plants as an army to fight off funny lumbering onslaughts of zombies. While iPhones and iPods get their own visually optimized version (**\$3**), the iPad release makes awesome use of multi-touch controls to truly improve upon an already excellent computer title. PopCap's work inspired clones, none as good as Chillingo's **Monster Mayhem (\$2)**, which drops the plants for knives, guns, and other weapons, and reduces the strategy in favor of more swiping and tapping. Sold for the iPhone and iPod touch, it's fun to play upscaled on the iPad.



Civilization Revolution HD

Ported to the iPad from the beloved PC and console series, 2K Games' Civilization Revolution HD lets you lead and customize one of 16 real countries as it evolves to achieve greatness as a historic civilization. The iPad's larger screen helps it eclipse the prior iPhone version. **\$13**



Final Fantasy I and Final Fantasy II

The 1987 and 1988 originators of Square's seminal Final Fantasy RPG series were released as separate games for the iPhone and iPod touch this year, sporting the radical visual makeovers and additional content they received on the PlayStation Portable in 2007. Both games have separate storylines and overhead-style world maps to explore, interspersed with multi-character, turn-based battle sequences used to gain experience points for skill development. Each **\$9** title stands on its own as a worthy introduction to RPGs for players unfamiliar with the genre, and a compelling multi-hour story, besides.

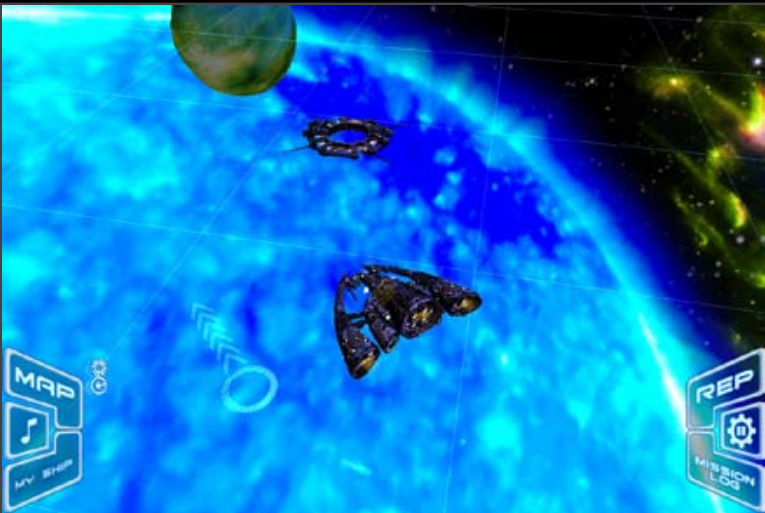
Sim City Deluxe, The Sims 3 Ambitions, and Virtual City

Three recent world-building games each offered their own worthwhile takes on a genre created and popularized by Maxis's Sim City, now owned by Electronic Arts. **Sim City Deluxe (\$5)** is the obvious heir to the franchise, a small touchscreen distillation of complex city construction and management tools. Microscopic pixel artwork is presented from a zoomed-out isometric perspective as you try to handle your city's growth and multiple crises that befall it. The similarly iPod/iPhone-specific **Sims 3 Ambitions (\$5)** takes a more personal approach, focusing on the life, home, and possessions of one character who can progress from single to married with kids and a business - all built by you through choices of 3-D polygonal objects. G5 Entertainment's **Virtual City (\$5/\$10)** offers a cartoony city building and supply management game set in five real states, each structured with multiple levels to complete by focusing on the details of satisfying citizens' needs.



Surviving High School

Like the Choose Your Own Adventure multi-path books plus added mini-games, EA's Surviving High School is notable for its episodic approach: the **\$1** price buys free weekly access to new content, while old stories are sold for catching up. Its dozens of characters have become more compelling over its three seasons.



Warpgate HD

Drawing inspiration from earlier PC space exploration and trading games, Freeverse's Warpgate HD leverages the large iPad screen to provide impressive 3-D renditions of space ships and planets, plus intuitively powerful touch controls. Your primary objective is to complete a large story - with hundreds of main or side missions set in 35 different star systems - achieved by earning money, fighting with nearly 200 types of enemy ships, and upgrading or swapping your own craft. The quests will keep you occupied for weeks. **\$9**

SHOOTING GAMES

Few games have the intensity and eye-popping visual appeal of the titles included in this section, which range from overhead or side-scrolling shooters to first- and third-person fights against soldiers, terrorists, and zombies. Sci-fi and war are top themes.



Dodonpachi Resurrection and Espgaluda II

The “bullet hell” genre of overhead shooters relies on visual overload as a challenge: you either move quickly, absorb dozens of enemy bullets, or die. Cave’s sci-fi-themed *Dodonpachi Resurrection* and fantasy-themed *Espgaluda II* move so many objects on screen at once that they work only on the latest iPods, iPhones, and iPads, each \$9 game offering a different gameplay twist for firing back at small ships and larger bosses.



AirAttack HD, Radio Flare Redux, R-Type, and Space Miner: Space Ore Bust

Few shooters are as expensive as Cave’s, and several feel like bargains considering the quality of their content. *AirAttack HD* (\$1) by Art in Games is an amazing-looking overhead shooter presented from a forced 3-D perspective, with superbly detailed polygonal aircraft that range from vintage warplanes to alien ships, set over surprisingly varied terrain. Chillingo’s *Radio Flare Redux* (\$3/\$5) is sold in separate versions, updating an earlier music- and swipe-heavy shooter with heavily stylized visuals, plus cool graphic filters to change the experience. *R-Type* (\$2) is a pitch-perfect translation of an importantly well-designed classic arcade shooter, brought perfectly to the iPhone and iPod touch by Electronic Arts. Venan’s *Space Miner: Space Ore Bust* (\$5) updates Atari’s *Asteroids* with a funny storyline, hillbilly music and rich (low-res) graphics. This is the rare remake that manages to improve its source material with RPG elements.



Brothers in Arms 2: Global Front, Modern Combat 2: Black Pegasus, Time Crisis: 2nd Strike, and Zombie Infection

Gameloft single-handedly dominated the 3-D shooter genre this year, impressively rethinking the World War 2-themed *Brothers in Arms 2* (\$5) - complete with vehicle-piloting stages - then following up with the Resident Evil 5 clone *Zombie Infection* (\$3) and the Retina Display-ready *Modern Combat 2: Black Pegasus* (\$7). Each of the titles focuses on walking, shooting, and switching weapons, but with different art and pacing. Namco’s *Time Crisis: 2nd Strike* (\$10) instead lets you focus solely on shooting and ducking, auto-walking you through intense, time-limited gunfights spread across 10 stages.



iBomber 2 + MiniSquadron

A couple of smaller shooters also impressed us this year. Cobra Mobile’s *iBomber 2* (\$3) is a better sequel to last year’s WW2 bomb-dropping overhead shooter, with 12 missions. Supermono’s cute *MiniSquadron* (\$3) is all about loop-de-loop, side-scrolling dogfighting, letting you pick up weapons to unlock 50 planes across 8 levels.



N.O.V.A./N.O.V.A. HD and Star Battalion

Sold in separate iPhone/iPod (\$5) and iPad (\$7) versions, Gameloft’s *N.O.V.A.* borrows heavily from Bungie’s Halo series of sci-fi first-person shooters: the iPod game is effectively a redrawn version of Halo minus vehicles and some of the gameplay depth, providing cool levels focused on eradicating samey waves of aliens. The iPad version adds cool multi-touch gesture controls for some door opening and enemy targeting. Just released, Gameloft’s *Star Battalion* (\$7) is a gunplay-heavy sci-fi flying game with online multiplayer to let friends beat its many missions together.



SPORTS GAMES

If any genre demonstrated how far iOS devices came in 2010, it was sports, which despite limited breadth showed considerable improvements in game depth and control. Can an iPhone, iPod, or iPad rival Nintendo's DS or Sony's PSP? Today, we'd say "yes."



Madden NFL 11

Though the \$13 iPad version is the more obvious pick for iPad owners, the eye-popping version of EA's Madden NFL 11 is for iPhones and iPods (\$8), which thanks to Retina Display support is quite possibly the most impressive-looking football game ever made for a portable device. TV-like overlays atop 3-D fields with believable, fluidly animated polygonal characters are impressive, while the voice work and controls are both spot-on.

FIFA 11, Let's Golf! 2, NHL 2K11 + Real Golf

In past years, EA's FIFA soccer games were the undisputed kings of the hill; this year's FIFA 11 (\$5) is a more qualified winner. Dropping support for pre 3GS/iPod touch 3G devices, it boosts graphic realism and controls to new heights, but launched without multiplayer modes. Gameloft's Let's Golf! 2 (\$5) and Real Golf 2011 (\$7) are cartoony and realistic takes on the sport, the former filled with bright colors and fun, the latter with lots of courses and real players. 2K Sports' NHL 2K11 (\$1) is a full-fledged, solid hockey game at a crazy low price.



MMA By EA Sports

To say that EA's rendition of MMA - mixed martial arts - was anxiously awaited by a certain group of fans would be an understatement, and though the finished product has some obvious issues such as repetitive commentary and pushover lightweight opponents, it's otherwise impressive. Swipe and tap gestures make punching, kicking, grappling, submissions, and dodging feel intuitive; a fine leveling system enables you to improve as you live a career. Real MMA fighters are included. \$5



X2 Snowboarding

With far more style and attention to detail than the vast majority of iOS sports game developers, Exient unleashed X2 Snowboarding, a game with the spirit of Nintendo's 1080° Snowboarding and the hip ink art of Sega's Jet Set Radio. Cool licensed music, unlockable tracks, multiple characters and boards all contribute to the game's depth, while a natural but forgiving touch control scheme makes it fun. \$3



Deer Hunter: African Safari and Deer Hunter HD

If you're a fan of sport hunting, you've almost certainly heard of the Deer Hunter series, which has made its debut in separate apps for the iPhone/iPod touch and iPad. Even pacifist vegetarians would be impressed by the technical quality of these two titles, as Glu's Deer Hunter HD (\$5) creates believable American wildlife scenarios in different weather conditions, and African Safari (\$6) sets out different types of savannah terrain and plant life to hide its wild game targets. Both titles offer varieties of different weapons and increasingly challenging multi-target scenarios, requiring you to survey a scene, scope animals, then steady yourself for quick, accurate shots.



10 Pin Shuffle, Fishing Kings HD, PBA Bowling 2 and Pool Pro Online 3

The best fishing game this year was Gameloft's Fishing Kings HD (\$5), an iPad-only game with 15 different, interesting 3-D locations. Flick to cast and snap back your lure, then use circular gestures to gently pull your line in. PBA Bowling 2 (\$3) from Concrete Software is the rare sports game here with universal iOS device support, offering a surprising number of different customizable balls and nice physics that make up somewhat for the samey lanes. A simpler, fun alternative with puck-based bowling, shuffleboard, and poker games is Digital Smoke's 10 Pin Shuffle (\$4). Finally, Namco's Pool Pro Online 3 (\$3) offers cross-platform online play with customizable 3-D rooms, but sells separate iPad and iPhone/iPod titles for the same price - a real shame given that they're identical.



The background is a dark red with a radial pattern of lines emanating from the center. Scattered throughout are numerous colorful app icons, including geometric shapes, leaves, and abstract designs.

ILOUNGE'S 100 ESSENTIAL APPS OF 2010

With over 300,000 applications now in the App Store, up 200% from this time last year, the average user doesn't have a prayer of finding the very best items without help - even so, updates and new releases seem to change the balance every day. But our editors spend a great deal of time testing and hunting down new apps, looking for the top tools to help make the iPad, iPhone, and iPod touch more useful.

You'll find them here. We've selected **100 essential apps** from many genres, looking for the right combinations of sheer utility, interface design, and value. Apps on this list are the ones we actually use and love, not flash-in-the-pan releases, with a focus on titles that were released or substantially updated in the last year - many now with universal iPad/iPhone/iPod support rather than just working on one or two devices. While some apps from last year's list still remain worthwhile, the picks here are the most vital and necessary today.

jorno

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.



learn more online at jornostore.com

Copyright 2010 Cervantes Mobile LLC

Upstand™
The iconic iPad stand



just|mobile®

www.just-mobile.com

©2010 by Just Mobile Ltd. All rights reserved. Just Mobile, and other Just Mobile marks are owned by Just Mobile Ltd. and may be registered. All other trademarks are the property of their respective owners.

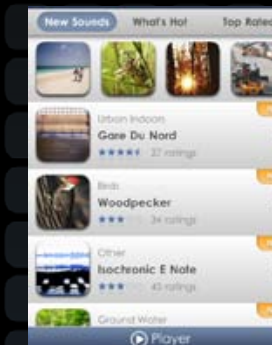
2011 BUYERS' GUIDE

100 ESSENTIAL APPS

Audio / Music / Radio

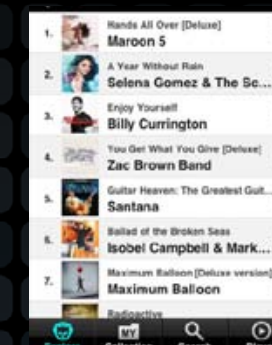
NPR for iPad / NPR News

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**



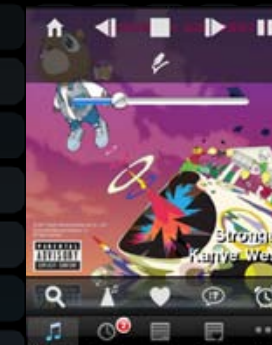
Ambiance

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



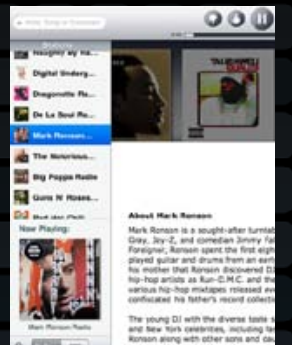
Napster

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



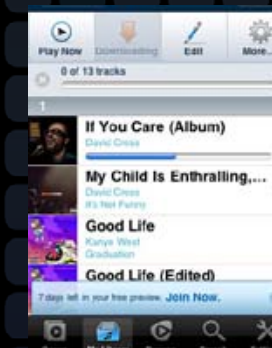
oTunes

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



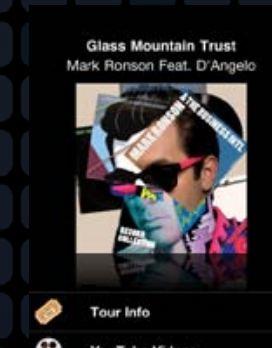
Pandora Radio

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**



Rhapsody

Like Napster but with a different multi-million-track catalog that seems lighter on new releases and stronger on older ones. **\$10/Month**



Shazam

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



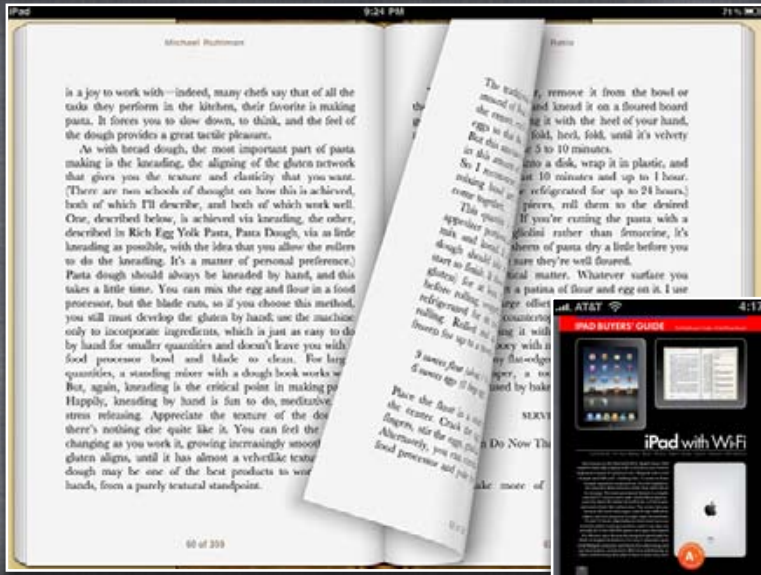
Slacker Radio

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



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. **FREE**

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**



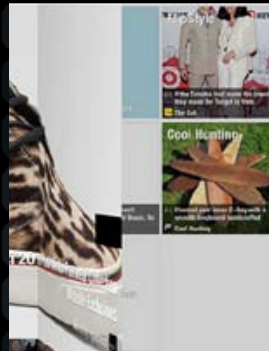
BeeJive IM

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



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**



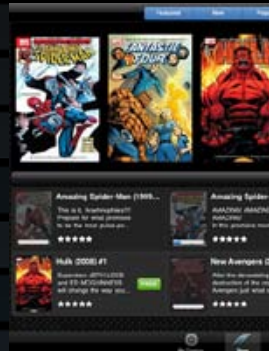
Flipboard

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



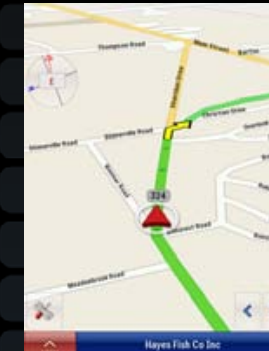
Inkling

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



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**



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**



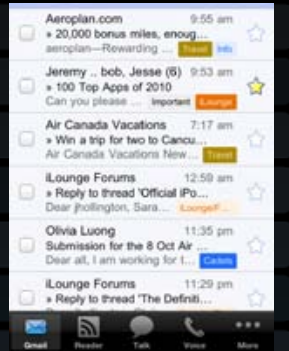
Facebook

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**



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**



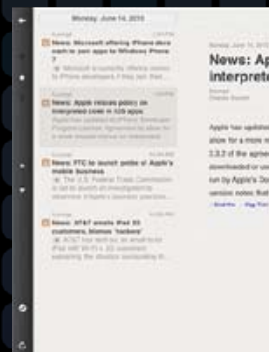
G-Whizz! Pro

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



Papers

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



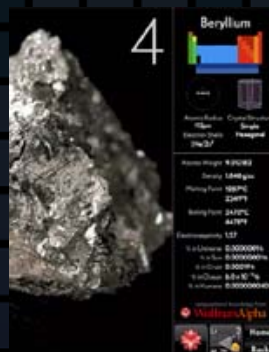
Reeder

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



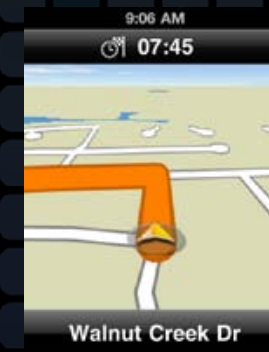
Solar Walk

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**



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**



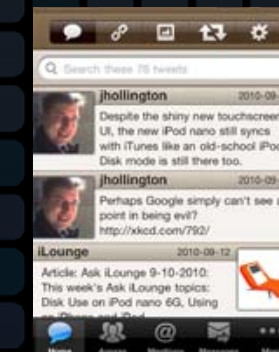
Navigon

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



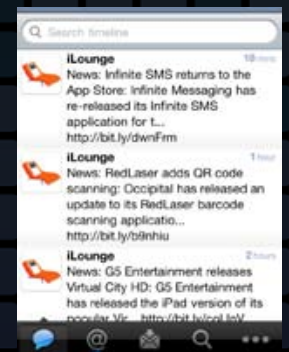
Social

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**



TweetAgora

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



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. **\$2/\$3**

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. **\$5**



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**



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**



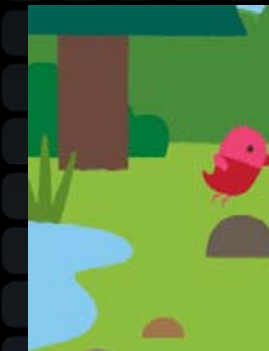
Amazing Animals Savanna

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



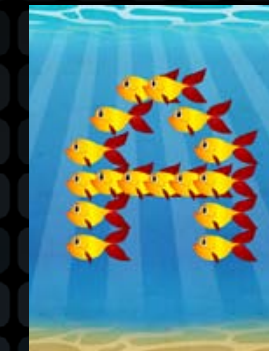
Ants Go Marching

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



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**



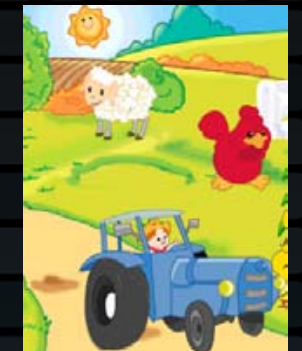
Fish School / HD

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



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**



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**



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**



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**



Chatter Telephone

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



Drawing Pad

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



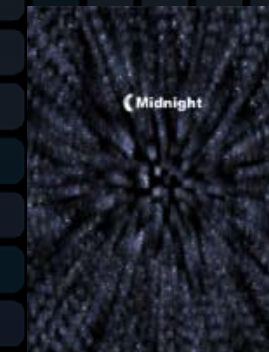
Little Sky Writers

An especially well-developed letter-tracing app for kids, with adult-ready voiceovers to help a parent enjoy being part of the teaching. **\$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**



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**



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. **\$2**



Photography

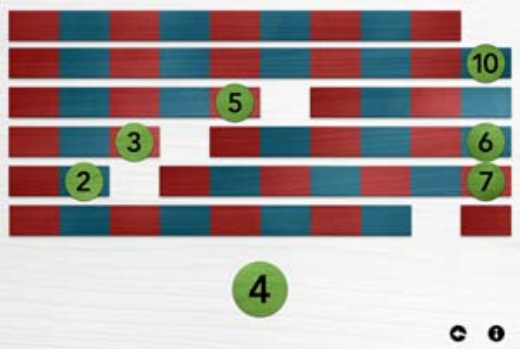
Adobe Photoshop Express (Universal iPad/iPhone)

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**



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**



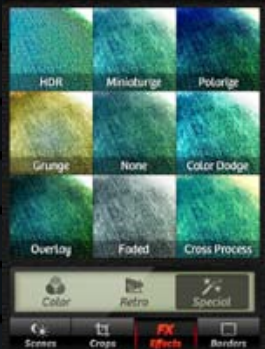
CameraBag

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 color-shifting 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**



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**



Pano

Faster and more beautiful than its prior version thanks to Retina Display support, Pano auto-stitches 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. **\$10**



Productivity, Continued

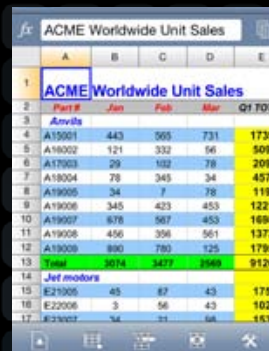
iTeleport for iPad / iTeleport Jaadu VNC for iPhone/iPad (Universal)

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 touchscreen-based 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**



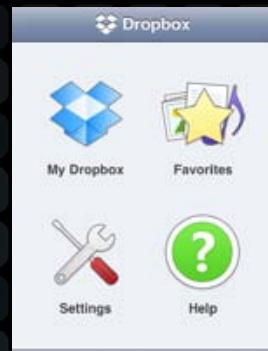
1Password

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**



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**



Dropbox

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



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**



Instapaper

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



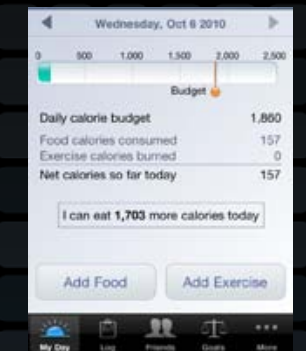
Keynote

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



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**



Lose It!

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



Evernote

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



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**



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**



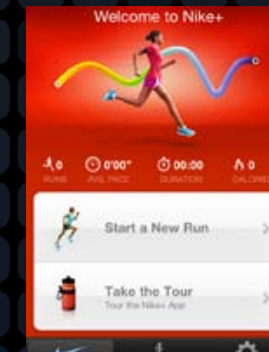
iHome + Sleep

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



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**



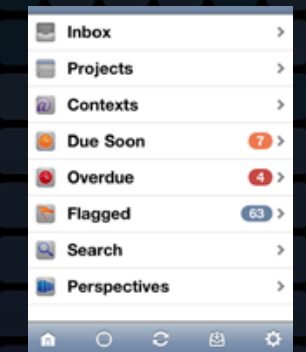
Nike+ GPS

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



Numbers

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



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. **\$4**



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. **FREE**



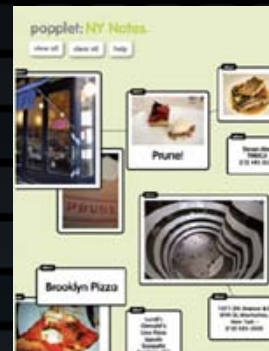
OmniGraphSketcher

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**



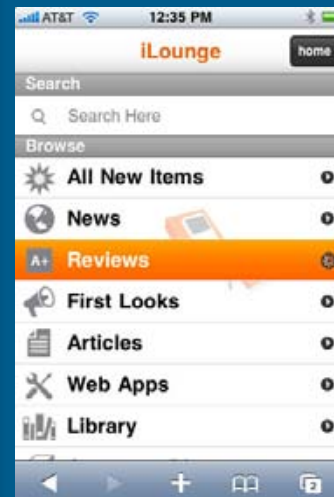
PasteBot

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



Popplet

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



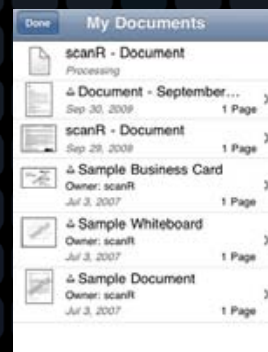
iLounge Mobile!

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!



Remote (Apple)

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



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**



Souolver

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



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**



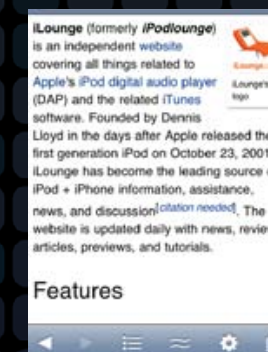
Siri Assistant

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**



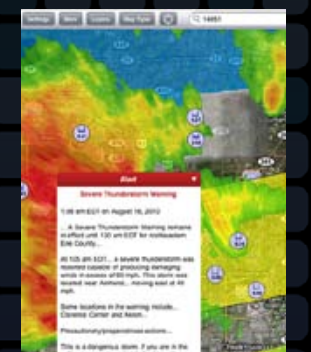
Wikipanon/Plus

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

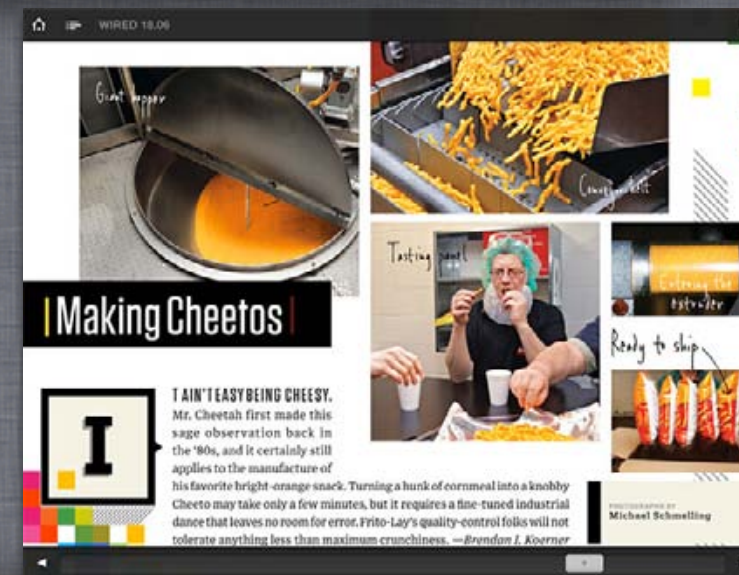
Detailed multi-layer weather maps go beyond mere forecasts and let you watch live radar, web cams, and more, with a global scope. **FREE**



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. **FREE**



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. **\$5**



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**



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**



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**

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!



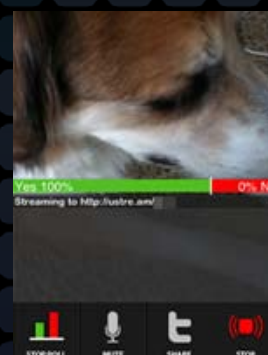
Qik Video Camera Pro

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



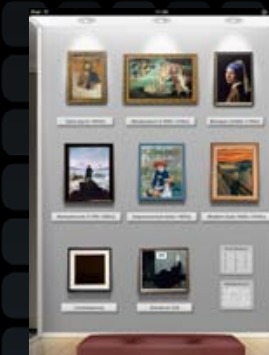
ReelDirector

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



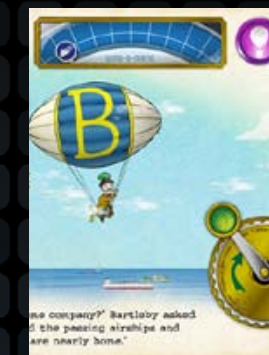
UStream Broadcaster

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**



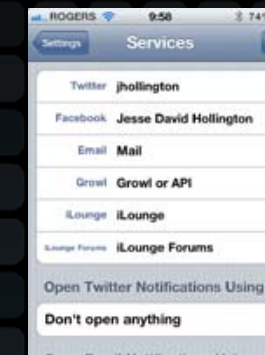
Art Authority

The iPad app has 40,000 paintings from 1,000 artists, available quickly from any Internet connection. Visual and educational. **\$10.**



Bartleby's Book

Another next-generation 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**



Calcbot

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



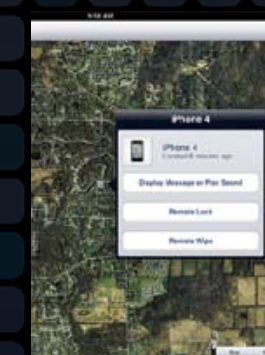
CinemaFX

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 iPad-only reskinning of the iPhone 3GS/4 compass provides multiple styles and panes, including map and save features. **\$2**



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**



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)

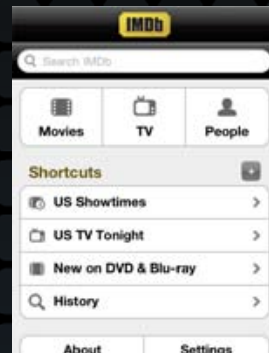
Based upon a year-old coffee table edition, Life's Wonders of the World Photography Book for the iPad sells for much less and features the same impressive photos of 50 different natural and man-made sites, arranged here as horizontally-scrolling images with vertically-accessible text. Unfortunately restricted 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. **\$10**



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. **FREE**



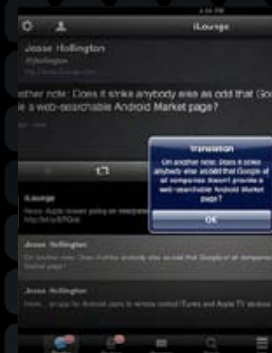
IMDb Movies & TV

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



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**



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**



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**



Pulse

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



ShutterSnitch

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



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**



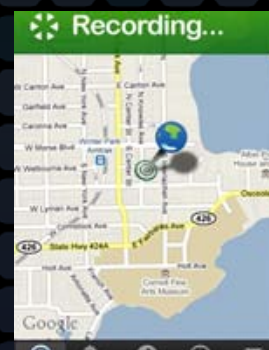
Sky+

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**



Phototrip

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



Placetagger

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



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**



Popular Science+

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



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**



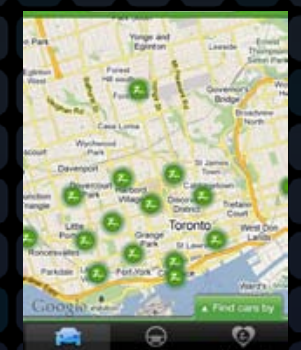
Top 100s By Year

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**



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**



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**

SGP

NEO HYBRID

COLOR SERIES



SGP STORE

Stylish people's Good Partner

www.sgpstore.com

MARWARE®

Innovative products for the Apple market

C.E.O.™ Hybrid for iPad™

The C.E.O. Hybrid offers the best of both worlds—soft fabric exterior and a hard shell interior.



SportShell™ Convertible for iPhone® 4 and iPod® touch 4G

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



SportGrip™ 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™ for iPad™

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



MicroShell™ for iPhone® 4 and iPod® touch 4G

The MicroShell provides the ultimate in low-profile polycarbonate shell protection.



SportGrip™ Core for iPod® touch 4G

The SportGrip Core offers a rugged, protective silicone carrying solution with an attractive dimpled "core" texture on the back.



FREE SHIPPING on all orders over \$30!

www.MARWARE.com

Gum Plus™

The high-capacity, high-style backup battery

AluPen™

The stylish stylus for iPad

just|mobile®

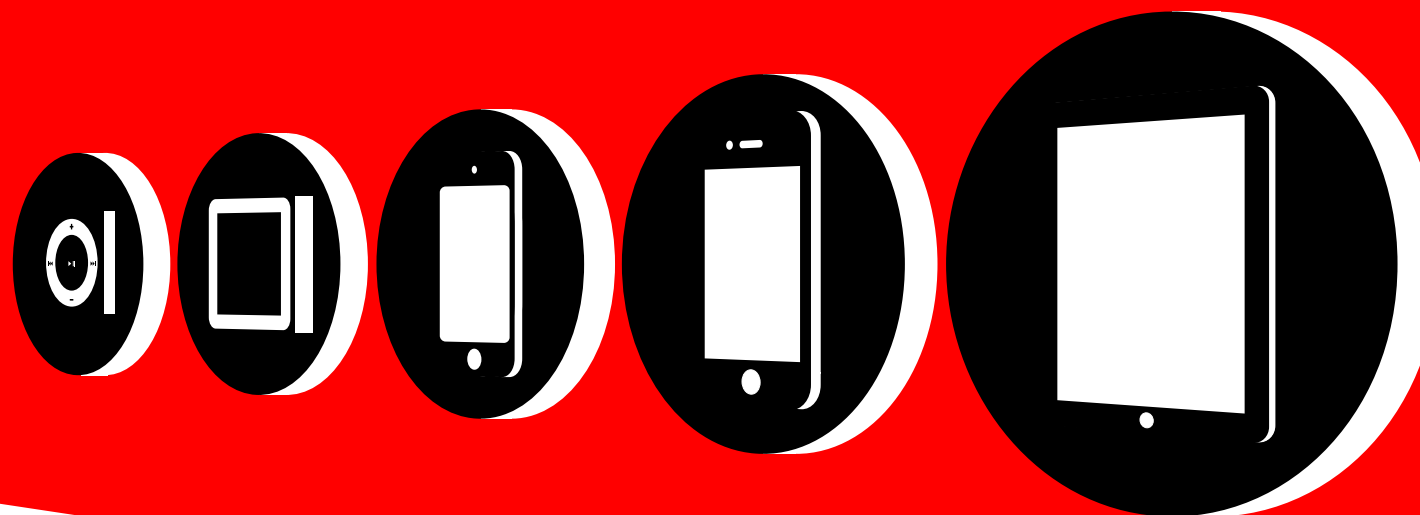
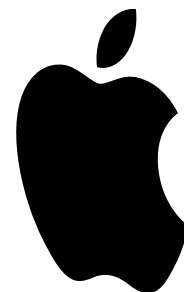
www.just-mobile.com

©2010 by Just Mobile Ltd. All rights reserved. Just Mobile, and other Just Mobile marks are owned by Just Mobile Ltd. and may be registered. All other trademarks are the property of their respective owners.

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.

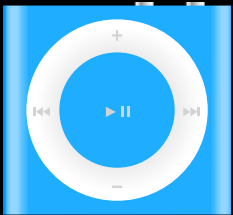


The iPod and iPhone Family	68
Two iPads and a New Apple TV	70
iPod shuffle (Fourth-Generation)	72
iPod nano (Sixth-Generation)	74
iPod classic (Second-Generation/160GB)	76
iPod touch (Fourth-Generation)	78
iPhone 3GS and iPhone 4	80
iPad with Wi-Fi and iPad with Wi-Fi + 3G	86
Apple TV (Second-Generation)	92
Where to Buy New iPods, iPhones + Add-Ons	96
How to Buy/Sell Used iPods + iPhones	98
Evolving Apple Colors + Textures	110

The iPod and iPhone Family.

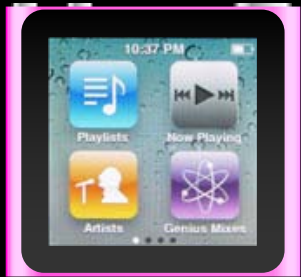
Though there are 27* different iPod and iPhone models to choose from this year, the 32GB iPod touch is the family's high point on features for the dollar, with other models offering relatively good rather than great alternatives. We explain why in upcoming pages; here, we show their individual specifications.

iPod shuffle



1.14" x 1.24" x 0.34"

iPod nano



1.48" x 1.61" x 0.35"

iPod classic



4.1" x 2.4" x 0.41"

Purpose	Music & Data Storage	Sport-Ready Media Player	High-Capacity Media Player
Price	\$49	\$149-\$179	\$249
Storage	2GB	8GB-16GB	160GB
Colors	5	7	2
Weight	0.44 Ounces	0.74 Ounces	4.9 Ounces
Screen	None	1.54" / 240x240 / 220ppi	2.5" / 320x240 / 163ppi
Music	15 Hour Battery	24-33 Hour Battery	36-42 Hour Battery
Photos	None	Yes	Yes
Games	None	None	3 + ~50 iTunes Downloads
Videos	None	None	6 Hour Battery
Rating	B	B-	B-
Summary	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.	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 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" x 2.3" x 0.28"

iPhone 3GS



4.5" x 2.4" x 0.48"

iPhone 4



4.5" x 2.31" x 0.37"

Touchscreen Wi-Fi Media Player	Touchscreen Media Phone	Touchscreen Media Phone
\$229-\$299-\$399	\$99 Plus Contract	\$199-\$299 Plus Contract
8GB-32GB-64GB	8GB	16-32GB
1	1	2 (* /White "Delayed")
3.56 Ounces	4.8 Ounces	4.8 Ounces
3.5" / 960x640 / 326ppi	3.5" / 480x320 / 163ppi	3.5" / 960x640 / 326ppi
Music: 39-40 Hour Battery	29-30 Hour Battery	40-52 Hour Battery
Photos: Yes	Yes	Yes
Games: App Store Downloads	App Store Downloads	App Store Downloads
Videos: 7-8 Hour Battery	9-10 Hour Battery	10-11 Hour Battery
A- (32GB) / B+ (8GB/64GB)	B+	B+
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.	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.	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	Wi-Fi Tablet	Wi-Fi + Cellular Tablet With GPS
Price	\$499-\$599-\$699	\$629-\$729-\$829
Storage	16GB-32GB-64GB	16GB-32GB-64GB
Wireless	802.11a/b/g/n Wi-Fi	802.11a/b/g/n Wi-Fi + GSM 3G
Weight	1.5 Pounds	1.6 Pounds
Screen	9.7" / 1024x768 / 132ppi	9.7" / 1024x768 / 132ppi
Music	Approx. 6 Day Battery	Approx. 6 Day Battery
Internet	10 Hour Wi-Fi Battery	10 Hour Wi-Fi/8-9 Hour 3G Battery
Games	App Store Downloads	App Store Downloads
Videos	10-12 Hour Battery	10-12 Hour Battery
Rating	A-	B+
Summary	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.	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.

Apple TV



0.9" x 3.9" x 3.9"

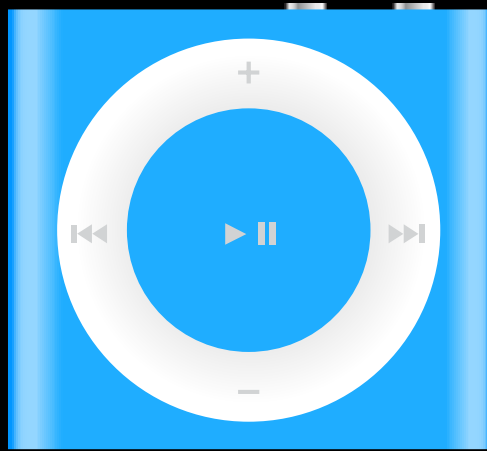
Purpose	HD Video/Photo/Audio Streaming
Price	\$99
Storage	8GB (Not User-Accessible)
Wireless	802.11a/b/g/n Wi-Fi
Weight	0.6 Pounds
Screen	None, HDTV With HDMI Required
Music	Streams From iTunes, iOS Devices
Internet	Netflix, YouTube, Flickr, Radio
Games	None
Videos	Rentals + Streamed iTunes/iOS
Rating	B
Summary	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.

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).

The iLounge Difference. Over the years, the distinctions between true "reviews" and marketing hype disguised as analysis have become harder to spot. Our reviews are written by hard-working specialists who have covered Apple for years, but don't have behind-the-scenes relationships with Apple or its developers. Agree or disagree with our conclusions, you can trust that we'll present you with the info you need to make your own choices.

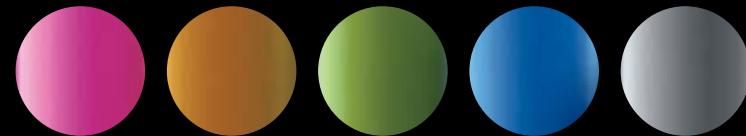
As a fully independent company, iLounge has provided impartial reviews of Apple products since the iPod's 2001 release. Because of a strict separation between our business and editorial sides, and our strong belief in the value of an objective resource for Apple customers around the world, our reviews are in no way influenced by advertising or outside concerns. We have no agenda other than the promotion of a happy and well-informed global community of Apple users.

Get Far More Detail From Our Complete Reviews. Our Buyers' Guide is designed to be a convenient summary of the comprehensive reviews we publish online, all of which are archived at ilounge.com/index.php/accessories/. We spotlight new reviews on our main page several times each week, and with only limited exceptions, make an effort to review products by as many different developers as possible. Please address any questions regarding our reviews to jeremy@ilounge.com.



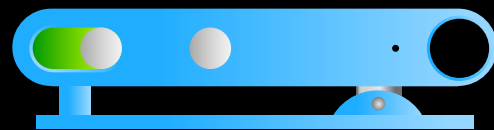
iPod shuffle

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.



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.

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.

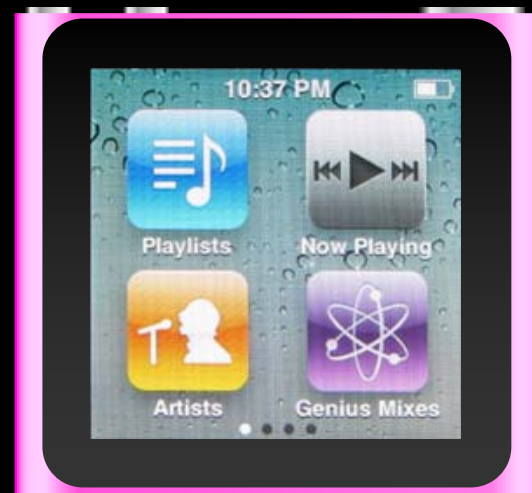


As with the last two iPod shuffles, this model has a firm rear shirt clip that can be used to attach the device to your clothing. New is the VoiceOver button on the top, between the power switch and headphone port.



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, game-playing, 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.

There's only one multi-touch gesture for the iPod nano, two fingers to rotate the square screen, plus swipable sets of four icons that look like the iPhone's. Unfortunately, they point to more trivial features: non-deletable icons for "Composers," "Genius Mixes," "Fitness," and "Photos," even if you don't use them. Seven color choices remain, all with less gloss and most with less saturation than last year's.

The new iPod nano is streamlined - and still Nike + iPod-ready - 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

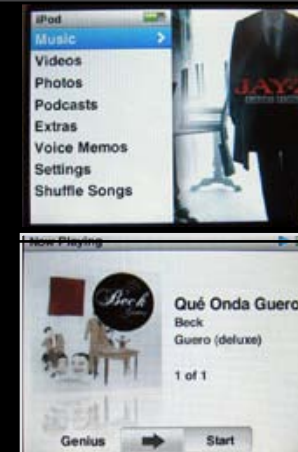


With its tenth anniversary coming up in 2011, the iPod classic has officially become an anachronism: a device with nothing but its hard disk - a mixed blessing - to offer. The current-generation iPod classic remains unchanged from last year's 160GB model, and virtually identical to the 120GB 2008 version, 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.



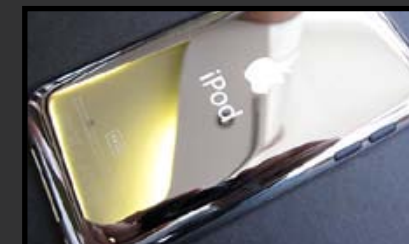
Running iOS 4, the new iPod touch has a dedicated app for FaceTime video calling, using e-mail addresses for receiving inbound and making outbound calls over Wi-Fi.



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 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.



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.



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.

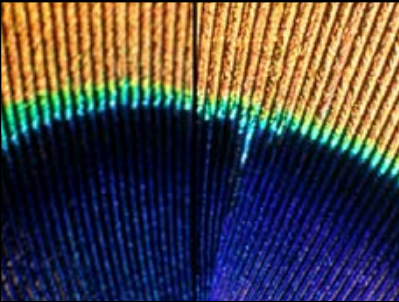
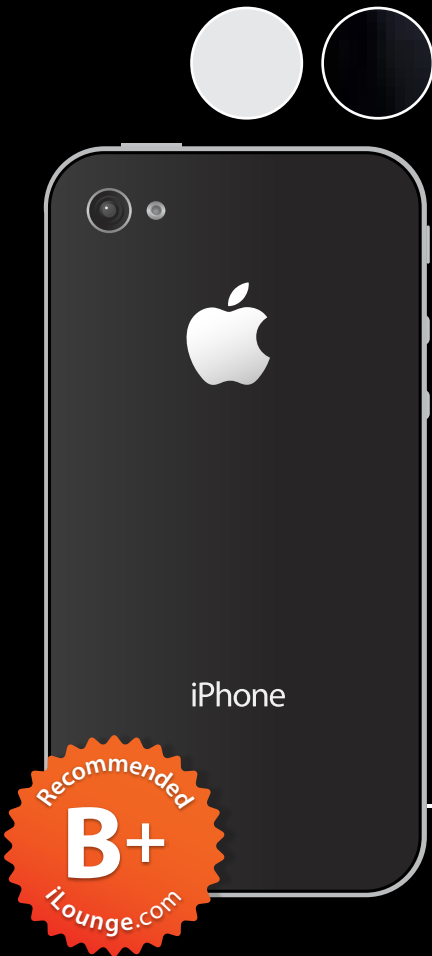


iPhone 4

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 low-end 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

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 mid-day 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.



Body
Both iPhones show smudges and surface scratches if left uncased 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 wipe-downs just stop.

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

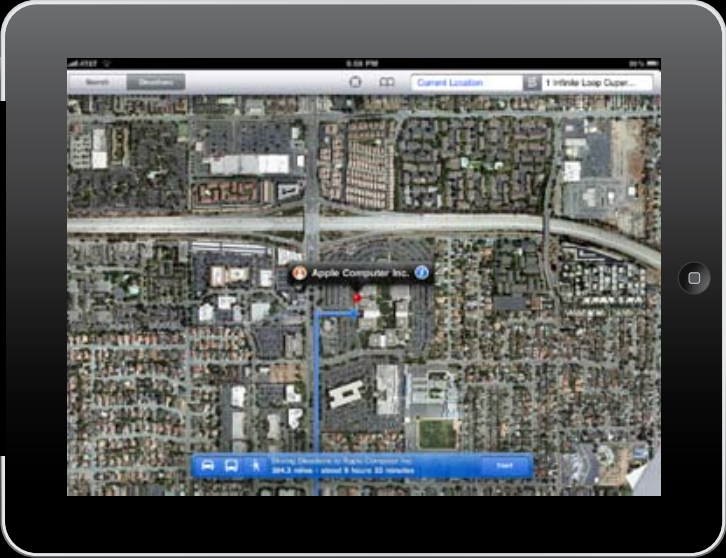
The hardware is only half of the price; iPhones generally require 3G data contracts with monthly fees.

Pricing	AT&T (U.S.)	O2 (U.K.)	Softbank (Japan)	Egypt (Mobinil)
8GB iPhone 3GS	\$99 New customer price	£129 US ~\$205	¥37,920* US ~\$468 (*16GB)	3,799EGP US ~\$658
16GB iPhone 4	\$199 New customer price	£229 US ~\$365	¥46,080 US ~\$568	4,660EGP US ~\$807
32GB iPhone 4	\$299 New customer price	£329 US ~\$524	¥57,600 US ~\$710	5,499EGP US ~\$952
Minimum Monthly Data Service Charges	\$15 200MB data/0 minutes + \$36 Activation Fee	~£30 /18 mo. 500MB data/100 min. ~US \$48/month	¥4,125 Unl. data/0 mins. ~US\$51/mo, 24mo.	75EGP 500MB data/100m ~US\$13/month
AppleCare	\$69	£59	¥7,800	N/A
Battery Repair	\$86	£62	¥9,800	~\$100
Minimum 8GB Cost	\$564	£728	¥144,720	3,799EGP
Minimum 16GB Cost	\$664	£828	¥144,720	4,660EGP
Minimum 32GB Cost	\$764	£928	¥158,240	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-need-it 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 three-button 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 (Including MiFi)		\$20/1GB	\$50/5GB
Canada: Rogers	\$549-\$749	\$679-\$879	\$15/250MB	\$35/5GB
UK: Vodafone	£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	19CHF/300MB	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

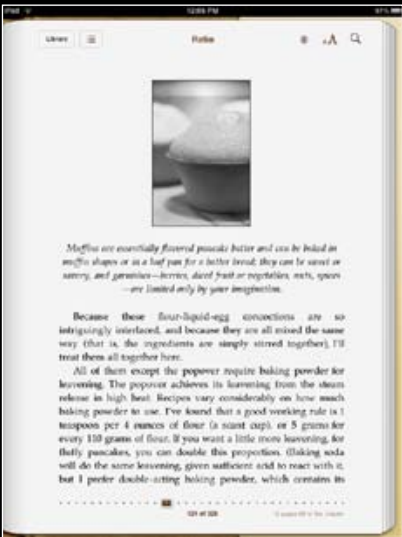
The more expensive iPad with Wi-Fi + 3G includes support for GSM, EDGE, UMTS 3G, and HSDPA 3G for global cellular data access, assuming that you sign up for a data plan. Tests on AT&T's network show slow 200Kb/second uploads and 2Mb/sec downloads, below iPad's peak 7.2MB/sec ability.

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.

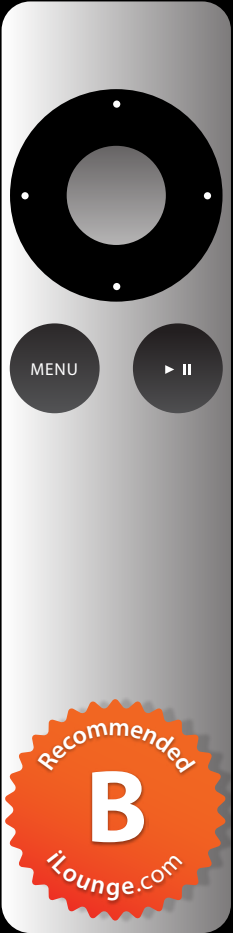


Apple TV

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.



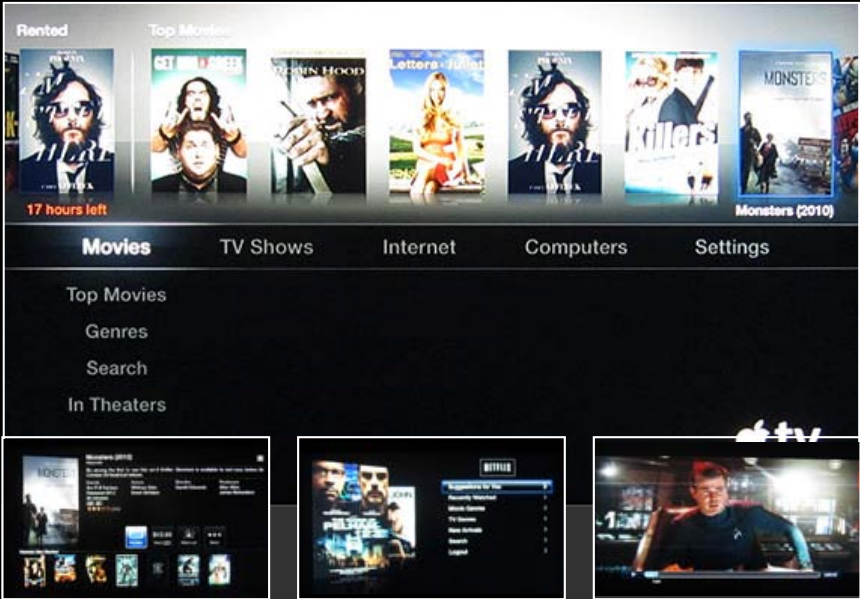
Apple TV, a black power cable, remote, Apple stickers and manuals are all you'll find in the tiny box. It's so small that the remote - its widest part - is squeezed in diagonally to fit.



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.



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.



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.



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 chrome-accented connectors. The HDMI cable handles both HD video and multi-channel audio; the optical one is for digital multi-channel audio, and optional.



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.

\$240

\$20+



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.



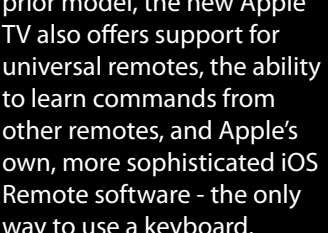
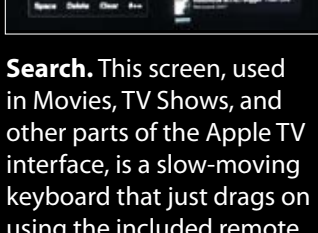
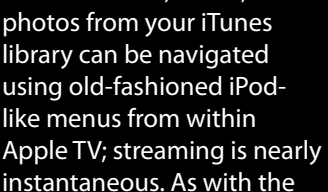
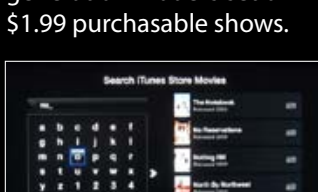
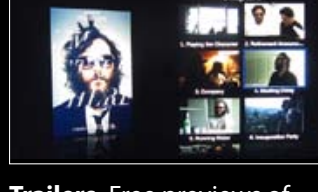
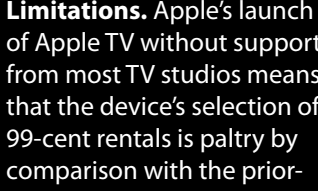
TV Shows. Network and cable, also for rent.



Internet. Netflix videos are the top new feature.



Computers + Settings. iTunes streaming, more.



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 prior-generation model's set of \$1.99 purchasable shows.

Trailers. Free previews of films still in movie theaters.

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.

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

iTunes. Videos, music, and photos from your iTunes library can be navigated using old-fashioned iPod-like menus from within Apple TV; streaming is nearly instantaneous. As with the prior model, the new Apple TV also offers support for universal remotes, the ability to learn commands from other remotes, and Apple's own, more sophisticated iOS Remote software - the only way to use a keyboard.

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&H Photo	Best Buy	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 Storefronts	\$49+ Int'l	\$30+ No	Yes NYC	No US/UK	No US	No NYC	Some US	No Int'l

Apple Store 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 add-ons. 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 eh 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

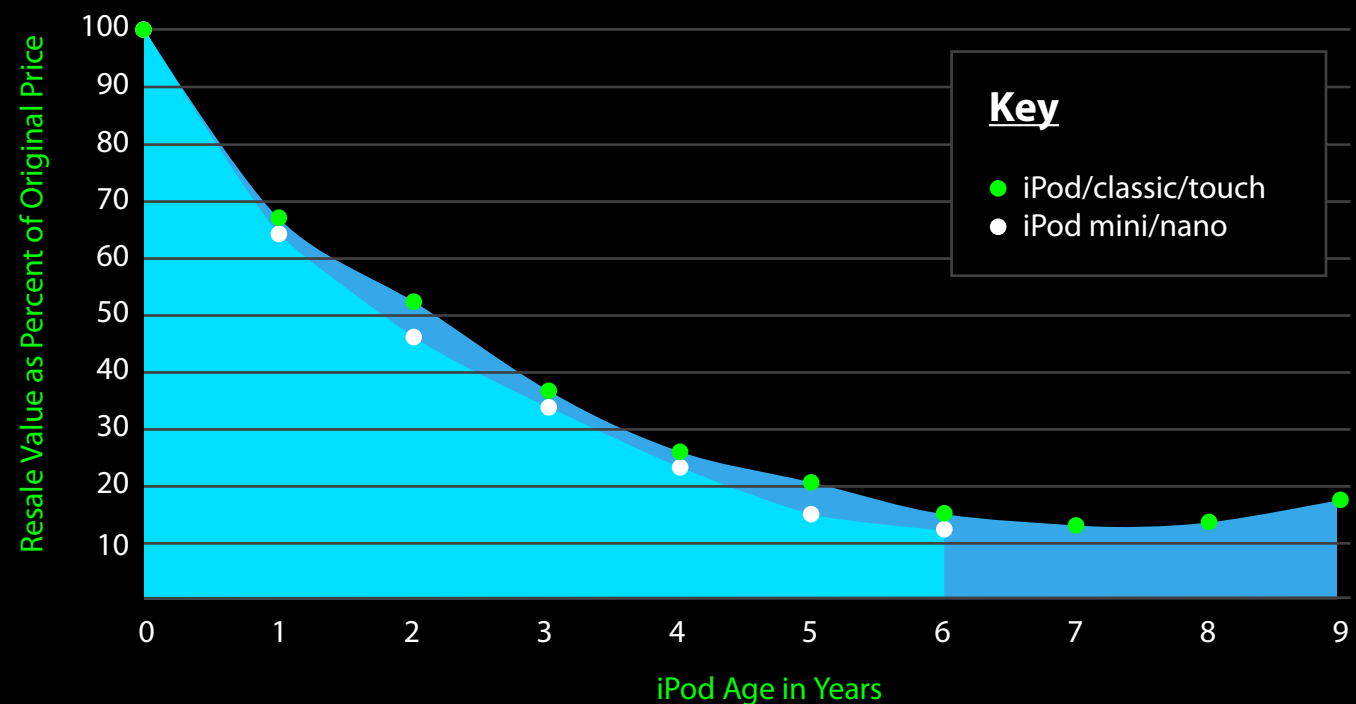
Shop online, except when Apple devices are newly released. You'll almost always save money buying online versus a physical store - Apple included. But when new iPods, iPhones, or iPads come out, Apple's the place to look.

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 refurb are often \$50-\$100 below their new prices.

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.



Models	Brand New	6 Months	1 Year	2 Years	3 Years	5 Years	7 Years	9 Years
All iPods	100%	72%	63%	45%	31%	16%	14%	19%
Full iPods	100%	80%	69%	52%	38%	21%	14%	19%
minis/nanos	100%	75%	65%	47%	33%	16%	N/A	N/A
iPhones	100%	143%	143%	107%	24%	N/A	N/A	N/A

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

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.

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.

A white iPod (1G) with its classic scroll wheel and a small monochrome screen. It is shown with its original white earphones and a coiled FireWire cable.

iPod

(1G)

10-2001

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

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.

eBay Values:

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

A white iPod (2G) with a scroll wheel and a monochrome screen. It is shown with its original white earphones and a coiled FireWire cable.

iPod

(2G)

7-2002

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

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.

eBay Values:

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

A white iPod (3G) with a scroll wheel and a monochrome screen. It is shown with its original white earphones and a coiled FireWire cable.

iPod

(3G)

4-2003

10/15/20/30/40GB - 8 Hr Battery
Music - Photos* - Games* - Data
\$299-\$499 US

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.

Issues: Weaker batteries, screen backlight variations.

eBay Values:

10GB (M8976LL/A)	\$31.05
15GB (with Dock, M8946LL/A)	\$32.18
15GB (w/o Dock, M9460LL/A)	\$41.17
20GB (M9244LL/A)	\$51.82
30GB (M8948LL/A)	\$55.00
40GB (M9245LL/A)	\$43.04

A row of five iPod mini (1G) devices in different colors: silver, yellow, pink, blue, and green. Each has a small monochrome screen and a scroll wheel.

iPod mini

(1G)

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

A white iPod (4G/U2) with a scroll wheel and a monochrome screen. It is shown with its original white earphones and a coiled FireWire cable.

iPod

(4G/U2)

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

A white iPod photo (aka iPod 4G with color) with a scroll wheel and a color screen. It is shown with its original white earphones and a coiled FireWire cable.

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.

eBay Values:

20GB (Color, MA079LL/A)	\$47.21
20GB U2 (Color, MA127LL/A)	\$64.00
30GB (Photo, M9829LL/A)	\$61.40
40GB (Photo, M9585LL/A)	\$58.93
60GB (Photo/10-04, M9586LL/A)	\$75.35
60GB (Photo/Color, M9830LL/A)	\$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 mini-besting 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 same-priced 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.

eBay 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)



11-2006

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

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.

eBay Values:

1GB Silver 11/06 (MA564LL/A)	\$24.11
1GB Blue 11/06 (MA949LL/A)	\$31.36
1GB Green 11/06 (MA951LL/A)	\$30.21
1GB Orange 11/06 (MA953LL/A)	\$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)



2-2007

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 on-screen 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

iPod classic

(80GB/120GB/160GB)



9-2007

80/160 GB - 30-40 Hr Battery
Music - Video - Games - Data
\$249-\$349 US
9-2008 120GB Model \$249 US

Breakthroughs: First hard disk iPod with metal face, new interface, dramatically better audio, battery life and storage capacity for the prices. New interface with Cover Flow.

Pack-Ins: iPod earphones, USB cable, Dock Adapter.

Issues: Screen comparatively outdated. Lost compatibility with all prior video accessories.

eBay Values:

80GB Silver (MB029LL/A)	\$119.33
80GB Black (MB147LL/A)	\$111.91
160GB Silver (MB145LL/A)	\$161.95
160GB Black (MB150LL/A)	\$160.72
120GB Silver (MB562LL/A)	\$140.70
120GB Black (MB565LL/A)	\$151.06

iPod nano

(3G)



9-2007

4/8 GB - 24 Hr Battery
Music - Video - Games - Data
\$149-\$199 US

Breakthroughs: First nano with video and true game abilities, using same resolution screen and UI as classic.

Pack-Ins: USB cable, iPod earphones, Dock Adapter.

Issues: Color limited by price, body shape a little odd.

eBay Values:

4GB Silver (MA978LL/A)	\$47.10
8GB Silver (MA980LL/A)	\$76.75
8GB Blue (MB249LL/A)	\$60.41
8GB Green (MB253LL/A)	\$64.35
8GB Black (MB261LL/A)	\$69.73
8GB Red (MB257LL/A)	\$75.25
8GB Pink (MB453LL/A)	\$74.44

iPod touch

(1G)



9-2007

8/16/32GB - 22 Hr Battery
Music - Video - Games - Internet
\$299-\$499 US

Breakthroughs: First iPod with Wi-Fi, multi-touch, Internet access, and iPhone OS, gaining ability to download music and games, read e-mail, browse web.

Pack-Ins: Earphones, USB cable, stand, dock adapter, cloth.

Issues: Screen quality issues. Higher price, much lower storage capacity, lower battery life, and lower audio quality than iPod classic. Paid \$10-\$20 software updates required to add new system software.

eBay Values:

8GB (MA623LL/A)	\$99.56
16GB (MA627LL/A)	\$122.72
32GB (MB376LL/A)	\$145.55

iPhone 3G



6-2008

8/16GB - 24 Hr Battery
Phone - Music - Video - Internet
\$199-\$299 US, Later \$99 US (8GB)
With 16GB Model Discontinued

Breakthroughs: Faster second-generation update to original iPhone, adding support for third-party apps, dramatically expanding international distribution and compatibility with 3G cellular networks.

Pack-Ins: Stereo Headset with microphone, USB Power Adapter, USB Cable, cleaning cloth, SIM removal tool.

Issues: Cheaper-looking and -feeling plastic casing than prior iPhone, weak battery life for 3G calling and data services. Primarily sold locked to specific carriers for \$199/\$299 prices; unlocked retail prices are considerably higher, reflecting a carrier subsidy of roughly \$400.

eBay Values:

8GB Black (MB702LL/A)	\$200.28
8GB Black, Unlocked (MB702LL/A)	\$272.44
16GB Black (MB704LL/A)	\$220.27
16GB Black, Unlocked (MB704LL/A)	\$278.61
16GB White (MB705LL/A)	\$233.61
16GB White, Unlocked (MB705LL/A)	\$264.16

iPod nano (4G)



9-2008

8/16 GB - 24 Hr Battery
Music - Video - Games - Data
\$149-\$199 US

Note: A limited number of 4GB fourth-generation iPod nanos were manufactured before the product's launch date, when Apple decided at the last minute to sell 8GB and 16GB models instead. These 4GB units were quietly sold off by the company in various non-U.S. territories for roughly \$129 each, and are not included here.

Breakthroughs: Nine colors available for each capacity; first nano to include accelerometer.

Pack-Ins: USB cable, iPod earphones, Dock Adapter.

Issues: Dull knife body shape, incompatible with FireWire.

eBay Values:

8GB Silver (MB598LL/A)	\$72.04
8GB Black (MB754LL/A)	\$73.65
8GB Blue (MB732LL/A)	\$76.78
8GB Purple (MB739LL/A)	\$78.61
8GB Pink (MB735LL/A)	\$65.86
8GB Red (MB751LL/A)	\$73.54
8GB Orange (MB742LL/A)	\$70.44
8GB Yellow (MB748LL/A)	\$70.05
8GB Green (MA745LL/A)	\$71.77
16GB Silver (MB903LL/A)	\$88.24
16GB Black (MB918LL/A)	\$93.88
16GB Blue (MB905LL/A)	\$91.37
16GB Purple (MB909LL/A)	\$89.11
16GB Pink (MB907LL/A)	\$87.44
16GB Red (MB917LL/A)	\$107.42
16GB Orange (MB911LL/A)	\$83.36
16GB Yellow (MB915LL/A)	\$90.29
16GB Green (MA913LL/A)	\$84.25

iPod touch (2G)



9-2008

8/16/32GB - 30 Hr Battery
Music - Video - Games - Internet
\$229-\$499 US, Later \$199 (8GB)
With 16/32GB Discontinued

Breakthroughs: First iPod with integrated speaker, Nike + iPod wireless built-in, free support for third-party apps, new headphone port with microphone support.

Pack-Ins: iPod earphones, USB cable, Dock Adapter, cleaning cloth.

Issues: Still relatively low storage capacity for prices, battery life doesn't yet rival iPod classic. Incompatible with FireWire charging accessories. Requires paid software updates from Apple, ranging from \$5-\$10. Almost indistinguishable from late 2009 32/64GB models.

eBay Values:

8GB (MB528LL/A-MC086LL/A)	\$118.05
16GB (MB531LL/A)	\$144.07
32GB (MB533LL/A)	\$158.05

iPhone 3GS



6-2009

16GB/32GB - 24 Hr Battery
Phone - Music - Video - Internet
\$199-\$299 US + 2010 \$99 US 8GB
With 16/32GB Models Discontinued

Breakthroughs: Faster sequel to iPhone 3G, 3MP autofocus camera, compass, Voice Control, improved 3-D.

Pack-Ins: Earphones with Remote + Mic, USB Power Adapter, USB Cable, SIM removal tool.

Issues: Weak battery, most sold locked to specific carriers.

eBay Values:

16GB Black (MB715LL/A)	\$304.67
16GB Black, Unlocked (MB715LL/A)	\$379.55
16GB White (MB716LL/A-MC132LL/A)	\$305.11
16GB White, Unlocked (MB716LL/A)	\$371.11
32GB Black (MB717LL/A)	\$354.22
32GB Black, Unlocked (MB717LL/A)	\$442.89
32GB White (MB718LL/A-MC138LL/A)	\$372.44
32GB White, Unlocked (MB718LL/A)	\$425.76

iPod touch (3G)



9-2009

32/64GB - 30 Hr Battery
Music - Video - Games - Internet
\$299-\$399 US

Breakthroughs: First iPod with Voice Control, faster CPU and graphics chip for improved 3-D gaming performance, superior battery life, subsequent iOS 4.2 support.

Pack-Ins: Earphones with Remote + Mic, USB cable, Dock Adapter.

Issues: Still relatively low storage capacity for prices relative to iPod classic. Almost indistinguishable from late 2008 models, as camera was removed at last minute.

eBay Values:

32GB (MC008LL/A)	\$179.73
64GB (MC011LL/A)	\$234.31

iPod shuffle

(3G)



3-2009
2/4 GB - 10 Hr Battery
Music - Data
\$59-\$99 US

Breakthroughs: Apple's smallest iPod ever, and first to eliminate all buttons in favor of a single switch and remote control headset. First all-stainless steel model.

Pack-Ins: Earphones with Remote, 3.5mm-USB cable.

Issues: Difficult to control, weak battery life, plain design, earphones experienced moisture failures and a recall.

eBay Values:

2GB Silver 9/09 (MC306LL/A)	\$26.22
2GB Blue 9/09 (MC384LL/A)	\$30.20
2GB Green 9/09 (MC381LL/A)	\$29.55
2GB Black 9/09 (MC323LL/A)	\$26.70
2GB Pink 9/09 (MC387LL/A)	\$23.41
4GB Silver 3/09 (MB867LL/A)	\$33.78
4GB Blue 9/09 (MC328LL/A)	\$36.50
4GB Green 9/09 (MC307LL/A)	\$39.09
4GB Pink 9/09 (MC331LL/A)	\$31.75
4GB Black 3/09 (MC164LL/A)	\$38.78
4GB Steel 9/09 (MC303LL/A)	\$54.00

iPod nano

(5G)



9-2009
8/16 GB - 24 Hr Battery
Music - Video - Games - Data
\$149-\$179 US

Breakthroughs: First nano to include video camera, pedometer, and FM radio, new glossy aluminum body.

Pack-Ins: USB cable, iPod earphones, Dock Adapter.

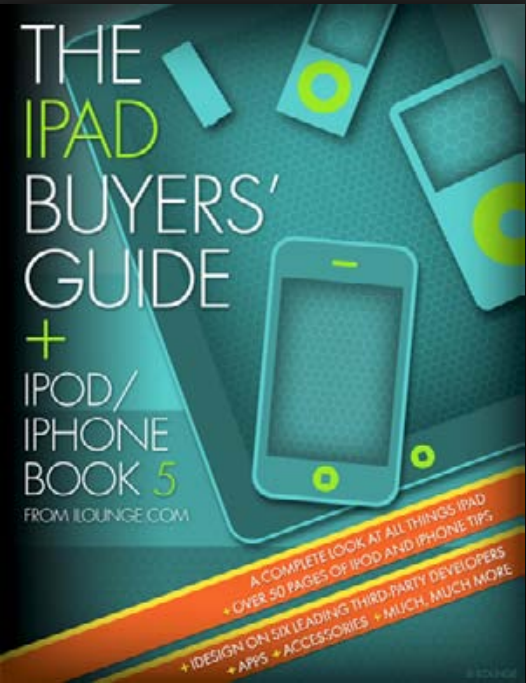
Issues: Mediocre camera quality, weak games, tiny wheel.

eBay Values:

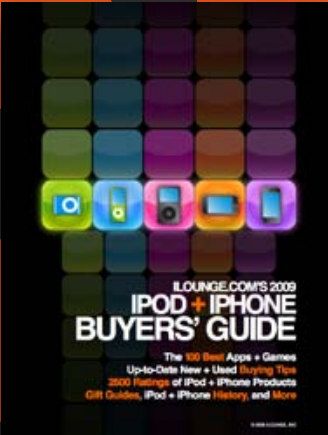
8GB Silver (MC027LL/A)	\$83.14
8GB Black (MC031LL/A)	\$90.13
8GB Blue (MC037LL/A)	\$93.77
8GB Purple (MC034LL/A)	\$85.27
8GB Pink (MC050LL/A)	\$87.21
8GB Red (MC049LL/A)	\$101.31
8GB Orange (MC046LL/A)	\$85.80
8GB Yellow (MC043LL/A)	\$80.65
8GB Green (MC040LL/A)	\$84.63
16GB Silver (MC060LL/A)	\$130.25
16GB Black (MC062LL/A)	\$122.61
16GB Blue (MC066LL/A)	\$120.22
16GB Purple (MC064LL/A)	\$122.60
16GB Pink (MC075LL/A)	\$93.48
16GB Red (MC074LL/A)	\$153.63
16GB Orange (MC072LL/A)	\$112.66
16GB Yellow (MC070LL/A)	\$119.83
16GB Green (MC068LL/A)	\$129.89

Have an older iPod or iPhone? Need help finding its best accessories?

Visit the iLounge Library: Top picks from 2004-2010!



iLounge.com



Evolving Apple Colors

Most new iPod models make at least small changes to colors Apple sold the last year with the same names, so this year's "silver," "green," "pink," and "orange" models are noticeably different than last year's. Our photos and descriptions show you what's stayed the same and changed between models.

White: The First iPod Color

From 2001 through early 2004, the only iPod color was white. The identical-looking first- and second-generation iPods introduced the ultra pure white color under a thick clear plastic layer, which was slimmed for the third-generation iPod, a model that featured touch-sensitive red glowing buttons. Gray was added as a contrasting color for the fourth- and fifth-generation iPods, as well as the first-generation iPod shuffle and iPod nano, the last iPod models to use this color combination. Apple subsequently released the iPhone 3G and 3GS with glossy white plastic backs that had silver Apple logos, differing only in the color of their rear text: the 3G had gray text, the 3GS silver. An iPhone 4 with a white casing was repeatedly delayed after being shown in June 2010.



Silver: Apple's Favorite Color

Apple's iPod mini (top left) was the first iPod to use silver aluminum as an alternative to glossy white plastic, relying on the cheaper material only for controls and accents on its top and bottom. Over time, the silver-white combo became Apple's go-to look for iPod classics, iPod nanos, and iPod shuffles. But the original iPhone marked the beginning of a mix of silver metal and black plastic/glass surfaces that later spread back to the iPod family, and influenced the iPad's design, as well. While Apple has included polished stainless steel backs on many iPods, including all of the original models, today's classics, and iPod touches, it has only made one fully steel iPod: the third-generation iPod shuffle, which was also sold in cheaper silver aluminum. Today's iPod nanos and shuffles use a semi-glossy polished aluminum variant, instead.



Blue + Purple: Boyish Tones

Popular from its earliest days as an iPod mini color, blue has been included in every new colored iPod model rollout since 2004, shifting a little each time from what started as a slightly faded denim color to more intense shades, stopping only for the third-generation iPod nano and second-generation iPod shuffle, where it temporarily faded before returning stronger than ever. The new nano and shuffle are somewhat duller. Apple has offered three purple versions, too, but that color is gone this year.



Green: Perennially Popular

Green was first introduced in the iPod mini and has seen generally modest changes from year to year thereafter: the light original color intensified a little in some versions, going lighter blue-green for the third-generation iPod nano and original second-generation iPod shuffle, then shifting back towards the original hue for later models. The pine-colored fifth-generation iPod nano was a notably darker exception, returning again to the most typical coloration for the new square iPod nano and iPod shuffle.



Pink: Always Girly, Often Tweaked

Apple has played with the pink colors substantially over the years, starting with a pale rose pink for the first iPod mini that has recently been roughly revived in the newly-released sixth-generation iPod nano and fourth-generation iPod shuffle, which are identical to one another in rosy tone. Other models have generally been more intensely colored, with bright hot and lipstick-like colors dominating each year except for the third-generation nano, which had a more muted, wintery blue-influenced tint and soon was replaced by better successors.





Red: Apple's Charitable iPods

Though the combined red and black U2 iPod went away, Apple's 2006 release of the all-red (PRODUCT) RED iPod nano was a surprise, unveiled by U2's Bono and Oprah Winfrey as a charitable Apple Store exclusive with proceeds to benefit the Global Fund's fight against AIDS and other diseases in Africa. For whatever reason, Apple has done a better job of maintaining great tones for red over the years than most others, always picking strong shades, though switching between several variations that go from pure red to blue-tinged takes.



Gold, Yellow + Orange: Wildcards

Gold was unpopular enough for the original iPod mini that it was dropped from the second-generation version, making a semi-comeback with the fourth- and fifth-generation yellow iPod nanos before disappearing in 2010 - one of only two nano colors not to survive this year. Orange was introduced with a single second-generation iPod shuffle, later graduating into two really nice fourth- and fifth-generation iPod nanos before fading into a dull copper tone for the sixth-generation iPod nano and fourth-generation iPod shuffle - now two of our least-favorites.



Black: The Future of iPods + iPhones

Apple brought black into the iPod family with the debut of the original U2 iPod in 2004, using a red Click Wheel alongside a glossy plastic body, but dropped that model after fully black iPods and iPod nanos became popular, giving way to red iPod nanos. Black has become a surprisingly dominant tone since then, becoming the sole offered color for base model iPhone 3G, 3GS, and 4 devices, the primary color on the front of iPod touches, and the most obvious front color for iPads. Rumors have long suggested that black is the most popular color when Apple introduces

different devices, though the company has recently splintered black into both true jet black and dark charcoal/graphite variations, the latter most notably on iPod nanos and shuffles.

Charcoal/Graphite: Evolved From Black

Black iPods split into two categories over time: ones that were actually black, and ones that Apple called "black" despite a marked difference in coloration. Introduced in the first-generation iPod touch's bezel and the face of the second-generation iPod classic, this new tone was closer to pencil lead in looks, and became the color of third, fourth, and fifth-generation iPod nanos, plus second-generation shuffles, while continuing in iPod classics and disappearing from iPod touches. This year's sixth-generation nano noticeably lightened the color, which Apple now calls "graphite," acknowledging that it's not actually black.



Chrome: A Classy Accent Color

Apple uses mirror-finished chrome accents on products that it wants to imbue with a sense of class and extra value despite duller surrounding materials. The original iPhone started the family's still-uninterrupted tradition of including chrome Apple logos, which continued to the iPad. A chrome-like stainless steel bezel was introduced for the second-generation iPod touch in 2008 and has continued - albeit somewhat reduced in size - through the current model, giving the device its only distinctive visual edge relative to iPhones. A premium stainless steel iPod shuffle was offered for one year, as well.



Plastics: White, Gray, or Black

The plastics in Apple's otherwise metal iPods always follow one rule - thus far - whenever it's obvious that they're plastic, they're only white, gray, or black. iPod minis mixed white and gray on their tops and bottoms, but the colored and silver iPod nanos went purely white in plastic; black iPod nanos and iPods eventually went to purely black, too. After the iPhone was introduced, Apple shifted silver iPod nanos to include black plastic parts, as well. The Home buttons on iPhones, iPod touches, and iPads are now always black with the single exception of the unreleased white iPhone 4, which is supposed to have an all-white face. Apple does use faux metallic plastics in some models, but it always matches the plastics so closely to metals that users can't tell the difference between them.



Evolving Apple Textures

iPods and iPhones are best known for varied and changing colors, but Apple has experimented with different textures, as well, swapping the stainless steel and glossy plastics of early iPods for matte or shiny metals and glass. Here are the key ways these devices have evolved over time.



Plastic Versus Glass

The screens and entire front shells of early iPods were made from easily scuffed clear plastic, leading to scratches and a need for both cases and damage repair polishes. Apple started to swap plastic for glass in iPod nano and classic screens, while going to elegant and almost entirely glass faces for iPhones, iPod touches, and iPads - a trend that reached an apex, arguably going too far, with the release of the mostly glass-bodied iPhone 4. While Apple has been testing oil-resistant (oleophobic) glass coatings and strengthened aluminosilicate glass to reduce the impact of smudges and drops, these devices still attract lots of fingerprint marks, and crack or shatter if dropped the wrong way, leaving room for improvement. Apple may continue to use glass, or switch to new plastics in the future.



Anodized Aluminum + Matte Metals

The 2004 iPod mini introduced a new material to the iPod family: anodized aluminum. Early iPod minis were offered in five colors that paled by comparison with later iPod models but looked nice at the time, while offering users a customization option that rivals would imitate with plastic. Though Apple abandoned this matte look for most of its iPods in 2009, it was used heavily for three generations of iPod nanos, two generations of iPod shuffles, the original iPhone, and the first Apple TV. Today, the first-generation iPad, the core of the iPhone 4, and Apple TV's remote still use non-glossy silver metals, which Apple preserves as a prestige material for most of its Macintosh computers.

Glossy Anodized Aluminum

Introduced in 2009 for the fifth-generation iPod nano, Apple's first stab at "polished anodized aluminum" was markedly different from what goes by that phrase today. Nine colors that were previously offered in matte-finished anodized aluminum were given nearly as much surface gloss as new cars, a finish that proved at least as scratch-resistant as the prior colored nanos, possibly more. It matched a chrome video camera on this nano's rear, but the high-gloss finish was replaced for 2010's iPod nano and shuffle.



Polished Anodized Aluminum

Apple's current polished anodized aluminum finish is a little less shiny than the prior version, and now appears in two products: the fourth-generation iPod shuffle and sixth-generation iPod nano. For the first time, this new finish carries over to the engraved Apple logos on the backs of the devices, making them difficult to see (and photograph) on certain angles, and also runs onto their bottoms. We preferred the prior iPod nano's glossier finish and brighter colors, but these aren't too bad, either, and the difference is hard to see sometimes.



Polished Stainless Steel

Original iPods shipped with polished stainless steel backs, which scratched just as easily as their plastic faces. To the chagrin of iPod classic and iPod touch owners - as well as third-generation iPod nano users - these mirror-finished backs persist to this day, necessitating the use of film or cases to prevent scuffs from developing within seconds of removing the iPods from their packages. An all-stainless iPod shuffle was sold from 2009-2010; Apple used polished metal on iPhone 3G and 3GS bezels, too.





Accessories made a comeback this year, particularly for the iPad, but big changes are ahead for speakers in 2011.

Several years ago, the iPod accessory market was booming, but frequent Apple electronic and body changes around the time of the first iPhone's release scared many small developers away. Medium-sized and larger developers stuck around, and having finally mastered the iPhone's special needs, they tackled larger and more powerful iPad accessories this year - the fruits of their labors are now arriving in stores, along with new designs for the latest iPods and iPhones. Our accessory gift guide looks at the best releases for each platform.

Most of the items on the following pages were chosen because they work equally well on iPads, iPhones, and iPods, but there are two caveats: only a few iPad-docking speakers are available, while a new generation of iOS- and iTunes-streaming AirPlay wireless speakers will debut later this year and early next year - compatible with specific iPod touches, iPhones, and iPads, only. If wireless streaming is important to you, hold off until we've had a chance to review them. Otherwise, you'll find plenty of great selections in these pages, including cases, earphones, toys, and luxury items, all wonderful as gifts or personal purchases.

Table of Contents

The Big Accessory Picture	118
Speakers: The Highlights	120
Travel Speakers + Gear	126
Stands + Docks	128
Headphones + Remotes	130
Batteries + Indoor Power	132
In-Car Accessories	134
Cases	136
Stickers + Protective Film	148
Special Picks For Kids, Luxury + Fashion Picks	150
Grab Bag: Everything Else	152
Shopping Tips For Music, Videos, Books + Apps	156
Best of the Year Awards	158

The Big Accessory Picture

Apple's "ecosystems" of iPod, iPhone, and iPad accessories helped transform devices that once were considered limited and fragile into products with boundless potential for use in unthinkable scenarios. Want to listen to your iPod underwater? Turn your iPad into a phone? Improve your iPhone 4's antenna performance or resistance to drops? The latest accessories can do all these things, and much more.

Why Do Cases and Protective Film Matter?

Apple deliberately chooses attractive but fragile materials for its portable devices, seemingly in an effort to keep people hungry for shiny new versions every couple of years. The metal backs of full-sized iPods are famously scratchable, plastic-bodied iPhones develop cracks, and even the coated glass screens of iPhones and iPads can show marks and smears if not covered. Cases and film keep these devices looking fresh, reduce the need for screen cleaning, and improve their resale value.



How Does iLounge Choose Top Cases, Other Accessories + Applications?

Literally every product selected by iLounge for inclusion in our Buyers' Guides is chosen on pure merit, without any concern for advertising, relationships with developers, or other factors unrelated to the strength of the products themselves. We do not have business ties with any of the companies we cover, and our editors derive no compensation from our coverage of specific products. Our belief is that different accessories may be right for different users and budgets, so we always attempt to consider options at various price levels, with distinctive features.

To date, iLounge has reviewed thousands of iPod, iPhone, and iPad accessories, as well as thousands of applications from small and large developers alike. We are proud of our continued commitment to objectively and honestly assessing thousands of products, full reviews for most of which can be found on the iLounge.com web site. The products we have covered include a mix of items selected and purchased by iLounge, and ones submitted to us for possible editorial consideration by companies from all over the world. Items received and no longer used for follow-up coverage or comparisons are donated annually to worthy local charities.

What Are The "Sweet Spot" Prices For Different Types Of Accessories?

These general guidelines can help you budget for quality options; some top picks are more or less.



Cases
\$30 for iPod/iPhone cases, \$40 for iPad.



Headphones
\$100: Good, \$200: Great, \$500: Wicked.



Batteries
\$60-\$70 for iPhone/iPod. iPad's too new.



Speakers
\$100 for clocks, \$200 to \$300 for tabletops.

What Types Of iPod and iPhone Docking Speakers Should I Consider?

There are so many shapes, sizes, and prices of speakers these days that there's no single correct answer for all users: you'll need to decide first whether you plan to keep your speaker (or speakers) in one place or move them around, then how much you're willing to spend to buy one or more speaker systems for your needs. If bedside listening is your goal, a clock radio may be convenient, while nicer portable speakers may improve sound quality, and tabletop speakers often sound best.



Portables
Generally \$50 to \$200, these speakers can run off of batteries, and offer compromised audio quality in favor of smaller sizes and lighter-weight materials. Great for on-the-go use, less ideal indoors.



Clock Radios
For \$50 to \$150, these boxy systems add alarms, bright clock screens, and AM/FM radios to a set of two or four speakers. They're rarely portable, and made for nightstand charging, listening, and waking up.



Tabletop Audio
Generally \$150 to \$600, these systems combine multiple speakers and an iPod/iPhone dock to produce better sound than typical portables or clock radios. Super high-end versions can be furniture-sized.



Wireless Audio
Undergoing change as a result of Apple's new AirPlay feature of iTunes 10 and iOS 4.2, past \$200-\$400 wireless speakers used Bluetooth and/or special iPod dongles to perform music; new ones will be more expensive.

What's Being Left Out Of This Year's Buyers' Guide?

In addition to the many forgettable products we've covered this year, we've decided not to include items from past years that were designed for older iPod classic and iPhone 3G/3GS devices. Their accessories have been covered amply in our past Buyers' Guides, which remain available for your reading pleasure. What follows are top picks for the most recent iPod, iPhone, and iPad models.

Speakers: The Highlights

There are now thousands of iPod and iPhone speakers from huge and no-name companies scattered all over the globe. Our top picks for the year come from reputable manufacturers, and range from \$50 to \$600. Be aware: new AirPlay wireless speakers and many more iPad-specific models are due soon.

PORTABLES



Logitech S715i Rechargeable Speaker

Currently the best portable iPod and iPhone speaker for the dollar, S715i evolves Logitech's award-winning Pure-Fi Anywhere series with eight speakers: twin half-inch tweeters, two three-inch midrange drivers, and four two-inch bass radiators that fire forwards and backwards. Rich but accurate, full-frequency sound combines with a rechargeable battery, remote, and carrying case.

• \$150

Eton Soula

Waterproof and ruggedized in ways few iPod/iPhone speakers are, Soula's most distinctive feature is a flip-up solar panel that can recharge its own battery in 10 hours of direct sun exposure, charging an iPod, too. Though its central device dock is simple - a clear plastic splash guard - and the audio is midrange-heavy, there's nothing else quite like it today.



• \$200



JBL On Stage IV

Featuring a novel body with a white LED-lit crystal dock up top, On Stage IV packs four small speakers, offering sound that's high- and midrange-focused, not bassy. Uses 6 AA batteries; includes a remote.

• \$150



iHome iP46

As a budget take on Logitech's prior Pure-Fi Anywhere, iP46 similarly uses four speakers and a rechargeable battery to provide good sound, dropping the remote and case to save cash. A cheap but solid little pick.

• \$100



XtremeMac Luna Voyager

Sonically limited but highly portable due to its small, boxy body, Luna Voyager has a bright, modern blue clock face, a single alarm, and two side-firing speakers inside.

• \$80



iHome iP88/iP86

Combining twin docks with a full AM/FM radio, good speakers, and dual multi-mode alarms, iP88 - just renamed iP86 - has the best features of iP90 and Octiv Duo, for a higher price.

• \$130



Cambridge i525

Judged on raw audio power, this dual alarm clock is one of the best around - and a better value than when it was released - thanks to superb bass, clarity, and a really nice FM radio tuner, plus settings to optimize the sound to your liking. The wonky remote, amber clock, and simple alarms, however, are all so-so, and i525's also iPod-only, with iPhone nagging.

• \$150



CLOCK RADIOS



iHome iP90

As is frequently the case from year to year, iHome's iPod/iPhone alarm clock iP90 offers the industry's best overall compromise on features and sound for the \$100 price. Two speakers do a good job inside a sharp redesigned casing that ditches dials in favor of buttons, and the multi-setting alarms are highly customizable.

• \$100

Altec Lansing Octiv Duo

Using free iOS apps for alarms and mixing music between its twin iPod/iPhone docks, Octiv Duo includes two decent speakers and a circular remote control. The wedge shape and dual-device charging are advantages for the price; the lack of an integrated radio and screen may restrict its value for nano, classic, and other users.

• \$100

WIRELESS



Boston Acoustics i-DS3 Plus Wireless Speakers

Unique among iPod/iPhone speakers thanks to its large, wireless subwoofer, i-DS3 offers the sort of bass performance rival audio systems could only dream of, requiring only a power cord to keep the cube running. The large docking base contains four very good speakers, and is controlled by an included Infrared remote.

•\$499



Creative ZiiSound D5

Beautifully designed, ZiiSound D5 uses a unique approach to charging and audio: a small dongle attaches if you want to your iPod or iPhone, which then rests on a "floating" dock in back. Pick it up and walk anywhere, and the music keeps playing. Stereo Bluetooth iPod touches, iPads and iPhones don't need to use the dongle.

•\$300



Cignias Neo Symphony Wireless Speaker

Using interesting wireless tricks, Neo Symphony uses two loud speakers to provide either wireless iOS device control of a docked iPod classic, or direct stereo Bluetooth streaming from iOS devices. A little finicky, but neat.

•\$299

Jensen JiMS-260i

Though we're spotlighting one Jensen speaker here - the JiMS-260i, which has two positionable stereo speakers and a CD player alongside an iPod/iPhone dock - the company's entire lineup of Apple audio systems is worth a look based on their low prices. Though they're uniformly lightweight and generally made from inexpensive-feeling black plastics, they all provide solid "budget" value; a unit called JiMS-525i includes a good HD Radio tuner for hundreds of dollars less than competitors. Consider Jensen speakers as options if you're looking for fine one- to two-year speakers that you'll replace later.

•\$100

BUDGET



Coby Vitruvian

Also known for its budget speakers, Coby rarely is cutting edge in components, but Vitruvian's an exception, with a mechanized rotating dock and ambient lighting at the center.

•\$80



Altec Lansing IMT800

Bass fanatics willing to look past IMT800's boxy, retro shell will find an incredibly powerful 5.25" side-firing subwoofer that adds bass other peer-priced systems can't match, plus four front-facing speakers that rival iP1's. An integrated FM radio and novel belt clip-friendly remote control make up for the odd design of the iPod/iPhone dock.

•\$300



iHome iP1 Studio Series

Beautifully built from thick clear and black plastics, the four-driver iP1 was 2009's Speaker of the Year and is still a great option today. While not a bass powerhouse, it features balanced sound and a remote.

•\$300



Bose SoundDock 10

Expensive even before adding its optional \$150 Bluetooth adapter, SoundDock 10 benefits from Bose's neutral cabinet design and loud, clear sound that rivals same-priced peers.

•\$600



DELUXE



Geneva Lab GenevaSound S

A stunning lacquered wood cabinet, disappearing illuminated capacitive touch controls, and an included stand elevate premium speaker maker Geneva Lab's smallest system over same-priced options. Sold in white, black, or red with a detachable FM antenna, it rivals the iP1 but not IMT800 on sound. Frills are key here.

•\$300

Bowers & Wilkins Zeppelin Mini

Now right-priced, the smaller version of B&W's famous Zeppelin uses a distinctive rotating dock and chrome-finished elements on a very classy black fabric and plastic shell, complete with a matching egg-shaped remote. Sonically, it's roughly on par with Bose's \$300 SoundDock II, but blows it away on looks.

•\$300

IPAD-READY



iHome iA100

The best iPad speaker currently on the market is iA100, an alarm clock/radio that fits bare or encased iPads and iPods, offering even more functionality - a full speakerphone - when used with iPhones. Capable of wireless stereo music playback, working with the iHome + Sleep app, and delivering impressive sound quality, this unit covers all the bases well - it's a great value.

•\$200



Jensen Rocker JiPS-250i

Less expensive than iA100 and lacking the integrated clock and radio features, Rocker has two speakers in its base and a large plastic arm that rotates and adjusts its angle for landscape and portrait iPad use. Like iHome, Jensen offers a free app that includes clock, weather, and alarm features, and packs in an Infrared remote control.

•\$100

The world's
most accurate
noise-isolating
headset + earphones

under \$200

hf³

under \$100

mc³

ETYMOTIC

Inventors of in-ear technology ACCU Technology™ CUSTOM•FIT

Visit a participating Apple store for a demonstration. www.etymotic.com

iPhone



Mac



iPad



iPod



CAPDASE™ is there for You!

Innovative Accessories for Digital Devices

Protective Case, Film, Cable, Power and Enhancement provided

Diversified product range with an emphasis on Apple handheld & desktop devices

Check us out at www.capdase.com for the full range of offerings![Case](#) [Protective Film](#) [Enhancement](#) [Power](#) [Cable](#)www.capdase.com

SEARCH

Travel Speakers + Gear

Rising fees have made checked luggage a luxury in recent years, so the value of highly compact, useful accessories has increased. These speakers and other items are some of the very best we've seen for travel purposes, adding conveniences that were previously hard to come by in such small packages.



Philips SBA3000 Baton Speaker

Bundled with a sharp-looking but soft velour drawstring carrying bag, this pill-shaped speaker has a few nice features, including an audio cable that doubles as a hand strap, relatively bassy sound from its twin 40-millimeter speakers, and 40 hours of battery life from four AA batteries you supply yourself.

• \$50

iHome iHM79

More compact than SBA3000 and most alternatives, iHM79 puts two lipstick-angled speakers in magnet-linked plastic tubes that expand when separated; cables connect them for audio and USB charging. Unlike Philips, iHome includes a six-hour rechargeable battery; a fine soft carrying bag is also packed in. Consider this over SBA3000 to save half the physical space if you can compromise on sound.

• \$50



SoundMatters foxL V2

Pricier than other pocket-sized speakers, foxL V2 outperforms small rivals by using three impressive drivers, adding Bluetooth, a 5-hour battery, and a mic for speakerphone use with iPhones.

• \$199



Scosche ReviveLite II

Handy for travelers who don't want to carry portable alarm clocks, ReviveLite II combines a flip-out charging dock for iPod/iPhone use, a nightlight, and a wall adapter to plug into any outlet at your hotel or home.

• \$25



Matias iRizer

Over a dozen different iPad stands are now available, and many of them are attractive, but none are as easily compacted as iRizer. Matias's set includes two glossy hard plastic pieces that fit together in different ways to change the iPad's angle on a flat surface, plus a soft carrying case so that everything can be safely tossed into a bag. There's also an iPhone and iPod version called Mini Rizer that sells for \$15, made from clear plastic with the same basic features. Other stands do better at home, but these are well-suited for travel.

• \$40



Flightstrap PMP Seat Hanger

Capable of working both in cars and airplanes, the PMP Seat Hanger works with iPods, iPhones, and other devices smaller than iPads, using plastic clamps and an elastic strap to hold a small-screened player in place. Flightstrap's full kit includes hooks, earplugs, and an airplane sleep blindfold, packing into a small zippered case.

• \$25



Dots Gloves D217 iPod, iPhone + iPad Gloves

What's most impressive about Dots' new D217 series of gloves is that they don't look in any way like touch-conducting clothing - but they are. Put one of these pairs on and all ten fingers can swipe and tap the screens of iPads, iPhones, iPod touches and new iPod nanos without subjecting you to the cold outdoors.

• \$20

Griffin Cinema Seat

Traveling by car with kids becomes a lot easier when there's an iPad to serve as entertainment, and Griffin's Cinema Seat is an option that's worth considering.

Designed to serve as either a padded leatherette and neoprene case or as a full-time in-car mount, Velcro straps and a large slit on the back make iPad and case removal or attachment easy.

• \$40



Stands + Docks

The iPad's most widely acknowledged omission is its lack of a stand, which developers have addressed with numerous alternatives. Here are the best of the many we've tested, along with charging options, and top iPhone/iPod-ready add-ons, as well; our past Guides' picks still work for iPhones and iPods.



Luxa2/Thermaltake H4 iPad Holder
The most versatile iPad stand around has adjustable arms that accommodate bare and encased devices, a rotating and tilting padded center that puts the iPad on your choice of viewing angles, and an Apple-like aluminum leg with a hole in the center for connecting a charging and syncing cable - not included. Though its spider-like looks are unusual, you'll mostly notice the iPad inside. **• \$60**

Jadu Skadoosh
Although the price tag will discourage some users, Skadoosh is a surprisingly smart aluminum design for its compact size. Packaged with a carrying bag and actually capable of being toted around, it adjusts to hold iPads on all sorts of angles, using a flip-out kickstand to provide added support for steep reclines. A top pick for travelers. **• \$100**



Griffin A-Frame
With a modestly adjustable rear leg and just the right amount of padding to hold bare or encased iPads safely, A-Frame is a fairly-priced metal option that works very well for bedside and desktop viewing. **• \$50**



Griffin Loop for iPad
One of the least expensive dedicated iPad stands around, the plastic and rubber Loop holds iPads in only two positions - angled upright, or down in a keyboard-ready position. Simple but useful. **• \$30**



XtremeMac InCharge Duo
With a dock for a bare iPad in back and an iPhone/iPod dock in front, InCharge Duo is the most compact two-device charger around; the rear dock works with iPods/iPhones, too. **• \$60**



Thought Out Ped3-U
Designed to hold iPod touches, iPhones, and similarly medium-sized devices on a single, unadjustable angle, the metal Ped3-U has rubber-tipped arms for safety, and a very low price. **• \$23**



Luxa2/Thermaltake H1-Touch for iPhone/iPod
This smaller iPod touch, iPod classic, and iPhone holder has the same sort of adjustable, rubber-tipped arms and padded center as Luxa2's H4 for iPad, tilting and rotating to your choice of angles. An aluminum leg with cable pass-through is included, with gray rubber underneath to keep it stable on your desk or nightstand. **• \$40**

Apple iPad Dock
Very few iPad docks include audio- and synchronization-ready ports; Apple's official iPad Dock offers both, using a 3.5mm auxiliary audio port and a standard 30-pin Dock Connector port inside a glossy white plastic base. Unfortunately tailored only for bare iPads, the Dock has been accommodated by some recent cases, including several of Speck's designs. **• \$29**



iHome iB969 Charger for iPad, iPhone + iPod
The best overall multi-device charging dock is iB969, which can actually refuel four devices at once - two iPod/iPhone docks are in front of a rear frame that can hold one encased or bare iPad, charged with a self-supplied USB-to-Dock Connector cable. Mini- and Micro-USB cables are included for its fourth port. Good though large. **• \$60**

Headphones + Remotes

Thousands of headphones and earphones are compatible with iPods, iPhones, and iPads, many made with the same components inside, differing only in the look and quality of their casings. We look only at distinctive top picks here, as well as some notable wired and wireless remote control options.

What Do These Graphics Mean? →

Headphones are built with one to six miniature speakers per ear, working together to reproduce sound as accurately as possible - or emphasize one part of the spectrum artificially. Virtually all headphones are centered on performing the midrange, where most musical instruments and voices sit, represented by the central line on this meter. Depending on how they're designed, they also perform some highs/treble (think cymbals) and lows/bass (think low thumping beats). The best ones do everything, which we represent with up to three waves on each side; others do less.

highs lows

Etymotic HF5

Renowned for its "accurate" renditions of audio, HF5 focuses on detailed treble and midrange performance, with just enough bass not to offend most listeners. Sold in 3 colors, HF5 comes with great isolating eartips and a case.

• \$149

highs lows

V-Moda Remix Remote

These well-built, fashionable metal earbuds produce good but bassy sound, and have a three-button remote and microphone, plus Kevlar cabling.

• \$100

highs lows

H2O Audio Surge Contact

H2O's original Surge offered waterproof listening; the follow-up adds a mic and remote button, letting you make calls - with a case - in the ocean, tub or rain.

• \$70

highs lows

Audio-Technica ATH-ANC7b

Our top pick for active noise cancellation, ATH-ANC7b shields you from ambient sounds when travelling, and sell for as little as \$110.

• \$220

highs lows

Bose QC15

As the latest sequel to QuietComfort 2, QC15 offers slightly extended treble and bass relative to ATH-ANC7b, but at a steep price premium. QC15 is better for big ears.

• \$299

highs lows

Ultimate Ears UE700

Last year's Earphone of the Year remains a top pick, with dual drivers in super-small chromed enclosures that fit and look great in any ears. Exciting, renditions of songs are tops for the new price.

• \$150

highs lows

Bowers & Wilkins P5

One of the most beautiful and comfortable pairs of on-ear headphones we've tested, P5 uses lambskin leather and silver metals ideally, offering bass-rich sound, a 3-button remote, and built-in mic.

• \$300

highs lows

Shure SE530

Though it's on the verge of being replaced, the triple-driver SE530 delivers an unparalleled balance of high, midrange and low clarity relative to lower-priced earphones, and can be found now at a discount.

• \$500

highs lows

Ultimate Ears UE18 Pro

The new custom fit king, UE18 has six drivers per ear for sonic accuracy with controlled warmth. Every detail, nuance, and mistake in a recording is obvious, brutal for low-fi MP3s, great for high-fi.

• \$1350

Apple-Sanctioned Three-Button Remotes + Mics

In late 2008, Apple introduced a new iPod/iPhone-only three-button remote control and microphone combo that later became compatible with iPads and Macs, shown at right. The top and bottom buttons are for volume, and the center pauses, plays, and changes tracks, as well as answering and ending phone calls. Apple sells the parts to other developers (see V-Moda and Bowers & Wilkins, left and above), so there's a consistent \$20 price premium, and quality is very similar from product to product. Several companies, including Scosche and Belkin, sell mic-less remote adapters for \$20 a pop.



• \$20

• \$20



L5 Technology L5 Universal Remote

L5 is amongst a handful of developers selling Infrared universal remote adapters for the iPod touch, iPhone, and iPad. It has the best overall combination of small hardware and an app, customizable for controlling multiple TV/DVR/AV devices at once.

• \$50

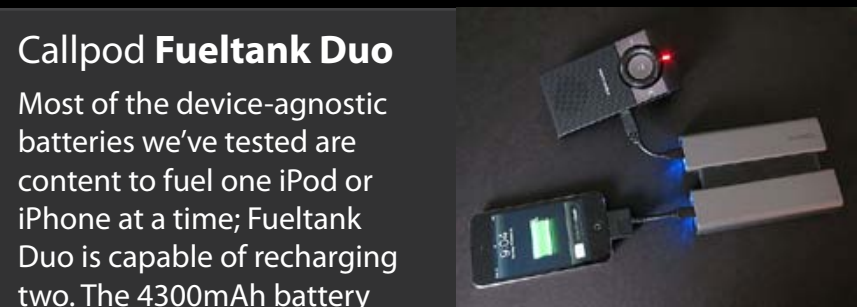
Batteries + Indoor Power

Two types of rechargeable batteries now dominate the iPod and iPhone market: universal, device-agnostic packs, and form-fitting battery cases designed to fit only one model. The iPad has special power demands that benefit from brand-new batteries and chargers, too. Here's what's best today.



Mophie Juice Pack Air for iPhone 4
Designed specifically to fit the iPhone 4, Juice Pack Air adds a curved iPhone 3GS-like back and extra plastic to all sides, switching between gray soft touch rubber and silver metallic coatings. Mophie's 1500mAh battery adds up to 70% more run time to an iPhone 4 for any purpose, and enables its speakers, microphone, camera, and other features to work without encumbrance.

• \$80



Callpod Fuetank Duo
Most of the device-agnostic batteries we've tested are content to fuel one iPod or iPhone at a time; Fuetank Duo is capable of recharging two. The 4300mAh battery has an interesting, futuristic shape and comes with multiple charging tips and a wall adapter; buyers are entitled to a free second iPod/iPhone tip or any other, using an included voucher.

• \$70



Kensington PowerBack
As the only major-brand iPad case with a battery built in, PowerBack adds over 40% extra life for anything, a multi-position rear kickstand, and a shell that covers most of the device's aluminum frame.

• \$130



Kensington PowerGuard
Also for iPhone 4, this 1200mAh battery case uses black soft touch rubber and costs less, with lower run time. It includes a card that can be used as a cheap video stand.

• \$60



Just Mobile Gum Plus + Gum Pro
Sold in multiple versions, including a less expensive, lower-power base model called Gum, Just Mobile's batteries deliver excellent run time for their prices. The \$60 Gum Pro has a plastic exterior and 4400mAh power cell capable of refueling an iPod or iPhone 3-4 times, while the \$70 Gum Plus has an aluminum exterior that matches the looks of Apple's Macs and iPads, with equivalent capacity, a nice soft carrying bag, and faster charge time for iPhones and iPads. You supply the iPod/iPhone/iPad cable yourself, a minor issue.

• \$60



Griffin PowerBlock for iPad, iPhone + iPod
Slightly less expensive than Apple's official 10W USB Power Adapter, Griffin's latest PowerBlock offers the same iPad-ready power capacity, but with only 3 feet of cabling and a larger wall adapter. Prior-generation iPod- and iPhone-only versions sell for less, but recharge the iPad only half or a quarter as fast as this one.

• \$25



Newer Technology NuPower Charge & Sync+
Except for one little thing, we love what NuPower Charge & Sync+ offers: a conveniently designed white wall charging brick with a 1400mAh battery and three different cables - iPod/iPhone, mini-USB, and micro-USB. The only issue is the challenge of wrapping the cables inside the shell, but for the price, we wouldn't complain.

• \$40

Apple iPad 10W USB Power Adapter
With nine feet of cable - capable of being shortened to three if you wish - Apple's official wall adapter for the iPad is, for a change, the best value charger available right now. The iPad demands more power than iPods and iPhones, and recharges in four hours with this cable, versus eight on prior iPhone chargers or sixteen on iPod cables.

• \$29

In-Car Accessories

After a period of transition that saw some in-car iPod accessories become incompatible with iPhones, most developers released iPhone- and iPod-friendly devices. Then the iPad came along with new requirements and threw everything into confusion again. Here are our top picks for various needs.



Griffin iTrip DualConnect
Designed to work with iPhones and iPods - primarily iPod touches - iTrip DualConnect is a charger and audio-out option with two features: first, the ability to connect to stereos with AUX (auxiliary-in) ports, and second, a screenless FM transmitter that uses a free App Store download called iTrip Controller for station tuning. The charging bulb has backlit controls built-in, as well.

• \$60

Incase Combo Charger
Two very similar versions of this in-car and in-home charger now exist: one with a single iPad-compatible USB port and cable, and another with two USB ports that offer full-speed charging only to iPods or iPhones. Both versions use nice soft touch rubber coating and have wall blades that fold in, making this a good travel pick; it doesn't offer audio-out.

• \$40



Kensington PowerBolt Micro for iPad/iPhone
The smallest iPad-ready car charger available, PowerBolt Micro barely protrudes from a car's cigarette lighter port, bundled with a cable. It works well, but offers no audio-out.

• \$25



Belkin TuneCast Auto Live
This iPhone- and iPod-ready car charger and FM transmitter has its own tuning screen for use with iPod nano and classic models, as well as a free ClearScan Live app for fast tuning.

• \$80



ProClip Adjustable Holder With Tilt-Swivel
Still the best iPod/iPhone car holder, this fits devices in cases, and has a cable pass-through to keep a charger connected for easy access. Requires a car-specific mount.

• \$80+



Scosche motorMouth II
Handsfree calling becomes a little easier with this novel kit: a Bluetooth mic runs off a 5-hour battery, mounting in the best location in your car while pumping calls right to your car speakers.

• \$80



Kensington LiquidAUX
For sheer convenience in cars with auxiliary inputs, LiquidAUX is hard to beat, combining tailored audio and charging cables with a sharp-looking car bulb. Built only for the iPhone and iPod without iPad charging support, it includes a wireless remote control that you can attach easily to your car's steering wheel for track control. It's being discounted now.

• \$60



Scosche solChat 2
Winner of our 2009 iPhone Speakerphone of the Year Award, this intelligent car visor-mounted Bluetooth hands-free kit includes voice control - even for old iPhones - plus spoken names or numbers for incoming callers, as well as a solar or USB rechargeable 12-hour battery pack, and very good incoming and outgoing audio.

• \$100

Kensington Hands-Free Visor Car Kit
Larger than solChat 2, Kensington's Hands-Free Visor Car Kit includes two 10-hour rechargeable battery packs, so you can charge one while using the other - a way to avoid running out of power while making lots of Bluetooth wireless calls. Three auto-dialing buttons, a USB battery charger, and solid sound quality help, too.

• \$120

Cases: iPod nano + touch

The sixth-generation iPod nano and fourth-generation iPod touch were just released, but already have a number of different case options - far more for the touch than the nano, which has seen cases die off in recent years as prices have fallen. New watch strap nano cases are likely to appear in the near future.



Uncommon Capsule Case for iPod touch
Case developers have tried for years to offer fully photo-customizable iPod cases, but no one has come close to this: Uncommon's web site lets you upload and align a high-res image on the back, sides, top, and bottom of a highly protective slider case, which arrives in days with beautiful detail and a glossy finish. The iPod touch version gets all the details right, at a fair price.

Speck Fitted Cases
As follow-ups to Speck's series of popular fabric-backed hard plastic cases for prior iPods and iPhones, the latest Fitted Cases for the new iPod touch offer the same substantial rear and side protection with open faces and bottoms. This season's patterns fall more into the "fun" category than their predecessors, with a camouflage animal cookie fabric, amongst others.



H2O Amphibx Grip
Moisture is the iPod nano's secret weakness, so H2O Audio's armband is completely waterproof, touch-through, and capable of being used in the rain or ocean with H2O's separately sold Surge earbuds.



Incipio Feather
Slim shells have proved very popular for past iPhones and iPod touches, so Feather doesn't stray from past designs, using soft touch rubber atop a 1mm hard plastic shell. It's bundled with screen film.



Gumdrop Moto Skin
The very first case available for the new iPod touch was this tire-treaded, hard rubber design with holes for all buttons, cameras, and ports. Available in three colors with no screen film, it's a neat case.



Griffin FlexGrip Action
Designed for gamers, FlexGrip Action is a bone-shaped black rubber iPod touch case with a handstrap, designed to make extended game playing easier with a soft, grip-textured enclosure.



Incipio Dotties
Lines formed at the 2010 CES for Dotties, the first iPhone and iPod touch case that could be customized with included colored discs, changing looks whenever you wanted. The fourth-generation iPod touch version comes with enough of three colors of dots to let each fully or partially fill the case's back, plus screen film.

SwitchEasy Colors
Every year, SwitchEasy's Colors provide the sort of high-value, low-price case option we rarely see these days from major brands - a reason they stand out more from the pack. Made from silicone rubber in your choice of nine colors, the touch version comes with twin screen protectors and two covers for each of the bottom connector ports.



Speck CandyShell
The latest version of the best iPhone 3G/3GS case ever made is nearly as strong, available in a wide variety of interesting color combinations while boasting improvements in thinness and durability. CandyShell has a rubber core with rubber button covers, using glossy hard plastic to cover most of the rest of the iPod touch's body.

New iPhone 4 Cases

As soon as it leaves its box, a glass-bodied iPhone 4 hints that it needs protection: one iLounge editor accidentally shattered his within the first week of use, and others have babied theirs to avoid scratches, chips, smears, and antenna issues. Here are our top case picks, spanning a variety of looks and feels.



After several generations of development, Incipio's two-piece, optionally two-colored case **Silicrylic** (1, \$30) really came into its own for the iPhone 4, more deftly combining soft and hard plastics than ever before. OtterBox's **Defender** (2, \$50) is more expensive, but provides almost complete, water-resistant protection by combining thicker plastics and a sealed-in screen protector. Speck's **PixelSkin HD** (3, \$30) uses a smart new anti-slip grid on the back, with top and side button coverage, while Incipio's **NGP Matte** (4, \$25) goes for a more austere look that's more angular but still protective, with a flat, paper-like texture. Speck's **Fitted** (5, \$30) is the latest in its series of increasingly cool fabric and plastic shells - ArtsProjekt versions sell for \$40 and have art on their backs. iSkin's **Solo** (6, \$30) is a translucent TPU soft shell we really liked, while Sena Cases' **Magnet Flipper** and **WalletBook** (7, \$52 each) are leather cases doubling as credit card, ID, and cash holders.



Belkin's **Verve Cinema** (8, \$30) rethinks the old contrast-stitched faux leather case concept with a microfiber interior and a novel pop-out fabric video stand on the back, neat for fans of soft cases. Philips' **Hand Wrap** (9, \$30) is a workout case with a largely protective front plastic face, neoprene body, and Velcro hand strap, hiding a zippered cash/ID card pocket inside. SwitchEasy has continued its popular **Nude** series of glossy thin plastic shells (10, \$20), and **CapsuleRebel** (13, \$28) family of bone-like iPhone cases, while adding the eye-catching **Glitz** (11, \$25), which uses a grid of differently-shaded rear reflectors; all three include port protectors and screen film. We're not huge fans of iPhone sleeves, but Simplism's **Microfiber Sleeve** (12, \$20) is an exception, with great dual-colored fabrics and an interesting wood applique pull tab. Finally, Incase's **Snap Case** (14, \$35), Elago's **S4 Breathe** (15, \$25), and United SGP's **Genuine Leather Grip** (16, \$32) cover the iPhone's sides and back with clear, perforated, or leather-coated hard plastic, respectively.



Other Cases: Top Tips

Literally thousands of different case variations appear for iPods, iPhones, and iPads, and though we focus on the most noteworthy and popular options from top developers, we can't review them all. Here are some of the key factors worth considering when you come across one we haven't covered.

Materials. Most cases are now made from plastic or fabric; very few from metal or wood. Make sure rubber or plastic is thick enough not to rip or crack, leather is either real or a good, thick fake, and metal doesn't hurt wireless strength.



Design. Cases are either "play-through" with full-time screen access, flapped with a pull-back screen protector, or designed as sleeves/bags. Smart play-through cases are the best.



Face + Screen. Most cases cover the device's front edges but not the screen, leaving you to supply film on your own or risk smudges and scratches. Home Button or Click Wheel coverage is rare, but some cases offer it. Look for options that include screen film, which otherwise will cost \$15 (iPod/iPhone) or \$25 (iPad) extra.



Bottom. Most iPods/iPhones/iPads have a Dock Connector and/or speaker grille at the bottom, possibly a headphone port or microphone, too. The best cases offer optional part-time coverage for these items; most just expose all of them.



Back. Virtually every case covers the majority of the back, regardless of model; new iPod nanos and iPod shuffles will be exceptions due to their clips. Almost always left exposed are rear cameras, mics, and flashes. Some cases have Apple logo holes, which often look terrible and might lead to scratches.



Cameras. Uncovered cameras rarely develop scratches unless small sharp objects are capable of fitting in the case's hole. iPhone 4's flash requires a larger hole and a matte ring.



Sides. At least one side of every iDevice can be fully covered. The other may have volume buttons that good cases cover, and a ringer/silent switch that almost every case leaves open.



Top. Few cases cover the headphone port, but some use part-time flaps. It's sadly common for this hole to be too small, so larger plugs don't fit. The best cases cover the top button(s) with flexible plastic.



Pack-Ins. SwitchEasy and a few others include frills such as Dock Adapters, video stands, protective film, port covers, and cleaning cloths, while some sell little more than plastic shells at even higher prices. Look for great total value and be sure to get enough coverage and extras for your needs.

Five Types Of iPad Cases

Case makers and consumers are still experimenting with different types of iPad cases in an effort to see what works best. Five of the six case categories are represented here, since the best thin plastic rear shells were covered in our mid-year iPad Buyers' Guide. These are the latest top picks in other genres.



SIMPLE SLEEVES

SwitchEasy Trig

As an evolution of the classic sleeve, the shiny, puffy Trig holds an iPad inside with a snap-shut flap, but also opens up to become a video stand. A soft microsuede interior and included screen protection film keep the iPad from getting scratched, and your choice of six different colors will be bound to attract attention - all have a solid vinyl gloss that resembles patent leather.

• \$40

Plaid Doctrine iPad Sleeve

Using fabrics made from recycled bottles - something you'd never know from the nice design unless you were told as much - Plaid Doctrine's iPad Sleeve has two big accessory compartments on its face, each capable of holding the equivalent of a small paperback book, plus a generous iPad area under a top flap.



• \$79



Beyzacases Stripe Sleeve for iPad

Made in Turkey from genuine full-grain cowhide, these magnetically sealed envelope-style sleeves come in different color and stripe combinations, each Euro-fabulous.

• £140



CODi Capsule Sleeve

While we've seen lots of neoprene sleeves for the iPad, CODi's take is one of the nicest low-priced options we've tested, with a mesh front to complement the common black neoprene back.

• \$20



OtterBox Defender

Ruggedizing the iPad beyond any rival, Defender provides a nearly waterproof hard plastic, rubber, and clear film frame. Port covers, a slide off bottom access panel, and video stand are all built into this case.

• \$90



Speck See-Thru

Also available in colored rubber-finished Satin, this clear hard case uses hard plastic and soft rubber to protect almost all but iPad's screen; a flip-open bottom works with Apple's iPad Dock.

• \$50



Marware SportShell Convertible for iPad

Like MetroLpad but with added versatility at a higher price, this case has flip-out corners that work as typing and video stands, an optional strap for secure hand-holding, and a combination of clear and opaque plastics that show off the iPad's back. While it's a little hard to remove the iPad, this is otherwise quite nice.



• \$60

PLAYTHROUGH CASES



Macally MetroLpad

Our favorite iPad case has remained the same for months: this oddly-named, highly affordable clear and opaque plastic shell mightn't look like much, but Macally got virtually everything right. The back's frosted clear to show off the iPad, while hard rubber covers the sides and bezel, wisely covering buttons and exposing ports.

• \$30

iSkin Vu

Deftly using clear and one of seven translucent colored plastics to form a frame that wraps around the entire iPad except for its screen, Vu has a slide-off Dock Connector cover, as well as flip-open port and orientation switch protectors. It also includes more bezel coverage than most iPad cases. Expensive, but cool.

• \$65



SwitchEasy Cara
Virtually every folio-style case for the iPad is made from fabric or leather, so the interestingly hex-textured plastic Cara immediately stands out. The front flap stays closed with a nice plastic side clasp, and SwitchEasy includes port covers, two video stands, and screen film to guarantee the appeal of the total package. Neat.

• \$50



Gumdrop Cases Surf Convertible
Though Surf Convertible and its almost identical cousin, Hard Candy Cases' Candy Convertible, are both direct clones of Apple's official iPad Case - \$5 more expensive, no less - their use of faux suede makes them look and feel nicer. Candy Convertible adds a small interior pocket.

• \$45



Targus Truss
Superficially similar to many iPad folios, Truss has a leather exterior and microsuede lining, plus an elastic strap to hold closed. It nicely pivots the iPad holder to serve as a video or typing stand, and is well-priced for the quality.

• \$50

Noreve Tradition
With a more aggressively and attractively designed interior set of pockets than most of the iPad folios we've seen, the Tradition Leather Case has an exterior that uses either natural or glossy patent leathers, the latter surprisingly compelling here. A flip-out video stand is integrated into the back, while a snap tab is used to hold Tradition closed for travel.

• \$90



BoomWave Strapz
Mixing real leather and neoprene in three bright color combos, Strapz interestingly combines a sleeve-like iPad holder with a front flap just for fashion.

• \$43



Tom Bihn Ristretto
Rugged and thoughtfully designed, Ristretto interrupts its armstrap with a soft rubber cushion, and has enough space next to its padded iPad holder for a camera and accessories. A bonus: lots of pockets.

• \$110



Chrome Vega
Heavy-duty materials make Vega stand out: weatherproof Cordura exterior and truck tarp lining inside, plus a slick strap with chrome accents. Vega holds an iPad plus a couple of big books.

• \$80



Booq Boa Push Bag
If you're looking to carry the iPad with little else, Boa Push provides a neat solution with a twill-like nylon and embossed leather frame, carried with a durable shoulder strap. There's just enough room for cards, envelopes, and folded paper in front compartments under the snap-shut top flap; its open side corners aren't weatherproof.

• \$90



Padster Original Bag
Think of this leather and ballistic nylon bag as a good example of the "iPad and other stuff" concept - a messenger-style day bag that provides a perfectly-sized iPad holder but also room for books, supplies, and other non-iPad stuff within a series of zippered pockets. Well-made and amply compartmentalized, it feels worthy of the price.

• \$165



Vaja Messenger Bag for iPad
Every year, Vaja releases something drool-worthy; this time, it's this soft, luxuriously leather Messenger Bag with a contrasting canvas strap. Lined with plaid fabric and a different embossed leather on the inside, it has ample room for the iPad, accessories, or other items, plus high-class magnet clasps and a zipper.

• \$280



Sena Collega

As the latest design from fine leather experts Sena, Collega can be used as a side-zippered sleeve, or converted into a collegiate or young professional woman's purse-like bag with handles at the top and a large snap-shut accessory compartment on the side. High class. The company's playthrough cases are nice, too.

• \$150



STM Micro XS

Affordable, durable bags have been Australia-based STM's forte for years, and Micro XS is just one of several laptop shoulder bags that it has downscaled for the iPad. Made from water-resistant materials, it holds the iPad vertically in a padded nook, with a large front accessory compartment, and a pocket on the back.

• \$45



Cocoon Gramercy Messenger Sling

Similarly water-resistant but made from thicker ballistic nylon, Gramercy features a see-through and touch-through iPhone or iPod compartment on its face, and comes with a Grid-It elastic board to safely organize pack-ins.

• \$30

Aquapac Large Whangnui 664

Also known as the "100% Waterproof Case," Aquapac's Large Whangnui 664 is an oversized version of the waterproof bags France's Aquapac has made for iPods, iPhones, and other small devices over the years. You're able to enjoy full access to the iPad's screen, including controls, and wear it with an included strap. The catch here is audio: the iPad's speakers work inside, but its headphone port and microphone are inaccessible, reasonable considering the expense that more device-specific waterproof enclosures will cost if and when they become available.

• \$45



XtremeMac Neoprene Sleeve

Simple but stylish, this soft, hex patterned sleeve has an iPad pocket and an accessory compartment, sealed together by the same Velcro top flap.

• \$40



ModulR Case + Cover Plus Slim Mount

A two-piece plastic shell with separate metal wall mounts and table stands, this case gives you the freedom to hang your iPad wherever you want, or carry it with a full face shield.

• \$88

The Wallee iPad Mounting Set

Developed in and sold from Australia, The Wallee is different from ModulR in using more minimalist pieces: the iPad case is actually just a hard plastic rear and side-covering shell, integrating with X and disc-shaped wall mounts made from metal and plastic. Wallee's design enables you to easily mount the iPad in any orientation you may prefer at a given moment, though the protection offered by the shell falls short of ModulR's, and of the best full-body iPad cases we've seen.



• \$50

MOUNTING OPTIONS



Griffin AirStrap

Though it unveiled its mounting solutions late in the year, Griffin came up with some practical solutions for common needs; AirStrap is a fully rear and side-protective case with an unobtrusive but firm fabric strap on the back, providing support for hand-holding iPads.

• \$50



Griffin Standle

A second Griffin mounting and carrying solution is Standle, which turns the iPad into what looks like a mini-briefcase with two stand orientation options, including one that doubles as a carrying handle. While it has no screen coverage, it's fun to carry, and well-reinforced.

• \$50



Griffin Cabinet Mount for iPad

It's not a case, but it's worth seeing: Cabinet Mount is a novel solution for users who want to keep their iPads bare: a chrome extension pipe and mounting plate that go under a cabinet, connecting to an X-shaped frame that holds an iPad and rotates to a chosen angle.

• \$70

Stickers + Protective Film

We were strong believers in the value of protective and anti-glare screen films even before the release of the iPad, iPhone 4, and new iPod touch, but we're even bigger supporters now - good shields radically reduce smudging and scratching. Device-covering stickers are getting better and better, too.



Power Support Anti-Glare + Crystal Film
Still the best of the best at protecting the screens of Apple's devices, Power Support now offers iPad (\$25) options in addition to \$15 ones for iPods and iPhones. The glare and smudging reduced by the Anti-Glare version is so significant that we literally couldn't imagine using the iPad without it; Crystal is so clear that you'll hardly know that it's on your device. Highly recommended.

• \$15+

NLU BodyGuardz Dry Apply
NLU remains the best maker of full body film protectors for iPods and iPhones, though initial installation with soapy water has been tricky for some users. Dry Apply is its first product without the need for moisture - a boon for fearful users - and offers the same quantity of non-residue coverage, two full sets for the price.



• \$25+



United SGP Steinheil + Incredible Shields
Offering viable high-quality alternatives to Power Support's screen films, SGP also sells full body film kits under the Incredible Shield name, with front film that beats NLU's.

• \$12+



Wrapsol Scratch Protection iPad/iPhone
Though its basic film is similar to competitors, Wrapsol sells a second, thicker version called Ultra with dry application and the promise of greater anti-drop protection. Not bad.

• \$30+



GelaSkins For iPod, iPhone and iPad

We'll come right out and say it: the idea of putting stickers on our iPods, iPhones, or iPads never really appealed much to us. But the latest collections of GelaSkins have turned a corner, with increasingly impressive licensed artwork that ranges from classic comic book covers to the works of famous modern artists and even better indies. Each has front and rear stickers, plus matching, downloadable Lock Screen and Home Screen wallpaper. While screen protection remains an issue with GelaSkins' stickers, and they don't attempt to cover every millimeter of a device's back, the quality and variety of the art is so strong that we're enamored, anyway.

• \$15+



Oten DomeSkins for iPod, iPhone + iPad

Unlike any other stickers for Apple's devices, DomeSkins aren't just flat: they're actually puffy thanks to a thick layer of soft rubber that gives each version a high gloss and - on front - added grips. Using the same residue-free 3M adhesive as the other companies here, Oten's collection of designs is more limited, but the offerings include colors, patterns, and various types of popular art.

• \$15+

MusicSkins For iPod, iPhone + iPad

MusicSkins has two things that its rivals don't: some exclusive big-name licenses, and an iPad-ready version that includes a full-face screen protector rather than a visually distracting pattern. Though you might or might not like the licensed images, which include everything from Beatles covers to Jersey Shore and Justin Bieber photos, the size of the collection has become so huge that you're bound to find art, an artist, a TV show, or something else to appeal to your needs. The stickers are scratch-resistant, but don't always try to fully cover the device's sides.



• \$15+

Special Picks For Kids

Kid-friendly iPod and iPhone accessories have waned a little over the last year in favor of a rising tide of inexpensive iPod touch, iPhone, and iPad apps, but there are still a few distinctive options out there. Here are some of the more noteworthy ones we've discovered or continued to like throughout 2010.



iFrogz EarPollution Headphones
With themes designed to appeal to kids, the EarPollution series of "DJ-style" headphones now includes the smaller \$40 on-ear CS40 (shown in black and silver), the larger \$50 over-ear Ronin (red, black, and blue), and largest \$70 on-ear Mogul (black and chrome). All are made from plastic and faux leather with very bassy, acceptable sound; you can pick from three to nine different color combos.

• \$40+

iHome iH15 Color-Changing Stereo
Visually mesmerizing, this inexpensive cube with stereo speakers inside can be flipped into several different modes: one gently shifts through all the colors of the rainbow, fading from blue and purple to red, orange, yellow, and green, while others hold it in place with one color or turn off the lighting. Still an iLounge fave.



• \$60



Griffin Woogie
Younger kids love to hold - and drop - iPhones and iPods, so the "huggable" Woogie case provides tons of padding and a built-in speaker for either device, plus a protective touch-through window.

• \$20



Breffo SpiderPodium
Unique among stands, this eight-armed wire and rubber invention can be repositioned to hold your iPod or iPhone with full access to the top and bottom ports. An Apple cable pass-through's on back.

• \$20

Luxury + Fashion Picks

Unique designs and pricing make these items less than mainstream, but if you're looking for fancy goodies, few accessories available today have equivalent cachet or use of interesting materials.



V-Moda Crossfade LP
Available in five color variations, each with nice metal accents and differing leathers, these mic/remote-laden over-ear headphones are bass monsters - typically V-Moda - and as fashion-forward as listening gear gets.

• \$200



Bowers & Wilkins Zeppelin for iPod + iPhone
Updated to add iPhone compatibility, and given more firmware updates than any other speaker we've seen, this distinctive-looking, huge fabric and chrome audio system packs five drivers and some of the cleanest, best-balanced sound in any all-in-one we've tested; it also has a distinctive floating front dock. If you can find a place and cash for the Zeppelin, you'll love it.

• \$600



• \$100



• \$235



• \$45

ThinkSound TSO2 + Mic, Substrata Wood iPad Box + Pyramid/Motz Speakers
Wood isn't the first material most people associate with Apple's devices, but several companies have been offering wood iPod and iPhone cases for years, and new wood accessories are beginning to appear as well. ThinkSound's TSO2 + Mic is a pair of wood- and metal-enclosed, silicone-tipped earbuds, designed to benefit from wood's natural resonant qualities; a one-button remote and microphone are integrated into the cabling. Substrata is the first company with wooden iPad cases, starting with a beautiful striped and latched version called the Hinged Lid Box. Finally, Pyramid Distribution is selling Korea-based Motz's speaker and FM radio combinations called Tiny Wooden Speakers, box- and acorn-shaped systems with far more power than you'd guess from their size.

Grab Bag: Everything Else

From styluses to small gadgets to wireless keyboards, this section of our Buyers' Guide looks at stocking stuffers and novelties alongside highly useful tools - whether one fits your needs is for you to decide. We've tested all of the items below, and found them better than earlier, similar competitors.



Hard Candy Cases Candy Stylus
Most of the iPad's styluses look like thin aluminum tubes with chrome accents, so Candy Stylus immediately stands out for its longer, pen-like body that's almost entirely chrome save for a semi-matte grip in the center. Inside one of its two metal caps is a refillable black pen, while the other has a rubber dome stylus as good as the ones we've tested from others. All that's missing: a shirt clip. **\$20**

Moshi Moshi 02 Phone
Crafted from either black or white soft touch rubber, the MM02 is a wired, telephone-like handset alternative to wearing headphones for making and receiving iPhone calls, or VoIP calls on the iPad/iPod touch. Requiring only one cable to connect to your device and possessing its own minimalist base, it needs no wall power and feels very elegant. **\$60**



Just Mobile AluPen
Nearly as long as a cap-less Candy Stylus, the rubber-tipped aluminum AluPen looks like an oversized pencil, easy to hold and incapable of accidentally rolling off a desk. It's not sexy, but works well. **\$20**



Griffin Stylus
Nearly indistinguishable in materials from many other styluses we've seen, Griffin's Stylus is a matte black metal tube with chrome frills and a rubber dome. It has a nice shirt clip, though, and is small. **\$20**



Apple iPad Keyboard Dock
Mixing a sync/audio dock with a great keyboard and iPad-specific keys, this sadly requires the iPad to be in portrait mode, bare or in special cases, and not on a desk's keyboard tray. **\$69**



Matias Bluetooth Folding Keyboard
Only a little wider than an iPad when folded up, this full-sized Bluetooth keyboard has good keys and a numeric keypad, missing only iOS-specific controls. **\$100**



Pyramid ProMini Wireless Bluetooth Keyboard
As hard as we've tried, we've never adjusted completely to using Apple's virtual keyboards for extended typing, so Pyramid Distribution's pocket-sized ProMini is appealing - larger, tactile, hard plastic keys made typing easier for us, but lacked a command key for copying and pasting. The mini trackpad works with PCs/Macs. **\$70**

Kensington KeyFolio
Some users surely want to turn the iPad into a mini-laptop by adding a real keyboard and hinged case. KeyFolio does that, using a nice leather body and thin keyboard that together provide as close to a laptop experience as has been devised so far. Unfortunately, the keys are rubbery, mushy, and imprecise, detracting from the smart concept. **\$100**



Apple Wireless Keyboard
Though the combined price is higher, the preferred solution for real typing on the iPad is this - Apple's Wireless Keyboard - plus a separate stand to hold the iPad in your preferred orientation. This keyboard's nearly identical to the one on the Dock above, but uses Bluetooth and runs for months on AA cells; it's more portable, too. **\$69**



Nike/Apples Nike + iPod Sport Kit / Sensor

Sold with (\$29) or without (\$19) the glossy white iPod nano-only receiver, the Nike + iPod Sport Kit remains one of the most popular athletic add-ons, tracking runs with a shoe-mounted sensor and syncing data to Nikeplus.com. iPod touches need only the sensor; new iPhones can use it, or skip it with a Nike+ GPS app for \$2.

• \$29



Wahoo Fisica Wireless Sports Sensors

Based on ANT+ wireless tech that's considerably pricier than the Nike+ gear, Fisica's \$80 iOS-only dongle has bike, heart rate, and stride sensors that sell for \$50 and up, going beyond the run tracking of Nike + iPod. Thirteen apps, some free, some paid, are offered for use with the sensors.

• \$80+



Apple iPad Camera Connection Kit

Though the iPad really should have included either an SD Card reader or USB port, Apples \$29 Kit gives you both, letting you import photos and attach a few other peripherals. Photo importation works best with consumer-grade cameras and low-capacity cards, creating beautiful, sharable images. It's amongst the most useful add-ons of 2010; we'd love to see this for iPhones, too.

• \$29



Magellan Premium Car Kit for iPhone + touch

Capable of adding GPS to iPod touch and modestly boosting some iPhones, the Kit is also a car mount and charger with a speaker and Bluetooth for easier in-car calling. You can buy a GPS unit for the same price, or use this to integrate with your contacts and apps; GPS apps are sold separately.

• \$130



CableJive dualLink Sync Splitter Cable

Solely for iPods and iPhones, dualLink turns one USB port into two Dock Connector charging and syncing plugs. While you shouldn't expect full-speed iPhone charging, it offers convenience for travelers with limited ports.

• \$26

Line6 MIDI Mobilizer

Digital musicians will be blown away by the features of MIDI Mobilizer, which can connect up to two MIDI devices - synthesizers, drum machines, and the like - directly to iPhones, iPod touches, and iPads for recording, playback, control, and mixing purposes. Though only three apps are out now, one free, there are more in the offing to enable additional features.

• \$70+



Simplism Nike+ Holder

Want to use the Nike+ Sensor without Nike+ shoes? Attach one of these sturdy, cheap silicone rubber holders to your shoelaces, pop the Sensor inside, and seal. Effortless.

• \$10

Slide™

The portable playground for iPad



Encore™

The high-design iPad stand

Shopping Tips: Content

Depending on where you shop, filling your iPod, iPhone, or iPad with music, videos, apps, games, and digital books could break the bank - or come as an all-you-can-consume subscription rental and streaming service. Here's where we recommend you shop; hint: it's not necessarily at the iTunes Store.

MP3/AAC Music

Apple has declared the iTunes Store to be the exclusive direct-to-iOS seller of music - the iTunes application is the only way you can purchase songs directly from an iPhone, iPad, or iPod touch and start listening immediately after the download completes. Sadly, a mid-2009 iTunes pricing change has led to higher prices: despite claims from Apple that \$1.29 pricing would be balanced by 69- and 99-cent offerings, many old catalog titles now sell at the highest price point, even when they're sold for less at Amazon.com and competing international stores. In the U.S., Amazon routinely offers lower prices than Apple's for music that most users will find sonically trouble-free: 256Kbps MP3s, which are very close to CD quality; outside the U.S., users may have fewer legal digital music purchasing choices. Rentals and subscriptions are an option as well in some places: services such as Napster and Rhapsody each provide unlimited streaming and limited on-device storage of tracks as long as you continue to pay \$10 per month. Our full review of these services found reasons for different users to prefer each one, noting that each offers a free trial so you can choose what's best for you. Napster is particularly good at offering quick access to major new releases, saving users the cost of buying entire albums that they might only want to hear a few times.



Digital Books + Magazines

Apple's iBookstore now competes with Amazon's Kindle and Barnes & Noble's Nook digital bookstores, offering somewhere around 100,000 books - fewer than its rivals. The iBookstore generally sells books for \$10 to \$15, and gives away classic books at no charge. For the time being, the iBookstore's selection and pricing are not particularly impressive, but offer a considerably more convenient purchasing experience than the others; Amazon and B&N require you to shop on their web sites, while Apple does not. On the other hand, Amazon's and B&N's books can be read on computers and inexpensive digital book readers. Apple has not announced Mac or PC support for iBooks downloads yet, but we still prefer to buy from the iBookstore due to the superior interface iBooks offers for reading. For the time being, next-gen books and magazines are being offered as apps, not in iBooks.

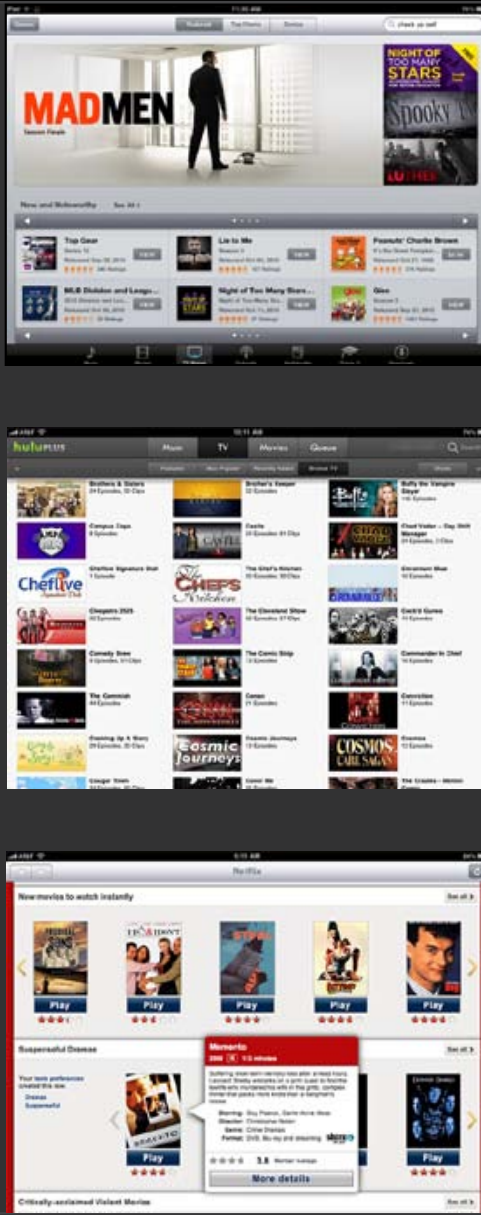


MP4/H.264 Videos

As with music, Apple's iTunes Store is the exclusive direct-to-iOS seller of videos, including TV shows, movies, and music videos. Although the quality of these videos is high enough to make great use of the latest high-resolution iPhone, iPod, and iPad screens, they are expensive, with TV shows commonly selling for \$2-\$3 each, and movies for \$10-\$15. The sheer quantity of free or low-cost streaming alternatives is dramatically higher, depending on what you're looking for.

In the United States, many brand new TV shows are also available through Hulu Plus, an iOS app with a \$10 monthly all-you-can watch subscription fee. Hulu also offers a number of decent movies, but it's strongest for U.S. network TV. Competitor Netflix offers a \$9 monthly subscription with unlimited iOS streaming access to a huge collection of third-run movies and season-old TV programming, with heavy children's content and documentaries offering the greatest appeal. Netflix's service also works on the new Apple TV.

While Amazon and other companies sell some of the same TV shows and movies as Apple does, the compatibility of the video files varies, and the price differences are rarely as sharp as with music sold through iTunes. Apple also offers its own growing catalog of rentals of major theatrical releases and a limited number of TV shows, with TV prices starting at 99 cents and generally rising to as much as \$5 per film, with exceptions. Rentals and subscriptions have both gathered momentum on Apple devices in 2010, and depending on your needs may now be a better option than buying videos.



iPod/iPhone/iPad Apps + Games

Once again, Apple is the sole official direct-to-iOS provider of applications and games for these devices. While there are competitors to its App Store, they are only available to users who 'jailbreak' iOS devices, and Apple has effectively frozen its rivals out by denying warranty coverage to jailbreakers. For this reason, we do not recommend jailbreaking.

Forgotten and largely irrelevant in recent years due to the growth of the App Store are iPod Click Wheel Games, a collection of roughly 50 early apps and games that were released for the iPod, iPod classic, and iPod nano, then abandoned in 2009. Most of these titles sell for \$5, and though there were a handful of text adventure-like quasi-games and reference books released by other companies outside the Store, they were obscure at best. Don't expect non-iOS iPods to get new games or apps.



2010

Best of the Year Awards

2010

BEST
OF THE
YEAR
AWARDS

Our Best of the Year awards recognize the people and products that most improved the way users enjoy their iPods, iPhones, and iPads. In addition to iLounge's editorial selections, based on hands-on testing of thousands of products released over the last 12 months, our Readers' Choice Awards enabled readers to vote for the year's best Apple device, as well as top third-party accessory, application, and game developers. For the first time ever, iLounge's readers and editors had the same picks in all four categories. Congratulations to the winners and runners up!

iPod Case of the Year



Uncommon Capsule Case

Though there's a lot to like about Uncommon's iPhone cases (inset), the \$40 iPod touch version of Capsule Case is a knockout: fully customizable with whatever photograph you supply, or inked instead with one of the company's pre-made art designs. Capsule provides very substantial coverage, too, including top and side buttons.

Runners Up

Speck
CandyShell
\$35

SwitchEasy
Colors
\$15

iPhone Case of the Year



Speck PixelSkin HD

Everyone - even Apple - agrees that the iPhone 4 should be encased, yet there's no single "right" answer as to what's best. We loved soft clear plastic cases, but they're so numerous and similar that none stood out. Speck's \$30 PixelSkin HD was our top opaque pick, with style, grip, and considerable protection at a fair price.

Runners Up

Incipio
Silicrylic
\$30

OtterBox **iPhone 4
Defender**
\$50

2011 BUYERS' GUIDE

BEST OF THE YEAR AWARDS

iLounge Members of the Year

kornchild2002

This Is Not

Join Date: Feb 2004
Location: Las Cruces
Posts: 8,516

Quote:

Originally Posted by **zepper**
I love the iPod touch and it's wonderful screen. I also would like to have it because of the 16:9 video playback (hate those cut off corners on movies).

It isn't 16X9 but rather 3:2. It is still better than 3:4 but 16X9 movies still have small black bars above and below the image (though zooming in is a much better experience on the iPod touch/iPhone than it is on the iPod classic and iPad). The funny thing is that the industry laughed at Apple when they used that aspect ratio for the iPhone and iPod touch. Now everyone and their Mother have released various smartphones over the years that use that same aspect ratio.

CJMNews, Code Monkey, Galley, Kornchild2002, and Rockmyplimsoul

Many readers have made iLounge a better place by posting insightful comments and offering assistance to those in need. These five added the most to our forums and comments in 2010. We truly appreciate their contributions, and the positive feedback we receive from all of our readers. Thank you!

iPad Case of the Year - Tie



Macally MetroLpad + SwitchEasy Cara

Our editors didn't disagree on the iPad Case of the Year - we all agreed that two companies had come up with equally excellent but very different options. MetroLpad is one of the best play-through cases for any Apple device, attractive, affordable and convenient, while Cara elevates the iPad folio with great design and materials.

Runners Up

Speck
See-Thru Satin
\$50

Tom Bihn
Ristretto Bag
\$110

iPad Accessory of the Year



Apple iPad Camera Connection Kit

It's no surprise that Apple's \$29 iPad Camera Connection Kit sold out instantly, and for weeks after its release; this inexpensive SD Card reader and USB adapter set enables the iPad to become a way-station for digital photos on the road, quickly importing images for easy sharing and editing. Here's hoping it's built into 2011's iPads.

Runners Up

JaDu Industries
Skadoosh
\$100

Luxa2
H4 Holder
\$60

Apple Product of the Year - Editors' + Readers' Choice



iPad

It's rare, but it happened: Apple hit a home run with a first-generation product. The iOS-based iPad tablet computer was selected by iLounge's editors and readers as the company's best digital media product of 2010, by a wide margin. Runners Up: **iPhone 4** (\$199-\$299), **iPod touch 4G** (\$229-\$399).

Portable Speaker of the Year



Logitech **Rechargeable S715i**

Unlike many companies, Logitech rarely takes an opportunity to leave a good (or even great) thing alone, and S715i is a prime example: it delivers such sonic improvements over its top-shelf Pure-Fi Anywhere predecessors that nothing rivals it for the \$150 price. It's large, but boy, does it sing.

Runners Up

iHome iP46 \$100	Philips SBA3000 Baton \$50
-------------------------------	---

Clock Radio of the Year



iHome **iA100**

iA100 was award-worthy even before iHome's last-minute change to add iPad compatibility: impressive sound, Bluetooth streaming and speakerphone features, plus app integration for iPhones and iPods. Thanks to the well-executed iPad dock, it's a \$200 speaker anyone can enjoy.

Runners Up

Cambridge i525 \$150	iHome iP90 \$100
-----------------------------------	-------------------------------

Innovation of the Year



Parrot **AR.Drone**

Parrot's \$300 AR.Drone combines the fun of controlling a real hovercraft with the amazing ability to watch what it sees as it flies, shattering conceptions of what iPhones, iPod touches, and iPads can do. All it needs is longer battery life. Runners Up: H2O Audio **Surge Contact** (\$70), iHome **iA100** (\$200).

Deluxe Speaker of the Year



Geneva Lab **GenevaSound S**

iPod and iPhone owners have been waiting for Geneva Lab to create something that mere mortals can afford, and this is it: a distillation of the company's high build quality and iconic design elements into a compact and very nice-sounding \$300 speaker and radio, plus a stand.

Runners Up

Bowers & Wilkins Zeppelin Mini \$300	Creative ZiiSound D5 \$300
---	---

Car Accessory of the Year



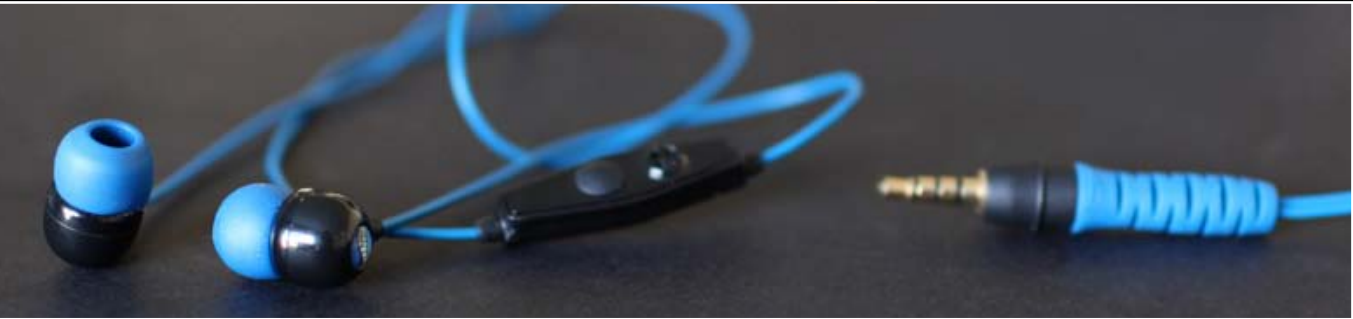
Griffin **iTrip DualConnect**

This was a slow year for in-car accessories, but iTrip DualConnect brought iPod touch and iPhone users welcome financial relief in the form of a \$60 charger, line-out and FM transmitter combo that can be used for both audio and power in virtually any car, tuning with a free app.

Runners Up

Kensington PowerBolt Micro \$25	Scosche motorMouth II \$80
--	---

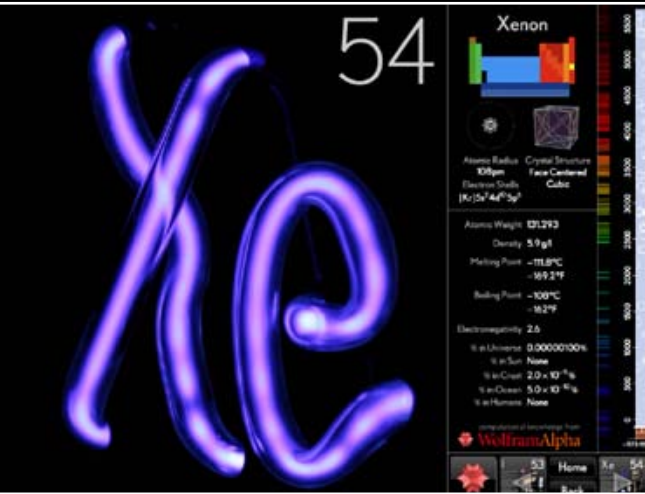
Headphone of the Year



H2O Audio **Surge Contact**

Whether you're concerned about sweat, rain, or the obvious risks involved in swimming with your iPod or iPhone, these innovative \$70 waterproof microphone- and remote-equipped earphones let you listen and talk without moisture fears. Runners Up: B&W **P5 (\$300)**, V-Moda **Remix Remote** (\$100).

iPad App of the Year



Theodore Gray **The Elements**

Many compelling applications were released in the iPad's first year, but The Elements stood out as a staggering example of how a large touch display and amazing graphics could revolutionize education. Gray brings the staid periodic table to 3-D life in a way that was unthinkable before. Worth \$14, and inspirational.

Runners Up

- iTeleport
iTeleport
\$25
- Omni Group
OmniGraffle
\$50

iPad Game of the Year



PopCap **Plants vs. Zombies HD**

Some games were born to be played on the iPad, and though the \$10 Plants vs. Zombies arrived first for computers, it's best on this platform - and one of the most universally appealing games in years. Girls love flowers, guys love zombies, and PopCap brings them together with depth and humor that transcend the tower defense genre.

Runners Up

- Freeverse/Ngmoco
Wargate HD
\$8
- Hemisphere
Osmos
\$5

iOS Game Developer of the Year - Editors' + Readers' Choice



PopCap **Games**

Readers and editors agreed: no other company released as many "tell your friends" iOS titles in the last year as PopCap: Bejeweled 2 + Blitz, Plants vs. Zombies, and Peggle Nights were insanely addictive at awesome prices. Updates took its B titles to A levels, too. Runners Up: **Electronic Arts**, **Rovio Mobile**.

iPod/iPhone Game of the Year



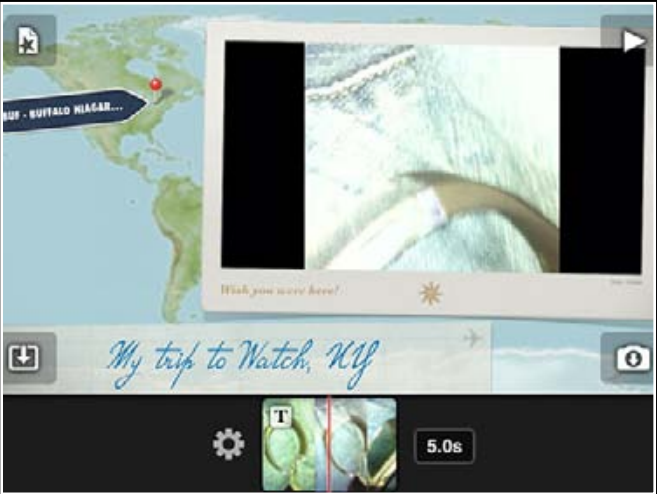
Electronic Arts **Madden NFL 11**

With graphics so detailed and well-animated that you could mistake them for a high-definition television broadcast, the \$8 iPhone and iPod touch version of Madden NFL 11 is even more fluid than the iPad version - such a step forward for pocket gaming that Nintendo and Sony now have no choice but to release new hardware.

Runners Up

- Gameloft
Modern Combat 2
\$7
- Mind Crew
Mayan Puzzle
\$1

iPod/iPhone App of the Year



Apple **iMovie**

Eliminating the need to rely upon a computer for home movie editing is no easy task, but the \$5 iMovie for iPhone 4 and iPod touch 4G makes it seem simple - adding titles, transitions, music, and photos directly to videos recorded on these devices takes seconds, and rendering to a complete 720p movie only minutes. Elegant.

Runners Up

- Silvio Rizzi
Reeder
\$3
- Siri/Apple
Siri Assistant
Free

iOS Application Developer of the Year - Editors' and Readers' Choice



Apple

From its iPad-only Keynote, Numbers, and Pages to its iPhone 4/iPod touch 4G version of iMovie, and newly universal MobileMe tools, Apple debuted many useful apps this year - the first time its software merited as much attention as major new hardware releases. Runners Up: **IDEO/Fisher Price, Netflix.**

iPad Kids' App of the Year



Pi'ikea St. **Interactive Alphabet**

Starting out as a \$3 iPad app before adding free support for Apple's smaller devices, Interactive Alphabet - ABC Flash Cards has the sort of little nuances that impress parents and the big, fun activities that engage kids. Each update takes a great title and makes it better, improving the interactivity and adding more audio. We love it.

Runners Up

- Darren Murtha Design
Drawing Pad
\$2
- Peapod Labs
ABC Wildlife
\$3

iPod/iPhone Kids' App of the Year



Duck Duck Moose **Park Math**

As we've said before, Duck Duck Moose's iPhone and iPod touch apps are so consistently great that any one could be the Kids' App of the Year; still, the \$2 Park Math was the best. Combining beautifully drawn art with classical music and gently educational math lessons, it makes great use of small screens, speakers, and students.

Runners Up

- Disney
My Baby Einstein
\$4
- IDEO/Fisher Price
See 'n Say
\$2

iPad/iPhone/iPod Accessory of the Year



iHome **iA100**

Of the hundreds of accessories we considered as possible Accessory of the Year award winners, iA100 stood out because it was great in many ways: the best iPad speaker of 2010, one of the best examples of iOS app integration with an accessory due to iHome+Sleep, a great iPhone speakerphone, and amongst the best-sounding clock radios ever to be offered at a \$200 price tag. It attempts and succeeds at so much that most other add-ons released this year seemed comparatively simple, save for these runners up.

Runners Up

- Logitech
S715i Speaker
\$150
- Parrot
AR.Drone
\$300

Accessory Maker of the Year - Editors' + Readers' Choice



Logitech

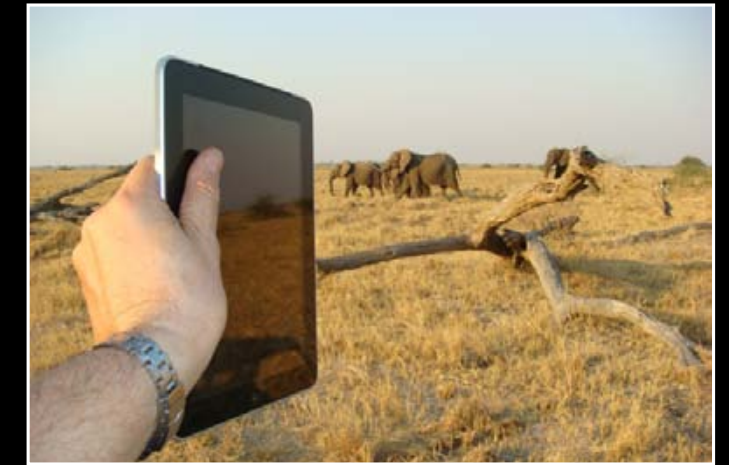
Between its impressive speakers and continued innovations from its Ultimate Ears earphone division, Logitech now offers some of the best audio gear in the world: S715i is now the top portable unit for iPods and iPhones, and its earphones, capped by the deluxe UE18 Pro, just keep getting better. Can it repeat with the iPad?

Runners Up

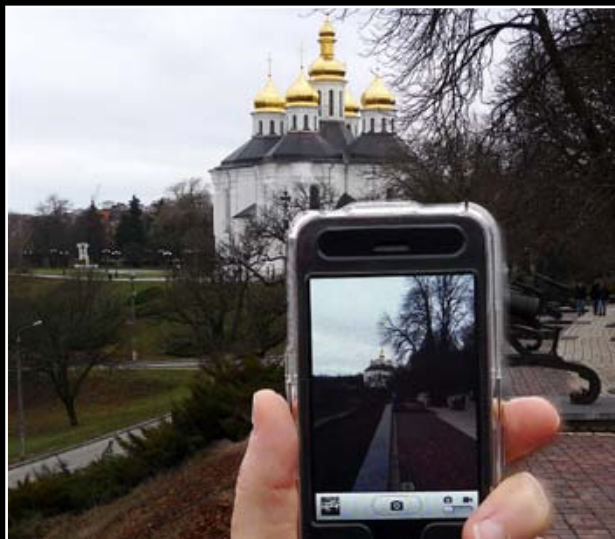
- Belkin
Griffin Technology
iHome

iPads, iPhones, and iPods
Around the World
Photo Galleries

We've been deluged with international iPad photos since the device's release earlier this year, but iPhone and iPod pictures have been flowing in, too. Here are some of our recent favorites.



iPad at Savute National Game Reserve
Botswana, Africa



Top: Beach Time for iPhone 3G
Sinemoretz, Bulgaria

Left: iPhone 4 at Yekaterininskaya Church
Chernigov, Ukraine

Right: iPad Surveying Padova
Padua, Italy



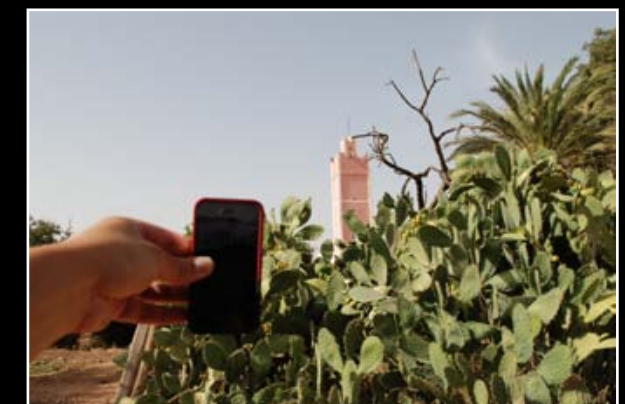
iPad Over Rift Valley
Kenya, Africa



iPad at Petra's Amphitheatre
Petra, Jordan



iPhone 3GS and The Lions
N. Botswana, Africa



iPhone 4 Before the Mosque and Cacti
Tiout, Morocco

Europe

Middle East/Africa

Clockwise From Top Right:

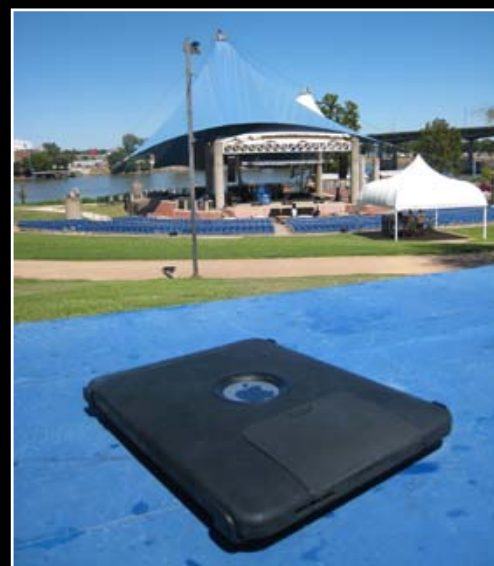
iPhone 4 at Cerro San Cristóbal
Santiago, Chile

iPhone 3GS Fishing at Buzios Beach
Rio de Janeiro, Brazil

iPad at Riverfest Amphitheatre
Little Rock, Arkansas, U.S.A.

iPad Crossing The Arctic Circle
Dalton Highway, Alaska, U.S.A.

Steve Martin's iPad Set List at Bonnaroo
Manchester, Tennessee, U.S.A.



The Americas

Clockwise From Top Left:

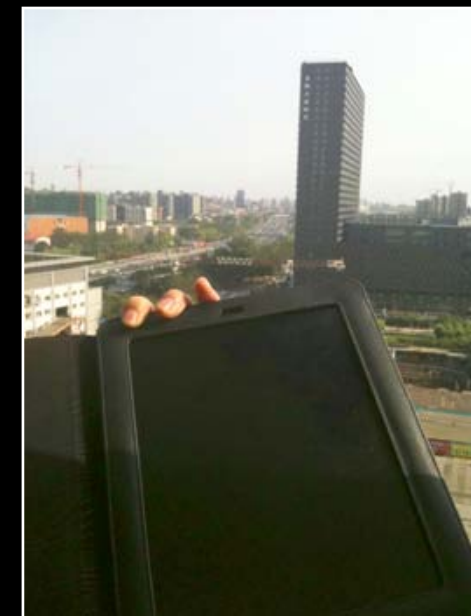
Pat Craddock Paints The Bluff With an iPad
Barwon Heads, Australia

Vintage iPad, Engagement Pictorial
Intramuros, Manila, Philippines

iPhone 3GS at Westpac Stadium
Wellington, New Zealand

iPhones On The Shinkansen Bullet Train
Japan

iPad Next to Beijing's 4th Ring
Beijing, China



Asia/Pacific

iPod, iPhone, iPad + iTunes **History**: 2001-2010

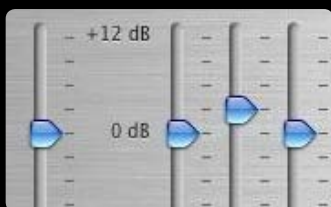
With the tenth anniversaries of iTunes and the original iPod coming up in 2011, we take a look back at the key histories of both of these early Apple digital media products, as well as the successes they subsequently inspired: sales of over 275 million iPods, plus the breakthrough iPhone, two Apple TVs, and the increasingly popular iPad multi-touch tablet computer.

2001

January 9

iTunes 1.0 for Mac

After buying rights to an existing program called SoundJam MP from Casady & Greene, Apple introduces iTunes 1.0 for the Mac, a program that converts audio CDs into compressed digital audio files, organizes digital music libraries, and plays Internet radio. No PC version is planned.



November 2

iTunes 2.0 for Mac

iTunes 2.0 is released for the Mac, adding iPod support, ID3 and metadata support, MP3 CD burning, and sound control features such as an equalizer and crossfading.



Months after iTunes appears, Apple unexpectedly announces the first iPod at a price of \$399. Unlike most (but not all) competing digital audio players available at the time, Apple relies on a 1.8" hard disk for storage instead of flash memory or interchangeable CDs, and uniquely focuses on promoting the small size, power, and ease of use of its device. The first iPod has a 5 Gigabyte storage capacity - enough for over 1,000 songs - and works only on Macs, using iTunes to convert and organize music. According to Apple, iPod development began only six months before its release.

October 23

iPod (5GB) Announced

November 10

The First iPod Ships

December 31, 2001

125,000 iPods Sold

2011 BUYERS' GUIDE

2002

March 20

The 10GB iPod

Now there's a 10GB iPod for \$499. New iPods ship with the ability to display business card-like contacts - will this be an Apple PDA? At this time, the iPod is still a Mac-only product, but programs that let iPods work with PCs begin to trickle out.



July 17

iPod Goes PC, 20GB

Apple releases PC-friendly iPods, replacing the old moving scroll wheel with a touch surface, adding a new \$499 20GB version, and lowering old prices.



iPod Limited Edition

Apple unveils "limited edition iPods," featuring the engraved signatures or logos of Madonna, Tony Hawk, Beck, or No Doubt for an additional \$49. Thus, the company's most expensive signed iPods now sell for a total price of \$548.

December



iTunes 3.0 for Mac, MusicMatch PC

iTunes 3.0 is released for the Mac, adding support for Audible audio books, ratings, smart playlists and playlist import/export. To provide software for its new PC-ready iPods, released this day, Apple includes MusicMatch, another company's program, which is adequate but not fantastic.

July 17

Big Box Retailers Go iPod

Best Buy, Target, and Dell are all selling iPods, with Dell eventually offering amazing discounts; competitors such as Creative try to squeeze 2.5" hard disks into enclosures more like the iPod's.



October

December 31, 2002

595,000 iPods Sold

2003

March

Microsoft Media2Go

Microsoft announces the Media2Go audio/video concept, which by its late 2004 release is called "Portable Media Center" and deemed an "iPod killer."

April 28



Third-Gen iPods

Apple releases new iPods that are even thinner and smaller than before, feature a bottom Dock Connector port rather than a top-mounted FireWire port, and have entirely touch sensitive controls. The new "third-generation" iPods have higher capacities than 2G iPods offered for the same prices: now 10GB

(2,000 songs) is \$299, 15GB (3,700 songs) is \$399 and 30GB (7,500 songs) is \$499. All the new iPods now work on either Macs or PCs.

June 19

iPod Gets USB 2.0

Apple releases USB 2.0 compatible cables and drivers for the new iPods, dramatically expanding the number of PC users who can use them with their FireWire-less machines.



October 16

Now the iPod Records

Belkin and Apple co-announce the first voice recorder and digital photo transfer add-ons for the third-generation iPod.



April 28

Mac iTunes 4.0, iTunes Music Store

iTunes 4.0 is released for the Mac, adding the AAC audio codec, support for DVD burners, networked music library sharing, and album artwork. Apple also launches the iTunes Music Store with 99 cent per track (\$9.99 per album) pricing and a library of 200,000 songs. Unfortunately, neither iTunes nor the music store is available for PC users, who are becoming a larger part of Apple's iPod business. By the end of its first week, the Store has sold 1 million songs.

3G iPod Update

Four months after the new iPod's release, a 20GB (5,000 song) model replaces the 15GB version at \$399, and a 40GB (10,000 song) model replaces the 30GB version for \$499. Sales are brisk.

September 8

iTunes 4.1 for Mac/PC

Apple releases both iTunes 4.1 and the iTunes Music Store (iTMS) for U.S.-based PC users, phasing out support for the less popular MusicMatch PC software in the process.

October 16

December 31, 2003

2,046,000 iPods Sold

2004

January

iPod mini, iPod+hp

Critics question Apple's sanity when it debuts a smaller, 4GB iPod mini for \$249, offering 5 colored aluminum shells, and introduces a 15GB \$299 iPod.



Separately, Hewlett-Packard promises a special blue version of the bigger iPod for a mid-year release.



February-March

iPod mini Ships, Sells Out, Delays

Proving the critics wrong, long lines form for the small, colored iPod minis, which is quickly considered the ideal purse and bag-ready iPod. Sales are so strong and parts are so scarce that Apple delays the international launch until July.

iPod 4G



Borrowing the mini's new Click Wheel, Apple debuts the fourth-generation ("4G") Pod at \$299 (20GB) and \$399 (40GB), thinning their bodies and stripping pack-ins from the prior 3G packages.

July 26

July 17-20

Motorola + Apple?

Motorola promises that its next-gen phones will be iTunes-compatible, without specifics.



iTunes 4.5 + 3M iPods

Apple adds the Apple Lossless format to iTunes 4.5, as well as a WMA conversion tool for PCs. Within a week, Apple will sell the 3 millionth iPod, only 4 months after selling the 2 millionth, and critics will slowly begin to turn against cheaper, harder-to-use competitors.

April 28

June 15

iTunes 4.6 + EU iTunes Music Stores

Version 4.6 adds AirTunes, for AirPort Express wireless access to iTunes music. Apple launches three European iTunes Music Stores, too: France, Germany, and the United Kingdom collectively sell 800,000 songs in their first week.

July 11

iTMS: 100m Sold

iTunes becomes the first digital music store to sell 100 million songs.

July 26

Real's Harmony

RealNetworks releases Harmony, enabling songs sold by Real to be played on iPods without Apple's permission. Apple blasts Real and implicitly threatens a suit.

2004 continued

Apple Thinks Video
Apple quietly begins to search for wireless and video experts to join its iPod division.

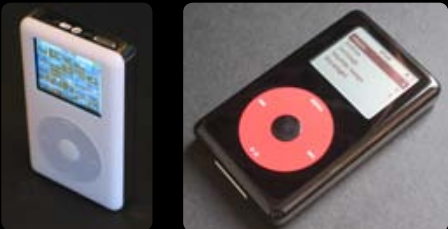
August 25

iPod+hp Ships
Hewlett-Packard starts to ship the "Apple iPod from HP," a repackaged 4G iPod with new manuals and HP-supplied technical support. It does not, as initially promised, come in blue; it's Apple-identical white. Separately, HP also announces an iPod-compatible printer and "printable tattoos" to cover the bodies of iPods.



iPod Photo, U2 iPod
Apple debuts a color-screened 4G iPod called iPod Photo (\$499-\$599) in 40GB and 60GB models for the holidays. It also launches the iPod U2 Special Edition (\$349), a black-bodied version of the black-and-white screened 4G iPod, signed by the four members of the rock band U2. The P in photo is later decapitalized, matching the mini and other models.

October 26



December 31, 2004
10,309,000 iPods Sold

August 10
iTMS Catalog hits 1m
One million songs are now available from the iTunes Music Store.



September-October
Microsoft Talks
In launching Portable Media Centers, Microsoft execs go on an anti-iPod PR offensive, calling it unsafe and its buyers music thieves.

October 12-14
iPod, iTunes Rule
Four million songs are being downloaded from iTunes per week, and roughly 6 million iPods have been sold. Apple sells over 80% of all U.S. digital music players.

October 27
iTunes 4.7
iTunes adds photo syncing support for the iPod Photo, and a search for duplicate songs feature to help clean growing libraries.

November 11
Sony Goes MP3
Having failed to popularize ATRAC-based iPod rivals, Sony announces an MP3-ready Walkman, and plots with Warner to take away the iPod's lead in digital music.

2005

January 11
iPod shuffle
Sold for only \$99 (512MB) or \$149 (1GB), Apple's flash-based iPod shuffle ditches a screen in favor of super-simple button controls. Within four months, Apple controls 58% of the flash player market.



February 23
iPod Price Drops
Apple kills 40GB black-and-white and color iPods in favor of a \$349 30GB iPod photo and a lower-priced 60GB model (\$449). It also introduces a \$29 Camera Connector so that photo transfers to the color iPods can be done without iTunes.

shuffle Knocked Off, Battery Suit Settled
Clones of the iPod shuffle appear in Taiwan, and Apple settles a massive class action lawsuit over iPod battery defects.



June 2
"iPods" Go Color
Color "iPods" replace "iPod photos" at \$299 (20GB) and \$399 (60GB) prices. Apple also drops the price of the 1GB iPod shuffle to \$129.

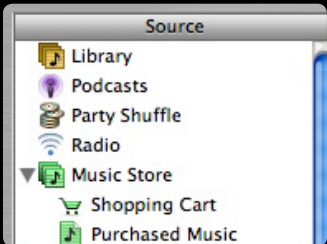


June 28
Bush Gets iPod
Following Queen Elizabeth II's purchase of an iPod, U.S. President George Bush receives one as a gift.



January 25
#1 Brand: Apple
Apple's U2 Silhouette ad is named smartest ad campaign by Business 2.0. By month's end, the company is named the top global brand in a survey of 2,000 ad professionals.

iTunes 4.9, Podcasts
iTunes 4.9 adds free downloads of radio-like audio "podcasts" to the iTunes Music Store, plus iPod-ready playback.



July 29

HP Ends iPod Sales After replacing its CEO, HP abruptly stops iPod sales, claiming that repackaging iPods wasn't a good fit with its future business plans. Retailers sell off stocks of 4G, mini, and shuffle models that were badged with HP logos, some released only weeks earlier.

September 7

mini Killed, nano and ROKR Debut

Apple replaces its "most popular iPod", the mini, with the smaller iPod nano (2GB/\$199, 4GB/\$249), in both black and white color options. The company also announces a special edition engraved Harry Potter iPod, and Motorola's first iTunes phone, ROKR E1.



October 12

iPod (with video)

The 5G iPod debuts, billed as a music player "with video as a bonus." It features a 2.5", 320 x 240 screen and enough battery life to play videos for between 2 or 3 hours, depending on which model (30GB/\$299, 60GB/\$399) you purchase.

December 8-13

Creative, Microsoft, MTV

Creative launches a clone of the new iPod called Zen Vision: M, as Microsoft and MTV work to duplicate iTunes with an URGE music service.

2005 continued

August 10

Apple Can't Patent UI

Failing in its attempt to patent the iPod's UI, Apple finds itself threatened by Creative, which successfully patented a key aspect of library navigation.

September 7

iTunes 5.0

iTunes 5 adds staff reviews of music, a streamlined look, easier search features, and preference menu changes.



October 12

iTunes 6

In iTunes 6, Apple adds videos to the iTunes Music Store, with 5 TV shows and 2,000 music videos sold at \$1.99 each. Videos are 320x240 pixels, and formatted for the iPod's display, rather than a computer or TV. By month's end, 1 million videos have been sold. Gifting and reader reviews are added, as well.

December

42M iPods, shuffles Sold Out

Before the year ends, Apple announces sales of 30 million iPods, and notes that shuffles are sold out through year's end. NBC joins the iTunes Music Store, too. Strong holiday sales propel the iPod sales number up to 42,269,000 units.

January 10

iPod + FM Radio

Responding to user demands, Apple intros the iPod Radio Remote to add FM to iPods and nanos.

February 7

1GB iPod nano, Cheaper shuffles

Via press release, Apple expands the iPod nano's appeal with a \$149 1GB model, and drops the prices of 512MB (\$69) and 1GB (\$99) iPod shuffles.

February 28

iPod Accessory Day

At a "fun new products" press event, Apple unveils the iPod Hi-Fi, a \$349 "audiophile" speaker system, and \$99 leather cases for the iPod and iPod nano. Many users are shocked by the prices and skeptical of the accessories' value, ridiculing them before release.

April 19

PortalPlayer Out, Samsung In iPods

Longtime iPod chip maker PortalPlayer is dumped by Apple for future iPods, and replaced by Samsung, which already supplies iPod flash memory.

May 15

Creative vs. Apple

Creative and Apple sue each other over iPod UI patent violations.

June 6



New U2 iPod

A video-ready version of the U2 iPod debuts, bundled with a U2 video download.

2006

February

Sandisk as #2

The memory chip maker unexpectedly overtakes Sony, Creative, and others as the #2 U.S. MP3 player vendor, distant only to Apple.

February 22

1B iTunes Songs

Apple's iTunes Music Store sells the 1 billionth song to Alex Ostrovsky, who wins an iMac, 10 60GB iPods, a \$10,000 iTunes credit, and his name on a Julliard Music School scholarship.



March 8-14

iTunes Season Pass

TV shows and sports events can now be purchased on discount in advance, with future parts downloading automatically as they're released on iTunes.

May 23

Nike + iPod

The Nike + iPod Sport Kit is announced as a \$29 iPod nano add-on, letting runners track their progress and hear voice prompts. 450,000 are sold in 90 days.

June 12-20

Chinese Trouble

iPod manufacturer Foxconn is exposed in a British tabloid for poor working conditions; the CEO oddly tells shareholders that Apple is working on a "none-touch" iPod, without elaborating.

July 11

**Microsoft's Zune**

Having failed to beat Apple with earlier ideas, Microsoft plans iPod and iTunes clones for late 2006.

August 8

U.S. Carmakers Back In-Car iPod

Ford, GM, and Mazda announce that their 2007 models will offer iPod-ready stereos, radically increasing iPod-in-car options. By year's end, over 70% of cars to be sold in the U.S. are claimed to be iPod-ready in some form or another.

September 5

"Made For Sansa"

SanDisk announces the Made for Sansa accessory program, in conjunction with a handful of iPod accessory developers.

September 12

**iPod 5.5G, nano 2G, shuffle 2G Premiere, iTV/Apple TV Shown**

Apple debuts enhanced video iPods with brighter screens, better prices and capacities (30GB/\$249, 80GB/\$349); new iPod nanos with five colored

aluminum casings, better battery life, and higher capacities (2GB/\$149, 4GB/\$199, 8GB/\$249); and one brand-new, radically smaller, metal-bodied iPod shuffle (1GB/\$79).

The company also offers an advance look at iTV, a device that wirelessly spools iTunes content to a TV.

**2006** continued

August 4-22

Bye, Dell + Napster

iPod and iTunes competitors Dell and Napster falter, with Dell quietly withdrawing from the digital music player market, and Napster publicly mulling a sale.

August 23

Apple + Creative

Apple and Creative settle their suits; Creative becomes an iPod add-on maker and receives \$100 million from Apple, which tersely accepts the Zen patent, but will recoup some money if Creative licenses the patent to others.



September 12

iTunes 7.0; Movies & Games

\$4.99 iPod games and \$9.99-14.99, 640x480 movie downloads are added to the renamed "iTunes Store" as iTunes 7 is released. iTunes additions include Cover Flow, a graphical browser for album and video cover art, and gapless audio playback.

October 13

**PRODUCT (RED) iPod nano**

The PRODUCT (RED) iPod nano is released, with \$10 of every red, \$199 4GB nano purchase going to fight AIDS in Africa.

December 31, 2006

88,701,000 iPods Sold

January

iPhone, Apple TV Feted

Apple announces the "revolutionary" iPhone, mixing a cell phone, Internet communicator, and best-of-class widescreen video iPod. Priced at \$499 (4GB) or \$599 (8GB), and requiring an AT&T two-year contract, iPhone features an amazing 480x320 3.5" touchscreen display, and is set for a June launch. The renamed Apple TV (iTV) is set for a February release with a 40GB drive for storing media.



February 21

Cisco + Apple

A fight over the iPhone trademark is resolved, with Cisco and Apple sharing the name.

March 20

**Apple TV Ships**

Delayed a month, Apple TV launches as the "DVD player for the 21st Century," requiring an extended- or high-definition TV set and the purchase of video cables. Limited to playing back videos that were converted for or purchased through iTunes, the \$299 device receives mild praise, mostly for its simplicity, but format support, pricing and its ultimate utility are widely questioned.

May 29

iTunes 7.2, DRM-Free

Apple adds \$1.29 iTunes Plus downloads to the iTunes Store, removing DRM and doubling the bitrate of tracks to 256Kbps. It lets users upgrade old tracks for 30 cents each; only certain labels support Plus.

2007

January 30

iPod shuffle colors

Apple adds four new colors (green, blue, pink, and orange) to the existing silver iPod shuffle, without changing prices.

February 6

Jobs Fights DRM

In an open letter on Apple's website, Apple CEO Steve Jobs says that the company is willing to sell DRM-free music through the iTunes Store if labels will supply it, but refuses to license Apple's DRM to competitors, as French lawmakers have been attempting to force the company to do.

March 5

iTunes 7.1

Released before Apple TV, iTunes 7.1 adds support for streaming and synchronizing iTunes-playable media to the TV-ready device, as well as a new full-screen Cover Flow mode and a collection of confusing sorting options.

April 9

100m iPods Sold

Apple breaks the 100 million sales mark for the iPod family.

April 25

Updates Promised

Apple promises frequent feature updates for Apple TV and the iPhone, to surprise and delight users.

May 30



Apple TV Updates

Now deemed only a “hobby” by Apple CEO Steve Jobs, Apple TV gets a 160GB version (\$399) and a YouTube browser.

June 29

iPhone Dominates Media, Launches

After utterly dominating news reports for the entire month of June, iPhone is launched to lines all across the United States on the 29th, selling 270,000 units in its first weekend, but not selling out at many locations. AT&T activation problems dog the otherwise happy event, but are mostly resolved two weeks later.



September 5-6

iPhone Mea Culpa, iTunes 7.4

Along with the new iPods, Apple releases iTunes 7.4, with a 99-cent ringtone creator for the iPhone, plus support for a new iTunes Wi-Fi Music Store for iPod touch and iPhone. CEO Steve Jobs apologizes for the shockingly fast iPhone price cut, offering a soothing \$100 Apple Store credit to early adopters.



October 22

119,265,000 iPods sold

The number, tallying total iPod family sales for six years, doesn't include 1,389,000 total iPhones sold through September 2007.

2007 continued

June-July

iTunes 7.3, #3 in U.S., 3B songs

iTunes 7.3 is released with iPhone activation support, and the iTunes Store becomes the #3 vendor of music in the United States, surpassing Amazon.com despite the fact that it only sells digital music - a supposed niche. The store also reaches the 3 billion songs sold mark, unceremoniously.

August 31

NBC Ends iTunes Deal

Shocking TV fans, NBC opts not to renew its iTunes agreement. Apple blames greed, and refuses to carry the network's Fall lineup.

September 5

iPod nano, classic, touch Debut, shuffle Recolored, iPhone price cut

A video nano (\$149/4GB, \$199/8GB), renamed “classic” iPod (\$249/80GB, \$349/160GB), and widescreen flash iPod touch (\$299/8GB, \$399/16GB) debut, while iPhone's price is radically cut by \$200 to spark demand, and the 4GB model is killed. Four new muted iPod shuffle colors replace January's four, matching three from the similarly dimmed nano, plus purple.



October 17-25

iPhone Dev Center opens, SDK?

Mid-month, Apple says it will release a software development kit for the iPhone in February 2008, then opens a site with tips on creating custom iPhone “web apps.”



November 9-29

iPhone Hits UK, Germany, France

Following September and October announcements, O2 (UK) and T-Mobile (Germany) become exclusive iPhone service providers on November 9, with France's Orange joining on the 29th. Sales are respectable but not fantastic, and by December, O2's CEO is already talking about a “3G iPhone” for 2008.

December 7

Apple Fights iPhone Unlockers

Despite software updates from Apple, hackers continue to succeed in their “cat and mouse game” of unlocking iPhones for sale overseas, and “jailbreaking” them to run unauthorized applications. Apple threatens overseas importers with legal penalties of up to \$1,000 per phone sold.

January 15

iPhone, iPod touch, Apple TV Software Updated with Major New Features

While both the iPhone and iPod touch receive version 1.1.3 software, adding home screen customization and a location finding ability for Maps, Apple offers touch owners a collection of previously iPhone-only apps such as Mail for \$20. Apple TV software version 2.0 is shown, adding support for iTunes purchasing and movie rentals, while the hardware drops in price to \$229 (40GB) or \$329 (160GB). Version 2.0 is released on February 12.



January 22

Apple Adds Pink 8GB nano

A lighter pink 8GB iPod nano is released as a sixth “Spring” color or Valentine's Day gift for the standard \$199 price.



2007 continued

November 16

Carmack Critizes iGaming Strategy

Following numerous comments from developers skeptical of Apple's still-cloudy plans for iPhone software, famed game programmer John Carmack, maker of Doom and Quake, describes Apple's closed game development strategy for iPods as “horrible,” noting that he personally told Steve Jobs not to repeat the mistakes with iPhone gaming, but isn't optimistic.

2008

January 15

iTunes 7.6: Movie Rentals + Copies

Following months of leaks, Apple and all six major movie studios debut a U.S. movie rental service for iTunes, offering \$2.99-\$4.99 pricing depending on the movie's age and DVD or HD quality. It also announces iTunes Digital Copy, which lets buyers of certain Fox movies transfer iTunes-ready, DRM-protected versions.



January 22

141.365m iPods, 3.7m iPhones sold

Apple's strongest quarter in history adds 22.1 million iPods and over 2.3 million iPhones to the tallies. Reports suggest up to 1/3 of iPhones are purchased to be unlocked; Apple cites strong global interest.

February 5

16GB iPhone, 32GB touch Added

Via press release, Apple debuts a \$499 16GB iPhone and a \$499 32GB iPod touch, with the touch selling in Europe at a slightly lower price than the iPhone.

February 20-26

iTunes Store #2 Music Retailer in U.S.

Stunning those who believed physical CD sales to be considerably stronger than digital downloads, the iTunes Store becomes #2 in U.S. music sales, trailing only Wal-Mart. One week earlier, Apple took steps to shut down developers of the Hymn Project, software that stripped DRM off of iTunes-purchased music.



March 14

Ireland, Austria Get iPhone, Supplies Low

As the U.K.'s O2 and Germany's T-Mobile expand iPhone sales to Ireland and Austria, respectively, stocks of 16GB iPhones begin to dry up in other countries, with replacements expected around May.

April 3

iTunes Store #1 U.S. Music Retailer; AT&T Hints 3G iPhone "in Months"

Less than two months after becoming the #2 U.S. vendor of music, the iTunes Store surpasses Wal-Mart to become #1 after less than five years in business. As supplies of 8GB iPhones become scarce, AT&T Mobility's CEO suggests that a 3G iPhone is coming "in months," as sources indicate the iPhone will be replaced rather than kept around. By early May, US and UK stocks have been depleted.

April 23

152m iPods, 5.4m iPhones Sold

Reflecting slowing sales growth, Apple announces sales of 10.6 million iPods and 1.7 million iPhones during the prior quarter.

iPhone Patented

A 371-page filing attempts to cover the entire UI.

May 29

2008 continued

February 19

iPod shuffle 1GB drops, 2GB debuts

Marking a historically low entry point for the iPod family, the 1GB iPod shuffle drops in price to \$49, while a new 2GB model is added for \$69, both in the same five colors. The 2GB model hits stores in early March.

March 6

Apple Holds iPhone SDK Event

Instead of releasing an iPhone software development kit in February, Apple in March debuts a free beta kit and a \$99 developer program, initially for select U.S. applicants only. All iPhone software will be distributed through iTunes, starting in June, with iPhone/iPod touch 2.0 software required. Early games and apps are shown. Developers, including John Carmack, offer praise for the plans, with some reservations; the kit hits 100,000 downloads in 4 days. Eight days later, Apple angers developers by sending out mass rejection letters to program applicants, later blaming high demand.



April

Apple buys chipmaker P.A. Semi

Without explaining its intentions, Apple confirms that it has agreed to purchase a maker of low-power CPUs; later, it says the chips are for future iPods + iPhones.

May 5

Apple Welcomes Int'l Developers

Two months after allowing U.S. developers into its iPhone SDK program, Apple allows select international developers to join, too.

June 9

iPhone 3G, 2.0 Software Finally Dated

After months of leaks, Apple sets a July 11 release for iPhone 3G (8GB/\$199, 16GB/\$299), a faster, plastic-bodied, and GPS-enabled iPhone intended to appeal to new and international customers. Seventy countries - including Japan and Australia - will get the new model, with software version 2.0 and the App Store pushed off to match the 3G's launch date; a "push" notification system for both e-mails and apps is under development. Rate plan announcements anger many potential buyers, leading to petitions for lower prices, some effective.



July 11

iPhone 3G Bows

Starting in Australia and New Zealand, the iPhone 3G begins a weekend of worldwide launches. Lines form at Apple and partner stores, but activation delays, dropped calls, and software problems disappoint buyers. Still, Apple sells 1 million units in three days.



September 9-11

New classic, nano, touch released

Confirming earlier leaks, Apple unveils the fourth-generation iPod nano (8GB/\$149, 16GB/\$199), repackaging the prior model in a taller, more colorful aluminum shell, and the second-gen iPod touch (8GB-32GB/\$229-\$399), with a speaker, volume buttons and Nike + iPod wireless support. A 120GB (\$249) iPod classic replaces the old 80GB and 160GB models, and four iPod shuffle colors are updated to brighter tones.

**2008** continued

June 19

iTunes Store Sells 5 Billion Songs

Now with a catalog of over 8 million tracks, the Store also claims to be the world's most popular online movie store, as well.

July 10

iTunes 7.7, App Store, Apple TV 2.1

One day before the release of iPhone 3G, Apple releases iTunes 7.7, adding the App Store and an initial slate of 500 downloadable applications, 25% of them free. The company also releases Apple TV software 2.1, which like iTunes 7.7 lets iPod touches and iPhones serve as remote controls for playback of their libraries.

July 21-30

163m iPods, 6.1m iPhones Sold

September 9

iTunes 8: HD TV Shows + Genius

Apple releases iTunes 8, adding HD TV show downloads - including NBC's - plus a photo-heavy Grid library view, a Genius feature to find music similar to a selected song, and a new visualizer.



September 17

4GB iPod nanos appear

Without warning, new 4GB iPod nanos appear in Europe, suggesting that Apple decided late on the top 16GB capacity.

October 21, 2008

174m iPods, 13m iPhones Sold

iPhone sales beat predictions, due to 30,000 selling locations worldwide.

November 4

**Fadell Out, Papermaster In**

Known as the father of the iPod - the man who pitched the device to Apple - Tony Fadell is abruptly replaced by Mark Papermaster as VP of iPod/iPhone Engineering, quietly leaving Apple in March 2010.

December 2

In-Ear Headphones with Remote + Mic Ship

Months after adding wired three-button remote and microphone support to late 2008 iPods, Apple ships a \$79 pair of canalphones as the first remote + mic accessory.



December 15-22

Apple Pushes iPhone As Gaming Device; Developer Complaints Grow

As Apple begins to push the iPhone as a viable and growing gaming platform, developers take to the Internet to complain about lengthy delays and amateurish Apple review processes that see titles rejected for unclear, often specious reasons. The complaints will continue through 2009.

February 3

New iPhone Model Leaks From UAE

Rumors of a new iPhone model launch in June start as the iPhone 3G is announced for sale in the United Arab Emirates, corroborated in March by spy photos of a new but similar-looking iPhone body shell.

March 17

Apple Previews iPhone OS 3.0

With a "Summer" release date, Apple shows off iPhone OS 3.0 beta for iPhone + iPod touch, adding Cut, Copy + Paste, Push Notifications, a Spotlight search feature, a Voice Memo recorder, third-party accessory support, stereo Bluetooth streaming, and a modem tethering capability for iPhones. Video recording, autofocus camera, and compass features are later found hidden inside.

2008 continued

November 19-21

Apple TV 2.1, iPhone OS 2.2

On the 19th, an update to Apple TV adds 3rd party remote control, and lets the device stream audio to other Apple wireless devices. iPhone OS 2.2 launches on the 21st with iPhone-only support for Google Street View and public transport directions, plus direct-to-device podcast downloads.

**2009**

January 6

iTunes To Go DRM-Free, \$0.69-\$1.29

Apple's last and least iPod/iPhone-focused Macworld Expo ever has only one iTunes Store announcement: in April, Apple will drop DRM for all music and let prices range within 30 cents up or down of \$0.99 per song. Very few will ultimately sell for less.

March 11

**iPod shuffle 3G Out**

Via press release, Apple unveils an all-new iPod shuffle, a tiny, slate-like model with no integrated play or volume controls, but 4GB (\$79) of memory and a VoiceOver feature to help users switch playlists. It requires Apple remote-equipped headphones, angering many users.

April 22-23

1 Billion App Downloads, Problems Persist

Nine months after opening the App Store, Apple celebrates the billionth app download ("Bump") by giving away a \$10,000 iTunes card, 17" MacBook Pro, 32GB iPod touch and Time Capsule to 13-year-old Connor Mulcahey of Weston, Connecticut. Hours earlier, Apple was forced to issue an apology for approving a baby shaking application, one of many deemed offensive or problematic by Store visitors.

June 8-19

iPhone 3GS, iPhone OS 3.0

Confirming months of rumors, Apple reveals the "50% faster" iPhone 3GS, which adds a 3.0-MP still camera, 640x480 video camera, compass, and faster chips to a body that looks almost identical to the iPhone 3G. The 16GB model is \$199, with 32GB at \$299. iPhone OS 3.0 ships right before the 3GS's June 19 release date for prior iPods + iPhones.



September 9

New iPod nano, shuffle, classic, touch models; 220m iPods, 30m iPhones

Rumors of a widescreen, camera-enabled iPod nano prove true as Apple also adds a pedometer, FM radio, and polished aluminum bodies to the new 8GB (\$149) and 16GB (\$179) models. Technical glitches are blamed for a missing camera in the new iPod touch (32GB/\$299, 64GB/\$399), which receives a 2X speed boost, Voice Control, and Accessibility features. iPod classic is bumped to 160GB with no other changes, and four new iPod shuffle colors appear, including \$59 2GB models and a \$99 4GB stainless steel special edition. By October, Apple says over 228 million iPods and 33 million iPhones have been sold.

**2009** continued

June 8

iPhone 3G 8GB At \$99, 16GB Gone

In announcing the iPhone 3GS, Apple discontinues the 16GB iPhone 3G, lowering the black 8GB model to \$99.



July 7

App Store Hits 50,000 Apps

On its first birthday, the App Store celebrates 50,000 apps, up from 500 at first.

July 28-August 3

Google Voice Rejected; FCC steps in

After Apple refuses to approve a Google app that offers free SMS and cheap long distance calling, the FCC investigates Apple's and AT&T's roles in the rejection.

September 9

iPhone OS 3.1, iTunes 9 Ship

Adding support for the new iPod touch and minor Bluetooth, video editing, and other bug fixes, iPhone OS 3.1 becomes available. iTunes 9 adds CD- and DVD-emulating iTunes LP and iTunes Extras features, app organization, a new iTunes Store design, and a wireless Home Sharing feature to let users transfer copies of music, videos, and apps to five different in-home computers.

September 14

Apple TV 160GB \$229

In September, the 40GB Apple TV is replaced at the same price by its 160GB brother, which was previously \$329.

October 22

Nokia Sues Apple Over Patents
Finnish cell phone maker Nokia claims that iPhones infringe 10 patents.

October 29

Apple TV 3.0 Software Debuts



With little fanfare, Apple announces a redesigned main screen for Apple TV, plus Internet Radio streaming.

December 7

Apple Buys Lala

As rumors swirl that Apple is planning a web-based version of iTunes, it starts a wave of small company acquisitions by buying Lala, which had created a music social network with song sharing features. Apple shuts down the site in April 2010 with plans to use its assets in a future version of iTunes.

January 5

Apple buys Quattro, App Store At 3B

Spurned by AdMob and Google, Apple buys smaller mobile ad company Quattro as it prepares to offer an iPhone OS advertising solution. It also announces the three billionth App Store download, noting a rate of 10 million downloads per day.

January 27

Apple shows iPad, iBookstore, iWork

Confirming rumors that had floated for years and picked up steam over the past several months, Apple unveils iPad with Wi-Fi (\$499-\$699) and iPad with Wi-Fi + 3G (\$629-\$829), multi-touch tablet computers with 9.7" glass-covered screens and iPhone OS 3.2 under the hood. Promised for release in 60-90 days depending on model, iPad will launch with a book reader (iBooks), store (iBookstore), and \$10 iWork apps Pages, Numbers, and Keynote.

2009 continued

November 4

App Store Hits 100,000 Apps

November 11

Google Grabs AdMob From Apple

After getting wind of Apple's interest in acquiring leading mobile phone ad company AdMob, Google snatches it up for \$750 million, beating an Apple bid and furthering the antagonism between the now-frenemies.

December 11

Apple Countersues Nokia

Alleging 13 patent infringements by Nokia, Apple ratchets up fight, which continues into 2010 with further claims by both sides.

2010

January 7

iLounge Pavilion Opens at CES

Following Apple's decision to stop attending Macworld Expo, over 100 iPod, iPhone, and Mac developers join a new Apple-dedicated section of the Consumer Electronics Show, which is warmly received.



2010 continued

February 24

iTunes Sells 10B Songs

Buying Johnny Cash's "Guess Things Happen That Way" scores Louie Sulcer of Woodstock, GA \$10,000 in iTunes credit.



April 3

iPad With Wi-Fi Launches in U.S.

Following two months of teases, the first iPad version arrives at homes and Apple Stores, going on to sell 450,000 units and 3.5 million iPad apps in only 5 days.

April 12-19

iPhone 4 Prototype Sold, Revealed

A lost prototype of a next-generation iPhone, rumored to be called iPhone HD, is sold by the finder to the blog Gizmodo, which dissects and photographs the device, humiliating the Apple employee who lost it and offering to trade it back to Apple in exchange for a better relationship or a statement that it was real. The device has glass front and back surfaces, a front-facing camera, rear LED flash, and a metal center; police become involved after it's returned. One month later, a white prototype appears in pictures online, as well.



February 5-22

Jobs Pitches iPad, Locks Out Sex Apps

Embarking on a personal demo tour of newspaper and magazine editorial offices, Apple's Steve Jobs pushes the iPad as the next platform for publishing, in order to get leading publications to create new apps. The company also starts to tighten content restrictions in the App Store, shutting out overtly sexual apps that were previously allowed to be sold.

March 16

Apple Sued Over iPod shuffle 3G

The remote control-dependent third-generation iPod shuffle generates legal action when users discover that the supposedly workout-ready device's controls fail after moisture exposure. One month later, Apple initiates a free replacement program for faulty earphones.

April 8

iPhone OS 4.0 Announced

One era ends and another begins as Apple announces iPhone OS 4.0, the first version of the operating system that will cut off support for the first-generation iPhone and iPod touch, while powering newer models with features such as multitasking for music, VoIP, and GPS, folders, Home Screen wallpaper, and iAd in-app advertising. iPad support is promised for "fall," with iPhone 3G/3GS and iPod touch 2G/3G releases in June to have different features.



April 30 - May 3

iPad With Wi-Fi + 3G Out in U.S., Apple Sells 1 Millionth iPad

On the day that Apple is announced as the largest cell phone maker in the United States, the cellular data-equipped second iPad goes on sale with \$15-\$30 AT&T data plans - no contract required. Within four days, Apple has sold the millionth iPad.

May 25

Zune Execs Gone

Despite an aggressive late 2009 relaunch of Zune with HD features, Microsoft loses the two key heads of the Zune division.



May 29

2M iPads Sold

June 7

iPhone 4 Debuts, iPhone OS Renamed

Confirming multiple prototype leaks, Apple officially announces iPhone 4 at its annual Worldwide Developer Conference, spotlighting its new 960x640 "Retina Display" and "FaceTime" video calling, which along with new front VGA and rear 5-Megapixel cameras constitute huge improvements to the prior model. The unit's black or white glass body and metal central frame-slash-antenna system are both praised on stage by CEO Steve Jobs, who also announces that iPhone OS has been renamed iOS, touting sales of 5 billion apps from a catalog of 225,000; quiet App Store changes bar Google's AdMob from iOS apps. iPhone 4 pre-orders start one week later, crashing Apple's and AT&T's web sites.



June 28

1.7M iPhone 4s Sold First Weekend

Antenna issues aside, Apple hails sales of the iPhone 4 as record-breakingly fast.

2010 continued

May 26

Foxconn Suicides Make Waves

Low wages, long working hours away from families, and little prospect of career advancement lead to clusters of suicides at the chief company responsible for iPod, iPhone, and iPad manufacturing; the company scrambles to improve conditions as media reports publicize the deaths.

June 2

AT&T Changes iPad, iPhone Plans

With only one full month under its belt as the iPad's sole U.S. cellular data provider, AT&T kills its \$30 unlimited data plans in favor of \$25 2GB plans, just ahead of the new iPhone launch. Old customers are offered old terms; new ones are capped.

June 21-23

iOS 4, iPhone 4 Released, iPad at 3M

iOS 4 launches a day before iPhone 4 for earlier iPhones and iPods, running well on 2009 models but having serious problems with older ones. iPhone 4 arrives, but only in black, with no explanation for the white model's delay. After announcing sales of 3 million iPads to date, Apple releases the \$5 video editing tool iMovie for the iPhone 4.



June 25

"Antennagate" Begins

Some early iPhone 4 users discover that their cell signals die when holding the phone normally; Apple downplays the issue for days before getting shamed by Consumer Reports, and sued by users.

July 2-July 16

Antennagate Continues

Apple concedes that its antenna strength is reduced when device is held, but says a software patch will show it's not as weak as believed. The patch merely reduces the "normal" number of bars. At a hastily-called event, CEO Jobs claims that other phones suffer the same problem, but offers free cases to iPhone 4 customers for two months, and no-questions returns. Other fixes are promised, too.

July 20

269M iPods, 59M iPhones Sold

August 9

Papermaster Out As iPhone, iPod Chief

Amidst reports suggesting an internal cultural clash and possible responsibility for the iPhone 4 antenna problems, iPod/iPhone Engineering VP Mark Papermaster is fired.

September 7-8

New iPods, iOS 4.1 Arrive

Subtle improvements see the iPod shuffle make unexpected gains in audio performance, while the new nano gets mixed marks for dropping so many past features while keeping the same prices, and the new touch is the family's best member, limited solely by capacity and by sub-iPhone 4-quality screen and camera parts. iOS 4.1 arrives with Game Center matchmaking, high dynamic range photos for iPhone 4, and bug fixes.



September 30

Apple TV 2G Arrives

The new Apple TV appears in stores; Netflix streaming and current-release films are early draws.



2010 continued

July 9

Mysterious Touchscreens Appear

A miniature Apple-branded touchscreen appears in photos, suggesting that an iPod shuffle-sized iPod touch is coming. A few weeks later, an iPod touch-sized screen is found with a built-in front-facing camera.

July 23

White iPhone Delayed, Free Cases

As Apple unveils its iPhone 4 Case Program, offering each buyer one free case from a small selection of online picks, it again delays the white iPhone 4.

September 1

iPod shuffle, nano, touch Replaced, New Apple TV + iTunes 10 Debut

Ignoring iPod classic, Apple debuts the fourth iPod shuffle (2GB/\$49) with built-in buttons, the sixth iPod nano (8GB/\$149, 16GB/\$179) - audio-only, with a clip and the leaked mini touchscreen - and the thinner fourth iPod touch (8GB/\$229, 32GB/\$299, 64GB/\$399) with twin cameras and a Retina Display. A second-generation Apple TV is unveiled for \$99, made from plastic and without a hard disk, optimized for streaming and video rentals; iTunes 10 with Ping and AirPlay - wireless media streaming to Apple TV and new devices - arrives, too.



October 16-18

278.5M iPods, 73.7M iPhones, 7.46M iPads Sold, 300K Apps

The iGlossary.

iPods and iTunes used to be simple, but now they, the iPhone, and iPad do so many things that even Apple struggles to explain their features efficiently. Our iGlossary cuts through the jargon to help you understand all of today's key terms.

AAC: Advanced Audio Coding is a sequel to MP3 audio compression technology. An AAC audio file offers superior sound quality to an MP3 audio file of the same size. All of Apple's iTunes Store audio files are sold in AAC format.

Accelerometer: A feature of some iPods, all iPhones, and all iPads that enables the device to know how much it is being turned on three axes, or shaken.



Accessibility: Apple's collective term for features designed to help disabled users to use its products. See Spoken Menus and VoiceOver.

Airplane Mode: A feature of the iPad, iPhone and iPod touch that turns off all wireless broadcasting and receiving capabilities at once, rendering the device "safe" for use on airplanes.



AirPlay: Once known as AirTunes, the just-updated technology that streams audio (and sometimes video or photos) from an iOS device, old Apple TVs, or an iTunes computer to other Apple devices or third-party accessories.



AirPort Express: Introduced in 2004, a brick-like Apple wireless device with an audio-out port. Can serve as a Wi-Fi router or receiver, sharing a broadband connection or merely receiving streamed audio from any computer with iTunes, playing

that audio through attached speakers using AirPlay.

AirPort Extreme: Introduced in 2003, Apple's wireless (Wi-Fi) router, compatible with Macs and PCs.

AirPrint: Apple's wireless printing solution for iOS devices, compatible with some wireless printers, as well as printers attached to computers running specific operating systems.

Anodized Aluminum: The matte-finished metal used in most iPods and many Macintosh computers.

Anodized Aluminum, Polished: A glossy version of anodized aluminum, debuted by Apple in the late 2009 iPod nano, then changed in 2010 for the iPod nano and iPod shuffle.

App (Application): Another word for "piece of software," used by Apple to refer to any downloadable software - including games - available for the iPad, iPhone, and iPod touch, soon the Mac as well.

App Store: The exclusive distribution point for all Apple-authorized software for the iPad, iPhone, and iPod touch.

2011 BUYERS' GUIDE

Apple: Founded in 1976, a 34-year-old maker of computers and software that in 2001 branched out into music players, 2007 into cellular phones, and 2010 into tablet devices. Maker of iPhones, iPods, iPads, iTunes, and numerous other products.



Apple A4 Chip: Based upon the ARM Cortex-A8, this customized CPU also includes a PowerVR SGX graphics processor, and is found inside the iPad, iPhone 4, iPod touch 4G, and second-generation Apple TV.

Apple Lossless: An Apple-developed audio format that creates sonically perfect copies of CD audio tracks while consuming less space.

Apple TV: A media player designed solely to be connected to high-definition television sets for the playback of standard- and high-definition video, stereo and 5.1-channel audio, and photos. The first model was effectively a seriously stripped down Macintosh computer without traditional keyboard, mouse, or monitor support, controllable only with various remote controls, and contained a hard disk. It was followed by a

smaller diskless iPod touch-like version that streamed rented, subscription, iTunes, and iOS device content.

Audible: Now owned by Amazon, a leading provider of audiobooks that can be played on iPads, iPods and iPhones.

Audiobook: A spoken version of a printed book, generally separated by chapter markers that can be skipped through like music tracks.

Autocorrect: A feature of the iPad, iPhone, iPod touch, and some software that automatically corrects perceived mistakes in your typing, using a dictionary and your prior key presses to guess what you wanted to type.

Autofocus: The ability of certain cameras to adjust their lenses to focus sharply on objects at different distances. Contrast with "fixed focus," where some close objects become blurry because the lens cannot adjust.



Aux/Auxiliary: Generally refers to a secondary, external source of audio output or input, connected via a standard-sized

THE iGLOSSARY

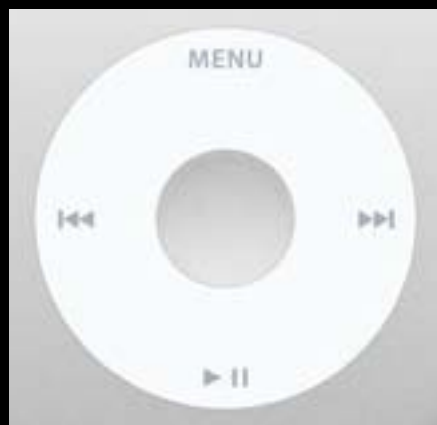
3.5mm (headphone port-sized) audio cable. A device with Aux-In can receive and play sound from a connected sound-generating device; a device with Aux-Out can send sound to a connected sound-amplifying device.

A2DP/AVRCP: Refers to two related standards for stereo Bluetooth wireless audio streaming and remote control. A2DP support was added to iOS 3.0, AVRCP to iOS 4.1, enabling some devices to work fully with stereo wireless speakers and their built-in track controls.

Bitrate: The amount of data used per second to store audio or video content, with higher numbers generally meaning higher-quality audio or video if everything else is held equal. See also Kbps and Mbps.

Bluetooth (Monaural/Stereo): A wireless standard used by all iPads, all iPhones, certain iPod touches, and some accessories to transfer audio and other non-video data from device to device. Monaural Bluetooth is used to let iPhones connect wirelessly with headsets and speakerphones to receive and send telephone audio; Stereo Bluetooth is used by iPads, most iPhones, and most iPod touches to send music to wireless headphones and speakers. Bluetooth can also be used by certain apps to make iPads, iPhones and recent iPod touches synchronize for multi-player gaming.

Cellular/Cell: Refers to the specific wireless networks created by phone companies' towers, capable of broadcasting and receiving telephone calls and data from iPhones and other cellular phones. EDGE, 3G, and 4G towers differ in speed and relative pervasiveness across the world.



Click Wheel: The five-button plus touchable surface circular controller incorporated on most iPods sold until recently, providing scrolling, selection, volume-, and track-changing functionality. Currently used only on the iPod classic.

Cloud: Refers generally to a place on the Internet where data can be stored and retrieved wirelessly regardless of one's geographic location. See MobileMe.

Component AV Cable: A cable that uses five "RCA-style" connectors - three video, two stereo audio - to output standard- or high-definition video to a television set.

Composite AV Cable: A cable that uses three analog connectors - one for video, two for stereo audio - to output standard-definition video to a television set.



Cover Flow: A feature of iTunes, all iPhones, and all current screened iPods that displays album covers in a line, with the currently selected cover in the center and others on angles to its sides. Enables visual, photographic browsing for albums rather than reading a list of text.

Developer (Dev): Refers to anything from a single person to an entire company of people who make products. Third-party developers create products that are dependent on products created by the "first-party," here, Apple.

Digital Compass: Also known as a magnetometer, a sensor that detects the device's orientation relative to the Earth's magnetic poles. Currently found in the iPhone 3GS, 4, and iPads.

Dock Connector: One of two names for Apple's proprietary 30-pin connector, Apple's iPad, iPod, and iPhone plug, found on all models from 2003 to the present except for iPod shuffles. Hides tiny pins for charging, data synchronization, remote control, and audio and video output.

DRM: Digital Rights Management, a technology that locks audio, video, and other files such that they can only be played by one user or a small group of users sharing a single account and password.

EDGE: Refers primarily to the slow cellular data standard used in the United States and elsewhere prior to the growth of 3G. Relied upon by the original 2007 iPhone, and a fallback for the iPhone 3G, 3GS, and 4 when 3G towers cannot be located nearby, dropping their data speeds.

Exchange: Shorthand for Microsoft Exchange, software offered by Microsoft to help large organizations synchronize their e-mail, calendars, contacts, and tasks. Exchange support was added to the iPhone OS in 2008 to help Apple's devices gain inroads in the Microsoft-dominated corporate market.



FaceTime: Apple's name for video calling on iPhone 4, iPod touch, and Macs, the first of what will likely be many devices to support two-person calling, based on H.264 video and AAC audio compression.

FairPlay: Apple's DRM scheme for iTunes Store content, including movies, TV shows, and apps, but no longer music. Permits multiple devices to share the same content, so long as they are all registered to the same iTunes Store account.



FireWire Charging: The original charging technology found in all iPods before Apple migrated partially (2003) and then almost entirely (2008) to the more common USB standard for charging. Most iPods since

2003 and the original iPhone supported both FireWire and USB charging, but in 2008 the iPhone 3G, iPod nano, and iPod touch dropped support for FireWire charging. Accessories such as speakers previously, without notifying consumers, used either FireWire or USB standards to charge iPods; any accessory that used FireWire can no longer charge newer iPods and iPhones.

Flash: Shorthand for Adobe Flash Player, a web browser plug-in for PCs and Macs that enables the display of animated graphics and video. Support for Adobe Flash was left out of all iOS devices due to stability, memory, and battery issues; HTML5 is offered alternatively.



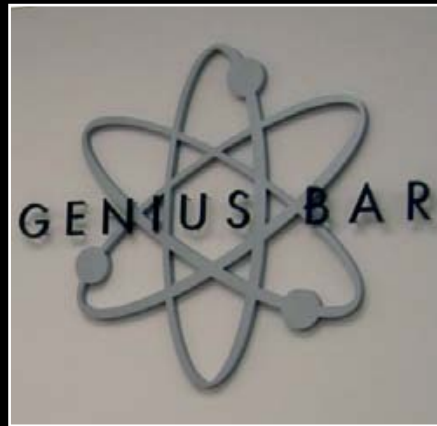
Flash Drive/Flash Memory: A chip-based replacement for a hard disk, requiring less power and physical space, thus enabling the creation of the iPod nano, shuffle, and touch.

Frames Per Second (FPS): Like a flipbook turning pages in rapid succession, refers to the number of still pictures that can be displayed on a screen in one second to create a smooth

video image. Human beings can barely perceive more than 30 FPS, but gamers will notice a difference between 30 and 60 FPS. Movies are typically shown at 24 FPS, a rate below which video appears to be choppy.

Generation: As in, "second-generation iPod nano." A term used first by iLounge and later by Apple to distinguish between successive versions of iPod and iPhone products, given that Apple continued to use the same product names year after year for different models. Often abbreviated "G," such as "iPod 5G" or "iPod nano 3G," though the abbreviation invites confusion with the iPhone 3G - actually the second iPhone model - and with "GB," or Gigabytes, below.

Gigabyte (GB): The unit of measurement for every iPod's and iPhone's storage capacity. Apple estimates that 125-250 songs or 1 hour of video can fit in each Gigabyte of a device's storage capacity, though the actual numbers will vary based on how the audio and video is encoded, as well as other factors. As distinguished from Generation/G above and 3G below, capacity is listed to show "an iPod 5G with 30GB capacity" or "an iPhone 3G with 32GB capacity."



Genius: Refers variously to the key technical support personnel in Apple Stores, and a feature of iTunes that uses information about your current song library to predict additional songs that you might like.

Genius Mix: An extension of the iTunes Genius feature that uses information about your current song library to create playlists of songs that are similar to one another.

Geotagging: The ability of iPhones and other devices with GPS or Location Services to mark photos, videos, and audio recordings with the map coordinates at which they were recorded.

GPS: Outside the Apple world, refers to mapping devices with satellite antenna-assisted ability to know their locations, and offer turn-by-turn guidance from one street address to another. In Apple's world, refers solely to the presence of a small GPS antenna and chip combination that can roughly estimate location on a map, aiding in geotagging, but lacking turn-by-turn direction

software. AGPS is "Assisted GPS," or a GPS chip with help from cellular tower triangulation.

GSM: Global Standard for Mobile (communications), the cellular telephone standard used by 80% of the world's phones, including the iPhone, iPhone 3G, iPhone 3GS, and iPhone 4. Enables all iPhones to be used - with roaming charges, or unlocked with different SIM cards - almost anywhere in the world.

Gyroscope: Added to the iPhone 4 and iPod touch 4G, this positional sensor enables devices to more accurately know their orientation and track user movements, for both gaming and augmented reality applications.

H.264: Apple's preferred video compression format is a sequel to MPEG-4 technology, resulting in high-quality, comparatively small video files. A challenge for even recent computers to create files in, but no problem for computers, iPods, iPads, iPhones, or Apple TVs to play. One of two key video formats supported by Apple for iPods, iPhones, iPads, iTunes, and Apple TVs; MPEG-4 is the other, less efficient format.

HDCP: An industry-developed copy protection technology for high-definition content, implemented both within televisions and devices that connect to them. Required by the second-generation Apple TV, the iPad, iPhone 4, and iPod touch 4G in order to play back

iTunes Store-sold HD video output at 720p resolutions.

HDMI: A cable standard designed to handle high-definition video and multi-channel audio, plus data transmissions, in a single thick digital connector.

HDR (Photography): High Dynamic Range, referring to the ability of a camera to capture more detail in dark and light areas of an image by taking several quick photos at different exposure levels, comparing the differences, and merging them together into one enhanced "HDR" photo. The iPhone 4 includes HDR support.

Headphone Jack/Port: The primary way to hear audio from an iPod or iPhone, this 3.5-millimeter-wide hole makes low-power electrical connections with headphone plugs and 3.5mm audio cables, splitting outgoing sounds into left- and right-channel stereo. Current iPad, iPod and iPhone headphone ports are also used for one- or three-button remote controls and monaural microphone input, as well.



Home Screen: Known to developers as Springboard, the "Home Screen" of the iPad, iPhone, and iPod touch is where the icons for individual applications reside, and accessible at any time by pressing the circular Home Button on the front of these Apple touchscreen devices.

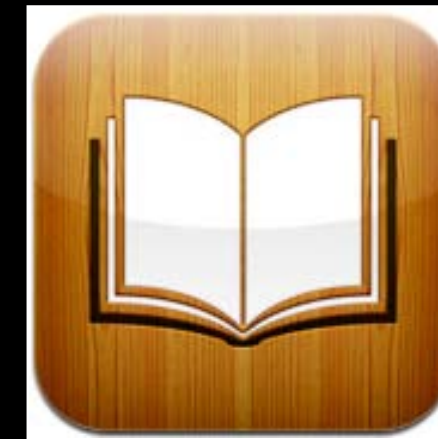
Hotspot: A public access point for wireless Internet access. Also known as a Wi-Fi Hotspot. Through partnerships with businesses such as Starbucks and Barnes & Noble, AT&T offers free Wi-Fi Hotspot access to iPhone users in the United States. Hotspot Internet access is always provided using Wi-Fi.

HSDPA: One of several 3G cellular standards, "High-Speed Downlink Packet Access."

HSUPA: One of several 3G cellular standards, "High-Speed Uplink Packet Access," added solely to the iPhone 4 in 2010.

HTML5: An open standard for next-generation web site development, championed by Apple as an alternative to Adobe's Flash for animated

graphics and video playback. Increasingly supported by web sites that want their pages to work fully on both iOS devices and modern computers.



iBooks + iBookstore: Once the name of Apple's low-end laptops, iBooks has become the name for a book- and PDF-reading application for the iPad, iPhone, and iPod touch; iBookstore is the built-in store that sells digital books.

Infrared: Refers to the wireless technology used by most remote controls, using red light that's invisible to the human eye to broadcast flashing signals. Infrared remotes generally work only from 30- or fewer-foot distances, and must generally be pointed in a direct line of sight towards the receiving device. Superior remote controls use radio frequency (RF), which is not as limited in feet or direction.

Internet Radio: An alternative to AM, FM, and HD Radio that depends solely upon the Internet rather than broadcasting towers in order to transmit music and

talk programming to users, generally in a "streaming" form that is passively heard by the listener rather than controlled. Thousands of stations around the world now offer Internet Radio; traditional AM and FM stations now offer their content in this format as well. iTunes, Apple TVs, and third-party iPhone/iPod touch/iPad apps can stream Internet Radio.

iOS: The most recent (and likely final) name of what was previously called iPhone OS and OS X iPhone, referring to the operating system that powers all iPhones, iPod touches, iPads, and the second-gen Apple TV.



iPad With Wi-Fi: The basic model of Apple's tablet computer, using a 9.7" touchscreen and an 802.11n wireless chip to offer Internet access at homes, offices, and Wi-Fi hotspots, plus most of the media and app features of iPhones.

iPad With Wi-Fi + 3G: The high-end iPad, adding a 3G cellular data chip to offer Internet access on the road, typically without the need for a multi-month service contract.

iPhone: The family name for Apple's line of cellular phones with integrated iPod media capabilities and Internet functionality built in. Also refers to the original 2007 product of the same name, which was discontinued in mid-2008.

iPhone 3G: The 2008 replacement for the original iPhone, named specifically to reference its 3G cellular compatibility, which offered GPS, superior speeds, and better network compatibility than the first model. Discontinued in 2010 after two years of sales.



iPhone 3GS: The 2009 sequel to the iPhone 3G, with an added "S" to indicate superior speeds achieved through faster chips, more RAM, and better cellular capabilities relative to the iPhone 3G, plus a compass and video camera. Currently available in an 8GB capacity.

iPhone 4: The fourth and latest member of the iPhone family, featuring a "Retina Display" screen, "FaceTime" video calling, and a rear 5-Megapixel camera amongst other improvements. Currently available in 16GB and 32GB capacities.



iPod Click Wheel Games: Refers to a library of roughly 50 pieces of software developed from 2006 through 2009 to be played on the iPod 5G, classic, and nano 3G, 4G, and 5G models. These games sell for \$5 each with the exception of a few \$1 titles, and are incompatible with the iPhone, iPod touch, Apple TV, and other Apple products.

iPod: The family name for Apple's line of digital media players, as well as the iPhone/iPad applications that emulate them. Also refers to the original 2001 product of the same name, renamed in 2006 to "iPod classic." Has traditionally referred to a pocket-sized (or smaller) audio player that may or may not have other capabilities. Original iPods exclusively featured white or black plastic face plates and polished stainless steel rear casings; black and red-faced versions were released from 2004-2006 with the rock band U2.

iPod classic: Apple's sole remaining hard disk-based digital media player, previously known as the iPod. iPod classics have exclusively featured silver

or black anodized aluminum face plates and polished stainless steel rear casings. Currently available new only in a 160GB capacity.

iPod mini: Released in 2004, Apple's first attempt to shrink the iPod into a physically smaller, less expensive, and less capacious version. Pioneered the use of colored anodized aluminum shells as a resilient, eye-catching, and personalizing alternative to the plastic and stainless steel full-sized iPods; established 4GB of storage capacity, size, and colors as key to appealing to mainstream users. Discontinued in 2005.



iPod nano: Released in late 2005 as a replacement for the iPod mini, Apple's first attempt to repackage a color-screened iPod in an "impossibly thin" shell, using flash memory as a replacement for the hard disk. Replaced annually every year since introduction with a new design, adding video capabilities in 2007, evolving from two plastic and stainless steel body colors to nine by 2008, and adding video camera, speaker, microphone, and FM

radio features in 2009. Lost all video and camera features in 2010 when shrinking to size of iPod shuffle, but gained a touchscreen. Currently available in 8GB and 16GB capacities.

iPod photo: Released in 2004, this thick, expensive iPod was Apple's first with a color screen and photo playback, later to be shrunk, price-chopped, and renamed just "iPod."

iPod shuffle: Released in 2005, this screenless iPod was Apple's first to hit a \$99 price point, and the first to use flash memory instead of a hard disk for storage. Pitched as wearable and designed for users who didn't need the complexity of Click Wheel controls, the shuffle shrunk into a matchbox-sized form in 2007, and then smaller in 2009, losing its integrated buttons in favor of a headphone-mounted remote control. It regained buttons and audio quality in 2010.



iPod touch: Released in 2007 after the original iPhone, this was the first widescreen, Wi-Fi, and Internet-ready iPod and, in essence, an iPhone without the

phone, camera, speakers, or microphone. Initially crippled with a deliberately limited subset of the iPhone's features, iPod touch grew with software updates to be extremely similar to the iPhone in applications, adding a speaker and microphone-friendly headphone port in 2008, plus voice controls in 2009, twin cameras and a Retina Display in 2010. Now pitched as the iPod for gamers, every iPod touch runs virtually all the same apps as the iPhone. Apple sells 8GB, 32GB and 64GB models.

iTunes:

Released in 2001, Apple's digital music management software has evolved to become the hub for managing and selling music, video, and game content to iPad, iPod and iPhone users, wirelessly sending audio, photo, and video content to Apple TV users, and streaming audio to AirPlay device users.



iTunes Plus: Refers to music sold through the iTunes Store without DRM, and at twice the bitrate/Kbps of prior music sold there.

iTunes Store: The section of iTunes devoted to marketing and selling music, audiobooks, and videos, as well as distributing free and paid podcasts, educational content, applications, and games.

iTunes Tagging: A feature of certain accessories and iPods, enabling the iPods to store "tags" with artist, album, and song data for currently playing radio songs, then synchronize it back to iTunes for location in the iTunes Store.

iTunes U: A section of the iTunes Store devoted to educational content from numerous higher learning institutions, museums, and information providers.

iWork: A collection of three Apple-developed, Mac- and iPad-only alternatives to Microsoft Office programs: Pages replaces Word, Numbers replaces Excel, and Keynote replaces PowerPoint. Documents from iWork programs can be viewed on the iPad, iPod touch and iPhone.

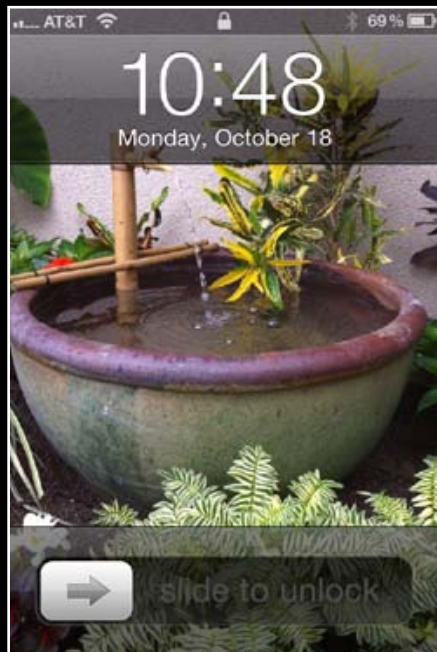
JPEG/JPG: The primary format for photo storage and display on iPads, iPods, iPhones, and Apple TVs, as synchronized through iTunes or viewed via their Internet connections.

Kbps: Kilobits per second. A measure of the amount of data stored in a given second's worth of audio or video. Higher numbers typically mean higher quality. See Bitrate.

Lithium-Ion/Lithium-Polymer Batteries: Rechargeable battery technology used in iPads, iPods, and iPhones that enables them to operate for around two years before requiring new replacement batteries.

Live Pause: Apple's term for the ability to stop a live radio broadcast, then resume it from the point where you stopped. Found in the 2009-2010 iPod nanos' FM Radio feature, likely to be included in future iPhone/iPod touch FM Radio applications.

Location Services: Apple's broad term for GPS and GPS-simulating technologies such as Skyhook, which creates a rough GPS-like approximation of your location by consulting a map of wireless routers. iPad with Wi-Fi + 3G, iPhone 3G, 3GS and 4 models have real GPS, while the iPad with Wi-Fi, iPod touch and original iPhone have no GPS, but can use Location Services.



Lock Screen: Found on the iPad, iPhone, and iPod touch, this screen prevents the device's many apps from being accidentally activated by adding a swipable lock and a photo before you reach the Home Screen of a sleeping iOS unit.

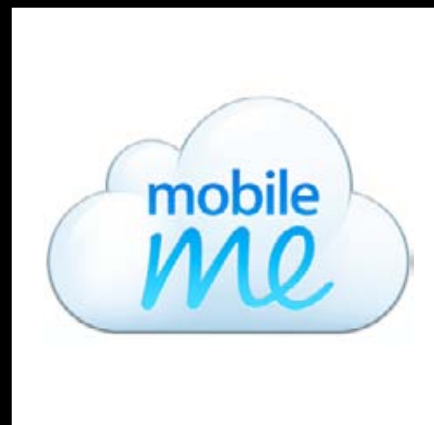
Magnetometer: See Digital Compass.

Mbps: Megabits per second. A measure of the amount of data stored in a given second's worth of video. Higher numbers typically mean higher quality video. See Bitrate.

Megapixel: Each million dots used in a digital photo is referred to as a "Megapixel." The original iPhone and iPhone 3G had 2-Megapixel cameras, while iPhone 3GS has a 3-Megapixel camera, and iPhone 4 has a 5-Megapixel camera. iPod touch 4G has a 0.7-Megapixel rear still camera. As a general rule, more Megapixels in the same-sized space (say, 4" x 6") means more detailed photos, though this isn't always 100% accurate.

Micro-SIM: The smaller version of a SIM card (see SIM Card) used by the iPad and iPhone 4.

MiFi: The brand name of a Novatel Wireless portable Wi-Fi hotspot, sold by Verizon, Rogers, and other cellular providers as a way to access their 3G networks on devices with Wi-Fi antennas.



MobileMe: Apple's \$99/year service that stores emails, photos, videos, music, contacts and calendars in a 20GB "cloud" account, letting you instantly sync email and other info to iPads, iPhones and iPod touches, as well as accessing media and documents stored online.

MP3: Also known as MPEG-3 (more accurately MPEG-2, audio layer 3), the breakthrough audio compression format that eventually led to digital distribution of music, albeit in other, more heavily DRMed audio formats such as protected AAC and Microsoft's WMA.

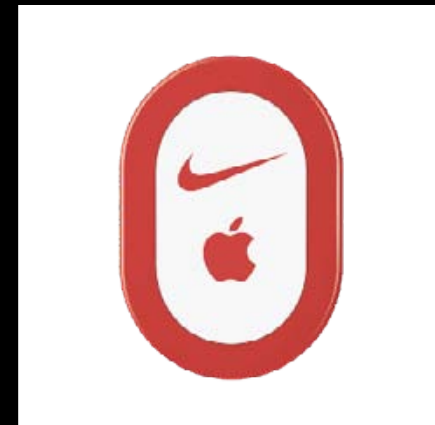
MPEG-4: Also known as MP4, a breakthrough video compression format that enabled huge movie and television files to be compressed into sizes that could fit on pocket-sized devices. One of two key video formats supported by Apple for iPads, iPods, iPhones, iTunes, and Apple TV; H.264 is a newer, superior format.

MSRP: Industry abbreviation for Manufacturer's Suggested Retail Price. Virtually every product sold in the U.S. has one; SRP and RRP mean the same thing.

Multitasking: Refers generally to the ability of a computer to do several things at the same time, displaying one or more of them on screen at the same time while others work in the "background," invisible to the user but still occupying the computer's processor and memory. Though all iOS devices

multitask, only iOS4 devices allow third-party applications to do so.

Multi-Touch: Apple's trademarked term for the technologies it uses to enable touchscreens and trackpads to recognize more than one finger's movement at a given time, enabling pinch zooming, two-finger scrolling, and other tricks.



Nike + iPod (Sport Kit): The 2006 fruit of a collaboration between Apple and fitness apparel company Nike, combining an iPod-based receiver with a Nike shoe-based sensor to track the distance walked or run by the user. The iPod then synchronizes the workout data with iTunes and a Nikeplus.com web site, providing ongoing performance metrics. Current iPod touch, iPhone 3GS and iPhone 4 models have Nike+ wireless receivers built-in; the accessories are compatible with iPod nanos but not with iPod shuffles, classics, minis, or earlier iPhones.

Office: Refers to Microsoft Office, the dominant productivity suite for word processing (Word), spreadsheet (Excel) and presentation (PowerPoint) creation. iPad, iPhone and iPod touch can display Office documents for reading only.

Oleophobic Coating: A complex way of saying "oil-resistant." Found on the iPhone 3GS and iPhone 4 screens, this coating makes it easier to remove finger and face smudges with a simple wipe of the display.

Optical Audio: Refers to the fiber optic cables used to connect certain AV receivers to components for a digital stereo or multi-channel audio signal. Both Apple TVs, all AirPort Expresses, and most Mac computers are capable of optical audio output.

PDF: Portable Document Format. Created by Adobe, this standardized format enables text, bitmapped graphics, and vector artwork to be assembled into files that look the same from machine to machine, and print in high-resolution on printers. iPads, iPhones and iPod touches can display PDFs, now within Apple's iBooks application.

Pedometer: A piece of hardware that measures the number of footsteps taken by the user, assisting in calculations of calories burned during a given period of time. Found in the 2009-2010 iPod nanos.



Ping: Added to iTunes 10, this music social network is designed to help iTunes Store shoppers get recommendations from friends, as well as follow the activities of artists selected by Apple to receive special accounts.

Pixels: The colored square dots that create images on computer and

portable device screens. If two screens are the same size, and one has more pixels per inch (PPI, aka dots per inch or DPI) than the other, the first screen is capable of displaying pictures with a greater level of detail.

Podcast: Term that describes radio- or TV show-like audio and/or video recordings that are distributed solely over the Internet rather than on radio or TV. Podcasts can be found in the iTunes Store or on individual web sites, and are playable through iTunes, iPads, iPods, iPhones, and Apple TVs.

Predictive Text: A software technique to guess what you're trying to type or about to type from what you've already typed, sometimes enabling you to skip finishing words and just accept the software's guess as correct. Used often in searching.

(PRODUCT) RED: The official brand of the Global Fund to Fight AIDS, Tuberculosis and Malaria, licensed to partners who produce red versions of their products to sell with charitable proceeds given to the Fund. Apple partnered with the Global Fund in 2006 and has released five iPod nanos, two iPod shuffles, and iTunes Cards with the (PRODUCT) RED logo.

Proximity Sensor: Built in to every iPhone, proximity sensors enable the phones to deactivate and activate their

screens when faces are brought close to the controls.

Realtime: Refers to the ability of a user to interact with or edit something as it's happening or with 1-to-1 speed rather than on a delay. Realtime video editing, as one example, means that changes are made without having to wait minutes or hours between edits; "slower than realtime" implies a wait.



Remote and Mic: As used by Apple, a short term to reference the current combination of a microphone with a three-button volume and multifunction track remote control on certain of its iPod, iPhone, and iPad Earphones.

Resolution: The total pixel count of a screen, generally measured horizontally and then vertically. The iPod classic has a resolution of 320x240 pixels, while the old iPod touch and iPhone 3GS have a resolution of 480x320 pixels, and new iPhone 4s and iPod touch 4Gs have resolutions of 960x640 pixels, with iPad at 1024x768 pixels. Higher resolutions make images and videos look more

detailed, when screen size is held constant.

Retina Display: Apple's name for a screen with resolution so high that the human eye cannot perceive individual pixels. Currently used in the iPhone 4 and iPod touch 4G, which feature 326 pixels per inch in their 3.5" displays.

Safari: Apple's web browser, now found on iPads, iPhones, iPods, Macs, and PCs.

Season Pass: The iTunes Store term for a subscription to an entire season of episodes that download one at a time as they're released into the Store.

Shuffle: To randomize the order of audio tracks or videos. The iPod shuffle took its name from this iTunes feature, which Apple started to give greater prominence in earlier iPods in the year leading up to the shuffle's announcement.



SIM Card: A Subscriber Identity Module; a tiny chip-based card that links a cell phone to a specific billing account for access to phone and data

services. Every iPhone and the iPad 3G have a SIM card slot.

Spoken Menus: Apple's accessibility technology for fourth- and fifth-generation iPod nanos, enabling users to hear all of the nano's menu options read through the headphones or integrated speaker. See also VoiceOver.

Spotlight: Apple's name for a system-wide search feature, found first on Macs before coming to iPod touches, iPhones, and iPads.

Stainless Steel: The metal used for the mirror-polished rear housings of original iPods, then original iPod nanos, iPod classics, and iPod touches. Highly scratchable.

Standby Time: A measurement of the number of hours or days a cell phone's battery can last when the phone is turned on but not doing anything else, such as making or receiving calls, or in the iPhone's case, accessing the web, playing games, or performing audio and video.

UMTS: Universal Mobile Telecommunications System, or the basis of many 3G and upcoming 4G cellular networks. iPhone 3G and 3GS models support UMTS networks.

USB: Universal Serial Bus, the dominant cable standard for all computers, and the only way to connect iPads, current-model iPhones and most iPods for charging and synchronization.

Uses a rectangular metal box on one end to connect to your computer. Replaced FireWire, the original charging and synchronization technology found in iPods and accessories.

VGA: Short for Video Graphics Array. Refers to 640x480 resolution, which at one point was the maximum resolution for computer screens; VGA-quality resolution is now considered to be lower than what is commonly called high-definition (HD). iPod touch 4G and iPhone 4 have VGA-quality front cameras and HD-quality rear ones.

VGA/Dock Connector Adapter: Originally only for the iPad, this cable also lets iPhone 4 and iPod touch 4G output HD-quality video to TVs and monitors with VGA ports.



Voice Control: Apple's iPhone 3GS, iPhone 4, and 2009-2010 iPod touch application, triggered by holding down the Home button, that uses a

microphone to listen for the user's voice commands to choose music to play back, or in an iPhone's case, make phone calls.

VoiceOver: On iPod nano and iPod shuffle, the term VoiceOver refers to Apple's text-to-speech technology that tells the user the name of a currently playing song, and on the iPod shuffle, the potential names of selectable playlists. On iPhone 3GS, iPhone 4, and the iPod touch 3G + 4G, VoiceOver refers to an accessibility option that lets the user hear text-to-speech for anything on the screen that's touched. See also Spoken Menus.

Wi-Fi: Refers to 802.11b, 802.11g, and 802.11n wireless connectivity standards that enable the iPod touch, all iPhones, and Apple TVs to send data back and forth from computers and the Internet without using cables, or relying on cellular networks. Old iPod touch and iPhone devices support only 802.11b and 802.11g, which are slower and older than 802.11n, a Wi-Fi standard that is supported by all shipping Mac computers, most PCs, iPhone 4, iPod touch 4G, and Apple TV.

Widescreen: Generally refers to a screen that is capable of displaying movies and in some cases TV shows with a 16:9 aspect ratio - wider than the 4:3 aspect ratios of pre-HDTVs.

YouTube: A Google-owned free hosting service for amateur

and professional video content, uploaded by users, and viewable anywhere in the world. iPhone, iPod touch, iPad, and Apple TV have YouTube browsers built in; iPhone 3GS/4 and iPod touch 4G can upload videos directly from their cameras to the service.

3G: Understood in the cell phone context, a broad reference to "third-generation," broadband Internet-approaching cellular data services that are superior to EDGE and earlier analog/digital cellular technologies. The iPhone 3G and 3GS get their names from these networks, as Apple sought to let users know that the new models would support faster Internet connectivity. In the iPod context, refers to third-generation iPods, iPod nanos, iPod shuffles, and iPod touches, which have sometimes been known as "iPod 3G," "iPod nano 3G," "iPod shuffle 3G," or "iPod touch 3G," or alternately called by new defining features or dates of release.

30-Pin Connector: See Dock Connector, above.

802.11b/g: The Wi-Fi standards supported by pre-2010 iPhone and iPod touch models for accessing the Internet through a wireless router or hotspot.

802.11n: The faster, longer-distance, and newer Wi-Fi standard supported by 2010 and newer iPhone, iPod touch, and iPad models for accessing the Internet through a wireless router or hotspot; has been supported by Apple TV since the first model and numerous other Apple products for years.

The iLounge Pavilion.

Last year's iLounge Pavilion was a huge success - an Apple-focused showcase at the world's largest consumer technology tradeshow, the International Consumer Electronics Show (CES) in Las Vegas. This year, the Pavilion's twice as large: over 150 vendors of iPad, iPhone, iPod, and Mac products will show off their latest accessories and software from January 6-9, 2011 at the North Hall of the Las Vegas Convention Center.

As the organizer of the iLounge Pavilion, iLounge will host an even cooler booth than last year - a place where visitors can relax, recharge their iPads, iPhones and iPods, or even grab a drink from an on-site lounge. Here's a preview of what to expect, and a list of just some of the Pavilion's exhibitors.



Decorated in our traditional orange, iLounge's booth will include flat-panel TVs, soft chairs, and a wall dedicated to the history of iPods and iPhones - those are only a few of the attractions. Multiple PowerDock recharging stations will be on tables, with some cool surprises nearby.

Become part of the 2011 International CES! Exhibitors interested in joining the iLounge Pavilion should contact Tira Gordon at tgordon@ce.org for details. iLounge does not in any way profit from or sell space for the iLounge Pavilion; we organized it as a service to the Apple community.



iLounge Pavilion Exhibitors as of November 2010

AAMP of America	Inspired Instruments	Pelican Products
Abel Tech	IQ Smart Solutions	PKG
Advance Energy	Iskin	PosiMotion
AE Tech	iStyle Originals	Powermat
Allsop	Ivyskin	Pro Clip USA
Ampine	iWave	Pro-Mat Technology
Andon Health	JayBird	Q-London
ANG Industries	JD Northern	RadTech
Artwizz	Jewel Buds	Rocstor
BEKN	Joby	ROTA America
Blackhorns Electronic	Jorno	S&D Starking
Bluelounge	Just Mobile	Sanho
Branex Design	Jye Chuang Electronic	Santom
Breffo USA	Kanex-Apogee	Save the Songs
Brenthaven	KB Covers	Scosche Industries
CableJive	Kist	Seidio
Chill Pill Audio	Kopi Incorporation	Shenzhen Addition Audio Science & Tech
Cobra Electronics	L & I Company	Shenzhen Dingchengchang
Creative Concept Electronics	Lark	Electronic Tech.
cRemote	Lavatelli	Shenzhen Hali-Power Industrial
Dension Audio Systems	LDHK	Shenzhen Kangchengtai
DICE Electronics	Lucky Goldjyx	Industrial
DMAC International	Lux Mobile Group	Shenzhen Quanli Leather
Dr. Bott	Luxa2	Shenzhen QYG Industrial
Dry Corp	Macally/Security Man	Shenzhen Snytone Technology
E-core Audi	Maclove Technology	Shenzhen Taiji Opto-elec
E-Lead Electronic	Magic Protection Tech.	Shenzhen Voxtech
Electrostand	Mashed Pixel	Shenzhen WinTop Electronic
Eleven Engineering	Max Borges Agency	Tech.
Etymotic Research	M-Edge	Skech Marketing
Evouni	MEElectronics	SKM Industries
Exo-Flex	Melkco Limited	Skunk Juice
FiberShell	Meridrew Enterprises	Streaming Networks
Frommworks	Mi Suny	SwitchEasy
Fruitshop International	Miniwiz Sustainable Energy	Tao Machine
Gecko	Development	Titan HDTV Accessories
GelaSkins Inc.	mophie	
Golden Power (HK)	Moshi	Trinity
Gopod Group Limited	MSW Wireless	TRTL Bot
Griffin Technology	MusicSkins	TRU Protection
GuangDong DongGuan	Native Union	Tune Belt
Changxin	Navjack	Tunewear
Handholder Products	NLU Products	Umee
Hard Candy Cases	Novothink	Urban Tool
Helium Digital	Nox Audio	VentureCraft
HPL	Nucourse Distribution	Vertical Partners
lapeel	Ocean Star International	Walk On Water
iConnectivity	Omicron International	Westone
iGi	OrigAudio	White Diamonds
iLounge	Other World Computing	Wireox
iMate	OtterBox	Wondershare Software
Imex International	Ozaki Worldwide	Worth Ave. Group
Incipio	Padholdr	Wrapsol
Innovalis	Pcase Electronics	Wyers Products Group



INDEX TO ADVERTISERS

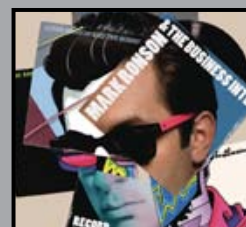
Capdase	125
Cervantes Mobile	48
CES	Back Cover
Elgato	13
Etymotic	124
Griffin Technology	11
iHome Audio	12
Just Mobile	48, 65, 155
Logiix	39
Maclove	9
Marware	65
NavJack	4
Ozaki	38
Scosche	18
Simplism	30
Speck Products	25
Switcheasy	Inside Front Cover
United SGP	64

Click on any advertiser's name above to visit its web site.

Thank you to our readers and advertisers alike for your continued support.

COLOPHON

The 2011 Buyers' Guide was created using Adobe **InDesign CS5** on a new 13" **MacBook Air** and 15" **MacBook Pro**, a 27" **iMac**, and a **Mac Pro** with a 30" Cinema Display. Our music of choice was Mark Ronson & The Business Intl.'s album **Record Collection**, as well as Morcheeba's latest album **Blood Like Lemonade**.



iLounge.com

Since 2001, the world's leading resource for iPod, iPhone & iPad news, reviews, forums, photos, guides, tricks, software, and much more.



Backstage.

When we're not using our iPads, iPhones, and iPods, we're working hard on our Macs. Here's what we've been testing and enjoying in recent days.



Apple MacBook Air

Announced in mid-October and in our hands as quickly as possible thereafter, Apple's new MacBook Air is the laptop we've been waiting a year to buy. The original Air struck us as impressively engineered but impractical, too expensive given the weak components inside and not ready to replace a MacBook Pro for important daily work. Even thinner than the original, the latest version remedies almost all of our concerns: capable of scaling up to 4GB of RAM and 256GB of storage with a 2.13GHz processor - at a steep \$1799 price - the 13" model starts at a more reasonable \$1299 with half the RAM, half the storage, and a 1.86GHz CPU. Each 13" screen now has 1440x900 resolution approximating a 15" MacBook Pro, plus the same Nvidia 320M GPU found in the 13" Pro, two USB ports, and an SD card slot. You lose Firewire 800, the DVD drive, Ethernet, and some CPU power, but also shave off 1/3 of the weight and gain fast flash storage instead of a hard disk. Then there's the 11.6" version, which at a \$999 starting price is going to be a massive hit: it's Apple's smallest and lightest notebook ever, though underpowered: a 1.4GHz processor, 2GB of RAM, and 64GB of storage are iPad-like, though a higher-resolution screen (1366x768), built-in keyboard and trackpad, and the ability to run Mac apps all speak for themselves. We love the low-end 11.6" model, but the Air we grabbed was the highest-end 13" version. The 13" Pro is still a better pick for the dollar, but Air is just plain cool.



Apple Magic Trackpad

Elegant in a way that only an Apple peripheral design could be, the new Magic Trackpad (\$69) combines an aluminum base and battery compartment with a large multi-touch, matte-finished glass surface, offering fans of recent MacBooks' hidden-button trackpads a desktop option. At first, it seems merely equivalent to a mouse, but after a little while, it becomes more than a complete replacement thanks to the convenience of multi-touch gestures and the value of its silent, optional "tap to click" feature. The only major issues: wonky, inaccurately low Mac OS X rechargeable battery life reporting, and the somewhat steep price tag.



Twelve South BookArc

Even though we weren't totally won over by the identical but smaller iPad version of this stand, we really liked the MacBook version of BookArc (\$50): Twelve South's sturdy, gracefully shaped silver steel arch is tipped with gray rubber at the four points where it would make contact with a table, plus a ring around the entire central portion where a MacBook or similarly-sized laptop is set down for use with an external monitor. Separate inserts resize the center for any MacBook Pro, MacBook, or even MacBook Air, providing access to the SuperDrive on one side and ports on the other.

Apple Battery Charger

Apple's Battery Charger (\$29) doesn't look like much at first - six rebranded Sanyo Eneloop rechargeable batteries with a new wall adapter - but the charger intelligently manages two AA cells at once to avoid drawing too much current after they're filled. The low-discharge NiMH cells also impressively retain 80% of a charge when left unused for a year. Sanyo's \$20 version bundles four AAs and a four-battery charger together, but you get two extra batteries here, and in addition to looking nice, everything works well.



Bowers & Wilkins MM-1

Computer users looking for high style speakers without the huge footprint of a subwoofer will appreciate the design of Bowers & Wilkins' MM-1 (\$500), an expensive but nonetheless attractive option for iMac and Mac Pro users. Borrowing speaker and remote control components that were introduced in the company's \$600 Zeppelin, MM-1 drops the larger unit's central bass woofer and separates its remaining four drivers into two freestanding, nearly 7" tall cabinets made from fabric, plastic, and a mix of swirled and brushed metals. The result is detailed and balanced treble- and midrange-focused sound with controlled rather than booming bass. It's worthy of the B&W name.



Closing the Curtain.

Two new iPad designs - one big, one small - are supposedly in the cards for 2011, while at least one new iPhone is also expected to debut well before mid-year.



What's Next For iPad: A Camera

Rumors at the end of 2010 claimed that Apple was so keen on adding FaceTime video calling capabilities to the iPad that a new model was rushed through development for a possible pre-holiday release. Given the sales of the current-generation iPad, which still has yet to roll out in a number of countries due to demand elsewhere, we'd be surprised if Apple launches a camera-equipped model before early 2011. But it's coming: resolution is a question mark, as is the presence of a second, rear-facing camera.



Is A Smaller iPad Coming, Too?

Apple has been testing various tablet screen sizes for years, predating 2007's original iPhone release. Despite a semi-denial from Apple, reliable sources claim that it has finished work on an iPad with a roughly 7" screen, four times the total real estate of an iPod touch or iPhone, most likely with resolution equivalent or close to the original 9.7"-screened iPad. If history repeats, this model (think "iPad mini") won't sell at a tremendous discount relative to the full-sized iPad, and will be pitched as an alternative for users who want something closer to pocket-sized, but not as squint-inducing and cramped as an iPod.

And iPhone 4.5 Or 5 Is Underway

Though Apple has tried to appear unfazed by the controversy over the iPhone 4's antenna performance, the abrupt departure of its Vice President for iPod/iPhone Engineering, repeated delays of the white version, and its Antennagate press conference revealed that it, too, was concerned about the product's future. A reliable source indicates that it has pushed up plans to launch a successor model, perhaps as early as six months ahead of schedule - January 2011. Unknown: is this a modestly tweaked version for Verizon and other CDMA networks, or a redesigned GSM model? We'll know soon enough.



REMEMBER THIS AS THE MOMENT YOU LOOKED FORWARD.



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

703-907-7645 | Exhibit@CESweb.org | CESweb.org

The International CES® sets the pace for the consumer electronics (CE) industry and for the future of your company. In just four days you can build your brand, boost your business and connect with more C-level decision makers than anywhere else. Whether you're talking about content, technology, exposure or just pure opportunity, there simply is no substitute for the International CES. **Reserve your exhibit space today.**