



THE NEW IPAD BUYERS' GUIDE

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exec™
for the new iPad 2012 | iPad 2 2011

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DEEP SLEEP

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Available from Apple
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gear4

Eight years after the iPod, the iPad arrived.

Pundits and readers alike predicted it would flop.

Some made up their minds before it was even official.

But the concept was strong. An iPhone-like tablet.

The design was inevitable, revealed in a 2004 patent.

And the naysayers were proved wrong. Quickly.

Over 3 million were sold in the first 3 months.

15 million were sold in the first year.

Today, after two years, over 67 million.

Bet on 100 million by next year.

Why is the iPad so successful?

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**ILOUNGE PRESENTS
THE BEST GUIDE
TO THE BEST TABLET +
ITS BEST ADD-ONS.**

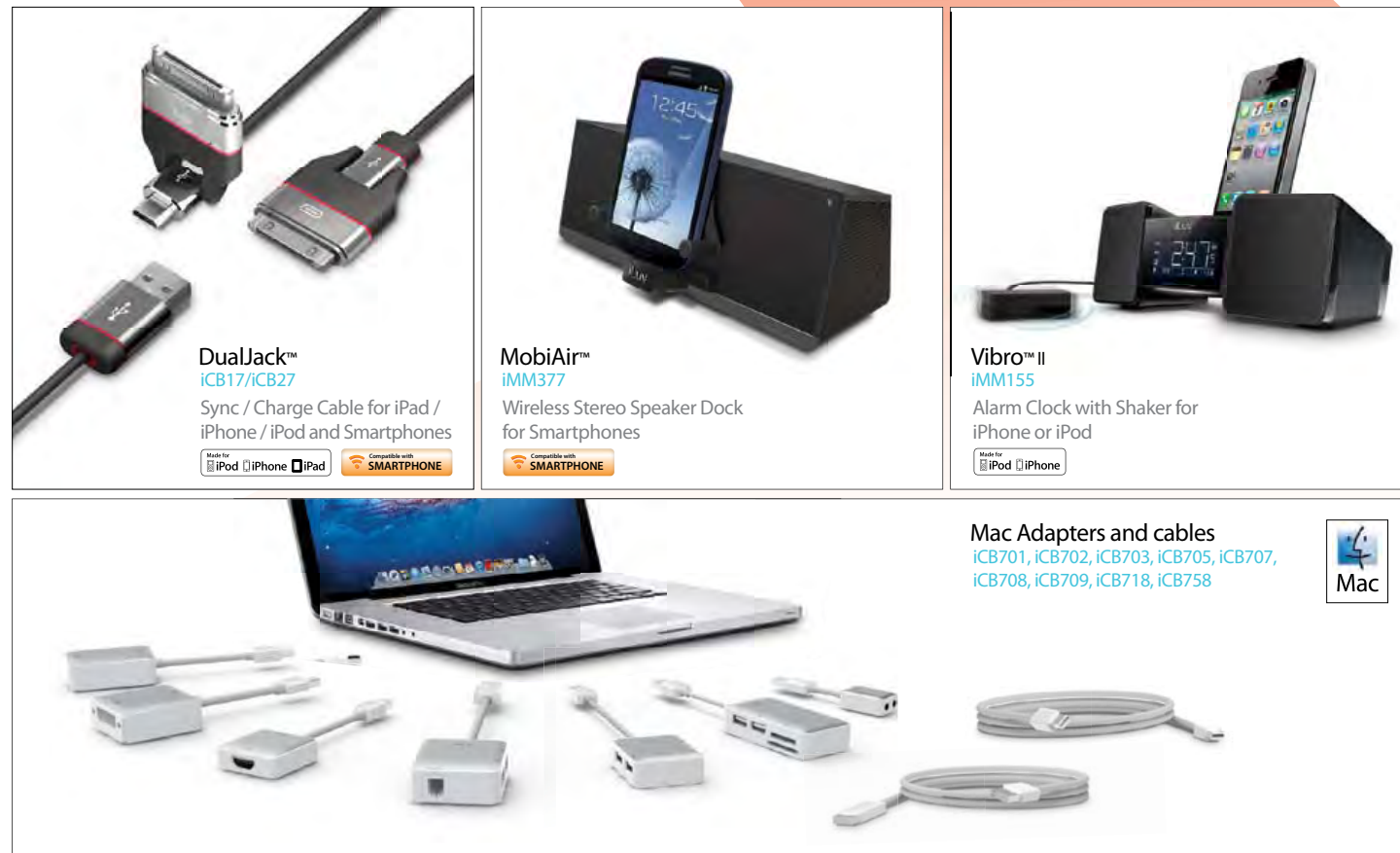
Balancing hardware features - what needs to go in, and what should strategically be left out - has been one of Apple's key achievements over the past decade. It has also optimized its operating system software for every new device, then appealed to developers to make its products sing with additional abilities. As a result, an iPad feels streamlined and powerful straight out of the box, quickly becoming capable of doing even more things extremely well.

Expanding an iPad's capabilities is easy by design. Adding new software - "apps" - requires little more than a credit card and several taps of a finger to confirm a purchase. Thanks to an army of individual and corporate developers, the iPad now has over 200,000 dedicated apps, and thousands of accessory options, including cases of every stripe, stands, speakers, car mounts, kitchen styluses, and much more. iPads can now become cookbooks and textbooks, gaming consoles, office tools and armchair television remotes. If there's anything they can't do, just wait: remember, iPads are still only two years old.

Our New iPad Buyers' Guide has been designed for one primary purpose: to help you find and choose the best iPad-related products for your needs. Inside, we look at every current iPad model, the world's best iPad accessories, and our favorite iPad applications. We also discuss the latest Apple TV, and new releases for the iPod, iPhone, and Mac. Enjoy the Guide. We built it for you.



reddot design award
winner 2012



DualJack™
iCB17/iCB27
Sync / Charge Cable for iPad /
iPhone / iPod and Smartphones
Made for
iPod iPhone iPad
Compatible with
SMARTPHONE

MobiAir™
iMM377
Wireless Stereo Speaker Dock
for Smartphones
Compatible with
SMARTPHONE

Vibro™ II
iMM155
Alarm Clock with Shaker for
iPhone or iPod
Made for
iPod iPhone

Mac Adapters and cables
iCB701, iCB702, iCB703, iCB705, iCB707,
iCB708, iCB709, iCB718, iCB758



Premium. The Most Decorated Mobile Accessories Brand.



iLuv®
Innovative Lifestyle
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THE NEW IPAD BUYERS' GUIDE

TABLE OF CONTENTS



- 8 From Our Editor**
- 9 Introducing a "New iPad"**
- 11 iPad By The Numbers: An Unstoppable March**
- 12 Explore iLounge.com**
- 15 The New iPad Buyers' Guide**
Trying to decide between the "new iPad" and iPad 2? We'll help you choose the right model for your needs. Plus: mini-guides to iTunes, iOS, and iBooks.
- 44 All Things Apple TV**
Recently updated with support for the highest-definition (1080p) TVs currently available to consumers, the Apple TV continues to grow in popularity.
- 50 Our Favorite 100 iPad Apps**
iLounge's editors spend hours every day testing and enjoying iPad apps; these are the ones we wouldn't live without.
- 70 iDesign 2012**
Five leading accessory and application designers have just been inducted into our iDesign hall of fame, complete with profiles, interviews, and behind-the-scenes prototype images - a master's course in development.
- 94 The iPad Accessory Buyers' Guide**
Top speakers, cases, stands, batteries, and car accessories are featured in this broad sweep of the world of iPad add-ons.
- 142 iPads Around the World Gallery**
- 144 New For iPhone + iPod**
Recent releases for Apple's pocket devices.
- 146 New @ iLounge + Mac**
A handful of cool picks for Macintosh users.
- 148 So Said The Haters**
We look back at the vitriolic predictions of doom for the iPad, iPad 2, and new iPad.
- 151 What's The Deal With iTV?**
Our insights on Apple's upcoming HDTV, which is most likely coming in 2012-13.
- 152 Making The Case For iSight**
Apple could be working on a standalone camera - here's why it would bother.
- 154 Index to Advertisers**
Note: All ads in this Buyers' Guide are clickable.
- 155 Closing the Curtain**
What's coming next for the iPhone and Mac.

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The original introduction to our New iPad Buyers' Guide was meant to be both educational and entertaining: a collection of actual comments we received immediately before and after the first iPad was announced. But when we assembled them all, they turned out not to be funny; instead, the grumbles went even further than Steve Jobs' maxim that "[a] lot of times, people don't know what they want until you show it to them." As these comments - harsh, dismissive, and myopic - indeed reflected a strain of popular sentiment, it's amazing that Apple was confident enough to launch the iPad. Even with rough specifications right in front of their eyes, many people said bluntly that the iPad would flop.

Thankfully, once the dust over the iPad's name, lack of ports, and other trivialities had settled, Apple's tablet concept was proven correct. Negative early sentiment quickly gave way to the fastest uptake of a new Apple product family in history: over 67 million iPads were sold in two years, versus three years for iPhones, five years for iPods, and 24 years for Macs. And most of those units were first- and second-generation models, not the even more amazing third-generation iPad.

This is a great time to consider an iPad purchase. Between the high-resolution screens and cameras in every "new iPad," LTE support in 4G/cellular models, and cheaper iPad 2's, this is as ripe a time to buy a tablet as any. Buoyed by awesome accessories, apps, and the Apple TV, the iPad family has no true rival, and plenty going for it. In the pages that follow, we'll take you through the good and bad alike with our trademark honesty, objectivity, and insight. We hope you enjoy our New iPad Buyers' Guide.



Dennis Lloyd
Publisher

A long-time fan of Apple products, **Dennis Lloyd** (Twitter: @iLounge) 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 lives in Irvine, CA with his wife and daughter.



Jeremy Horwitz
Editor-in-Chief

Author and journalist **Jeremy Horwitz** (Twitter: @horwitz) has edited iLounge and its publications full time since 2004, when he pressed pause on his intellectual property law practice to specialize in the latest iPods, accessories, and software. An avid Apple user, he lives with his wife, two daughters, and a museum of iPods, iPhones, and iPads in East Amherst, NY.



Bob Starrett (@starrett) is iLounge's Senior Editor. Based in Wheelersburg, Ohio, where he lives with his wife and son, Bob switches between an iPhone 4S, new iPad, iMac, and MacBook Air for fun.



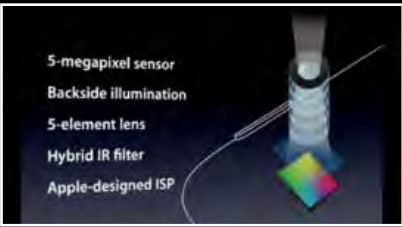
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Clockwise From Bottom Left: Apple Senior VP Phil Schiller introduces the third-generation "new iPad," discussing the tablet's new Retina Display and much-improved rear camera, as an invigorated CEO Tim Cook serves as emcee for the event's other participants. The company also unveiled a breakthrough version of the photo organizing and editing tool iPhoto for the new iPad, surprisingly also including iPhone 4/4S and iPad 2 support.

THE NEW IPAD DEBUTS.

SPEEDY INTERNATIONAL ROLLOUT DEFIES PREDICTED SHORTAGES, DESPITE HEAVY DEMAND.

Nine times out of ten, betting that Apple will announce a "lighter, thinner" sequel to an earlier product would be safe, but the **third-generation iPad** (\$499-\$829) broke that mold: slightly thicker and heavier than the iPad 2, it arrived at Apple's March 2011 media event with a quadrupled-resolution Retina Display, 5-Megapixel rear camera, and optional LTE cellular chip, collectively representing a huge jump over its cosmetically near-identical predecessor. Under the hood, Apple had to dramatically increase its battery and graphics processing power just to

keep up with the screen, resulting in extended recharging times and slight warmth to the touch on one of the tablet's rear corners. These small issues didn't stop the new iPad from achieving record sales during the fastest international rollout in iPad history, with online preorders helping to mitigate past lineups at stores. Apple also introduced a modestly updated 1080p version of the \$99 **Apple TV**, and **iPhoto for iOS**, a powerful \$5 version of its consumer photo tool for Macs, both instant hits given their low prices and impressive features, discussed in our Guide.

EDUCATION EVENT YIELDS IPAD TEXTBOOKS, MAC IBOOKS AUTHOR.


Shortly before the new iPad's launch, Apple executives took the stage at New York City's Guggenheim Museum to announce a long-gestating digital textbook initiative in partnership with several leading publishers: iBooks 2 features support for iPad-only textbooks, initially focused on high school texts. Priced

at \$15 or less, the books can be created with Apple's new iBooks Author, a free Mac application that was publicly unveiled at the same time. Apple also released a standalone iTunes U app borrowing elements from iBooks, enabling college professors to assemble course materials and assignments in one place for students, alongside 500,000 free materials in the iTunes Store.



For detailed daily news on the iPad family, as well as Apple's iPod, iPhone, Apple TV and iTunes, check out iLounge.com's huge news archive (ilounge.com/index.php/news/archives/).

TOUGH
BREAK

spigen  sqp

GLAS^t for GLASS
PREMIUM TEMPERED GLASS for The new iPad



THE NEW IPAD BUYERS' GUIDE

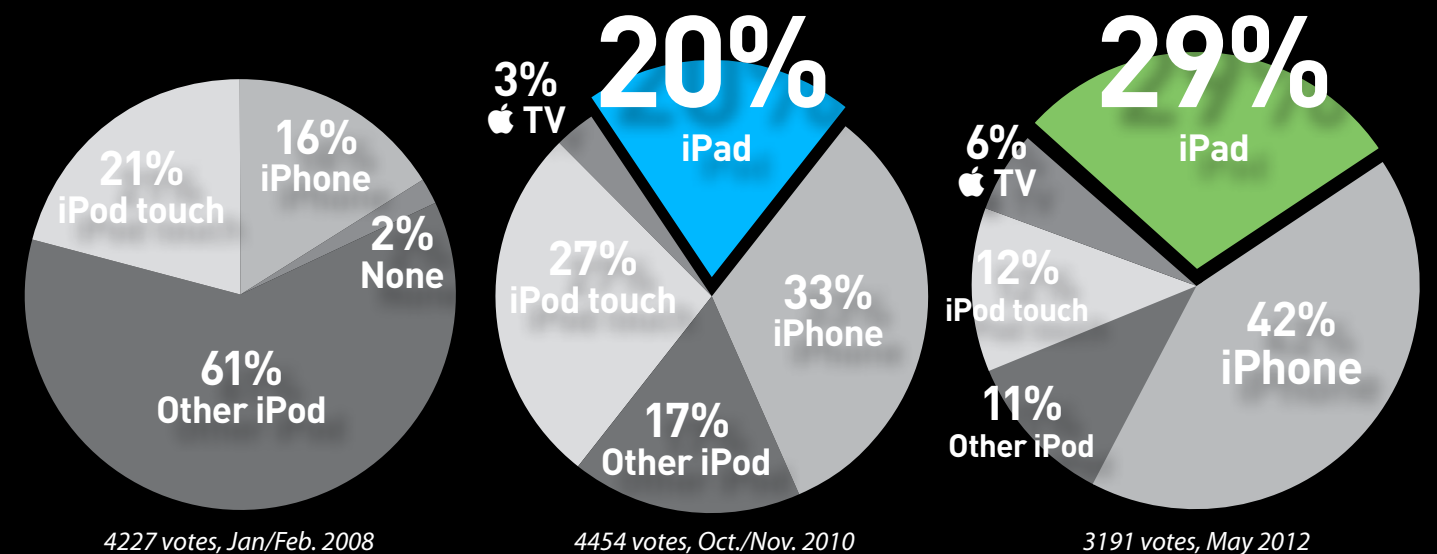
IPAD BY THE NUMBERS

AN UNSTOPPABLE MARCH.

POLL RESULTS SUGGEST THAT IPADS AND IPHONES ARE TAKING OVER WHERE IPODS LEFT OFF.

Ever since the release of the iPhone, we've asked readers to tell us which Apple product is their primary device for playing media - a question that iPods once dominated by a 5:1 margin over iPhones. By the end of 2010, a major change was obvious: iPods were collectively more popular than the iPhone or iPad, but when both the phone and tablet were taken together, they were a majority; with the iPod touch taken into account, 80% of our readers were primarily using iOS devices as their primary media playback devices. That was astonishing given iOS's youth.

Our most recent survey shows that this trend has continued - with interesting changes. Today, 83% of our readers pick iOS devices first, with a mere 11% relying upon any other type of iPod. The Apple TV, once easy to ignore, has doubled in popularity since late 2010 with a 6% share of readers. But the real story is the growth of the iPad and iPhone: Apple's tablet is now the primary media device for nearly a third of our readers, and the iPhone is even more popular, with a 42% share. iPods continue to slide, with no recovery in sight - a trend Apple has said it expected for years.



Consider what this shift suggests about the sizes of devices people are willing to carry around. Four years ago, the very idea of a nearly 10-inch media playback device was unthinkable to most Apple users - virtually every option fit into a pocket. Yet less than a year after the iPad's introduction, one-fifth of our readers had supplanted a pocket device with the 9.7" iPad, and its dominance has only grown over time. The tablet form factor, specifically Apple's combination of a large screen and relatively thin body, has become more popular than all iPods put together. An iPad mini could go further.

As fast as the iPad has been growing, however, the iPhone's success shouldn't be ignored. Users clearly appreciate the fact that they can carry music, movies, and photos around on their pocket-sized cellular phones, while enjoying an equivalent or better playback experience than any iPod can offer. True, Apple has deliberately starved the iPod family to help iPhones and iPads take off, debuting new features and superior chips in its more expensive devices. But it's fascinating that pricier and larger devices are selling so well in a market that once seemed dominated by iPod minis and nanos. Will the pendulum swing back?

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Backstage Editors' Blog backstage.ilounge.com

Deliberately underpublicized but perennially popular with devoted readers, our Editors' Blog offers behind-the-scenes details on the cool things we're hearing and testing. When there's reliable gossip to share on a new iPod, iPhone, or iPad model, this is where you'll find it, along with personal insights from our editorial team, and early test results ahead of our officially published reviews.

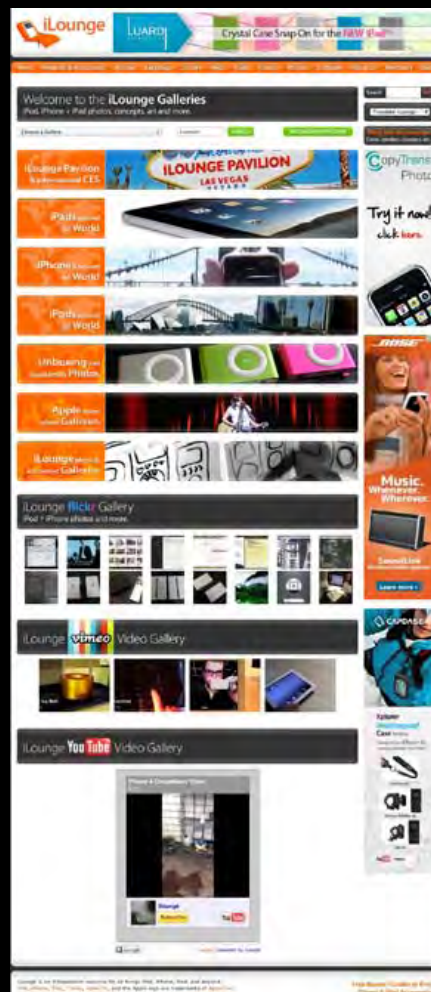


Photo + Art Galleries gallery.ilounge.com

Before Flickr became a dominant photo gallery, we built a huge in-house repository of Apple images - photos and art alike - on our own servers. The iLounge Galleries today include a large collection of Around the World photos, showing iPods, iPhones, and iPads in use across varied continents, and we also include links to our Flickr, Vimeo, and YouTube videos.



Discussion Forums forums.ilounge.com

Whether you're interested in joining our Forums as a member or just hunting for help with your iPad, iPhone, or iPod questions, you're welcome to stop on by. Thousands of people visit the Forums every day, sharing knowledge and opinions on Apple's digital media devices. Need expert help? Write to Ask iLounge, at ilounge.com/index.php/articles/ask_index - it's easy!



Mix Anytime. Spin Everywhere.

On your iPhone, iPod touch, iPad

Wherever you go with your iPhone or iPad you can now bring **iRig MIX** - the ultra-compact DJ mixer that lets you DJ anytime... everywhere. Mix and spin like a pro on this ultra-compact system with advanced capabilities that connect you to the power of your iPhone®, iPod touch® or iPad®. iRig MIX also comes with **DJ Rig FREE** - IK Multimedia's pro-quality DJ app that has everything you need for mixing, FX, loops, sampling and scratching.

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iRig MIX includes DJ Rig FREE*
the pro-quality DJ app
for iPhone, iPod touch, iPad
(*download it from the App Store™)

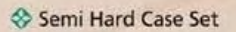


Available on the
App Store

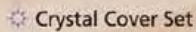
IK Multimedia. Musicians First.



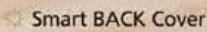
 simplism

 Semi Hard Case Set



 Crystal Cover Set

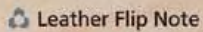


 Smart BACK Cover

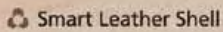


Detachable sound booster (PATENT PENDING)



 Leather Flip Note



 Smart Leather Shell



SMART WAKE/SLEEP



THE NEW IPAD BUYERS' GUIDE

The New iPad Family (Including iPad, iPad 2, And Model Comparisons)	16
Two iPad Cheat Sheets	26
iPads From the Outside	28
What's Inside iPads/Pack-Ins	29
iPad's Included Apps (iOS 5)	30
Setting Up With iCloud	32
Setting Up With iTunes (Including Home Sharing)	34
Using An iPad + iBooks	36
Using iPad's Cameras	37
Buying And Renting Media	38
Buying And Selling iPads	40
iPad 3G/LTE Data Plans	42
iPad's Micro-SIM Card	42

Which iPad Is Right For You?

If you're about to purchase Apple's tablet computer, get ready to confront a number of important choices. Old screen or new screen? Black or white? Wi-Fi or cellular? 3G or LTE? 16GB, 32GB, or 64GB? As of today, Apple's selling 24 different iPads - six iPad 2 models and eighteen "new iPads" - with substantially different prices and features. Even the \$399 base model iPad wirelessly connects to the Internet using Wi-Fi, but as you step up in price, you can add 3G cellular Internet access, a dramatically improved screen, LTE cellular capabilities, and greater storage capacity, each at a \$100 to \$130 premium. iLounge's New iPad Buyers' Guide will help you learn about all of the current models and cellular data plans, then steer you towards options that are best for your personal needs. We'll also provide some basic details on how iPads work, and show you where to sell your old iPad for the most money.

THE NEW IPAD FAMILY.

APPLE SELLS TWO CONFUSINGLY NAMED MODELS. HERE, WE SORT OUT THE DIFFERENCES.

iPad (3rd-Gen) Wi-Fi



iPad Wi-Fi + Cellular (AT&T/World 4G)



iPad Wi-Fi + Cellular (Verizon 4G)

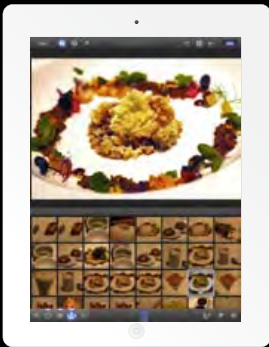


Size	9.50" x 7.31" x 0.37"		
Capacity	16GB-32GB-64GB		
Price	\$499-\$599-\$699	\$629-\$729-\$829	\$629-\$729-\$829
Wireless	802.11n Wi-Fi	802.11n Wi-Fi, GSM/LTE	802.11n Wi-Fi, CDMA/LTE
Weight	1.44 Pounds	1.46 Pounds	1.46 Pounds
Screen	9.7" Multi-Touch IPS Display With 2048x1536 Resolution (264ppi)		
Battery	10-13 Hrs. Video/Wi-Fi Web, 30 Days Standby Time, 9 Hrs. 3G/LTE Web Browsing		
GPS	No	Yes (A-GPS/GLONASS)	Yes (A-GPS/GLONASS)
Cameras	640x480 Front Camera, 2592x1936 (5.0-Megapixel/1080p) Rear Camera		
Colors	White or Black Front Bezel + Silver Anodized Aluminum Rear Casing		
Rating	A-	B+	B+
Summary	Like the iPad 2 but with a much better screen, rear camera, and GPU, the new iPad with Wi-Fi is a top pick for every purpose save on-the-road travel, where its lack of GPS and cellular features may hurt. Many users will want the 32GB and 64GB versions.	If you're willing to pay \$15-\$30 per month for data access on the road, this iPad is tied for the top pick. While AT&T has poor LTE coverage in the U.S., Canadians and users in good AT&T areas will see fast speeds; AT&T's fallback 3G/4G coverage is still way faster than Verizon's, too.	Users in Verizon's 200 LTE cities should seriously consider this model, which is faster than AT&T's "4G" network in many places, and capable of roaming on slower CDMA or using SIMs for international GSM/4G networks when Verizon LTE is not available.

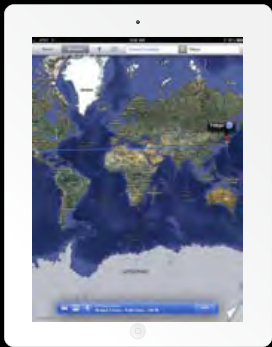
GREEN = IMPROVED FROM IPAD 2 WHITE = SAME AS IPAD 2 RED = WORSE THAN IPAD 2

RELEASED IN 2011, THE IPAD 2 IS THE THINNER, FASTER SEQUEL TO THE 2010 IPAD, SPORTING TWIN CAMERAS AND FASTER PROCESSORS. THE 2012 "NEW IPAD" LOOKS NEARLY IDENTICAL, BUT FEATURES A HIGH-RESOLUTION SCREEN, NEW REAR CAMERA, AND LTE CELLULAR CHIP.

iPad 2 Wi-Fi



iPad 2 Wi-Fi + 3G (AT&T/GSM)



iPad 2 Wi-Fi + 3G (Verizon/CDMA)



Size	9.50" x 7.31" x 0.34"		
Capacity	16GB		
Price	\$399	\$529	\$529
Wireless	802.11n Wi-Fi	802.11n Wi-Fi + GSM 3G	802.11n Wi-Fi + CDMA 3G
Weight	1.33 Pounds	1.35 Pounds	1.34 Pounds
Screen	9.7" Multi-Touch IPS Display With 1024x768 Resolution (132ppi)		
Battery	10-14 Hrs. Video/Wi-Fi Web, 30 Days Standby Time, 9 Hrs. 3G Web Browsing		
GPS	No	Yes (A-GPS)	Yes (A-GPS)
Cameras	640x480 Front Camera, 1280x720 (720p) Rear Camera		
Colors	White or Black Front Bezel + Silver Anodized Aluminum Rear Casing		
Rating	A-	B+	B
Summary	Now offered as an entry-level model, the Wi-Fi-only version is great for everything except in-car mapping and on-the-road Internet access. An ideal pick for kids, as well as adults who don't need a high-res screen, more capacity, or on-the-road cellular data access.	Still solid for travelers and frequent GPS users, the GSM iPad 2 is worth considering if the new iPad's screen isn't a draw. Faster than the CDMA iPad 2 in the U.S. and more usable internationally, this model lets you see Maps and use other data-hungry apps anywhere you go.	The CDMA iPad 2 is solely for cellular data users in areas with poor AT&T/GSM service, offering slower U.S. data speeds but a larger 3G network that covers some rural and underserved areas better. Weak for international travel, but good for U.S. mapping.

GREEN = NEW FOR 2011/BETTER THAN NEW IPAD WHITE = SAME RED = WORSE THAN NEW IPAD



IPAD 2 WITH WI-FI.

IDEAL FOR USERS WHO WANT A LOW-FRILLS IPAD, THIS MODEL IS SURPRISINGLY CAPABLE.

As the lightest and least expensive current iPad model, the Wi-Fi-only version of the iPad 2 has a lot to offer for \$399. Equipped with 802.11a/b/g/n Wi-Fi for Internet access, and very fast at loading web pages and other data from home, school, and office networks, it remains powerful enough for most apps that users won't find it anemic by comparison with the new iPad. The iPad 2 uses a cool-running dual-core Apple A5 CPU with a dual-core graphics chip, producing virtually the same special effects and polygon counts of the new iPad, only at a lower (1024x768) screen resolution. When outputting video to a TV either through cables or AirPlay to an Apple TV, the iPad 2 and new iPad look surprisingly similar to one another, even during screen mirroring. There are few negative differences between them; iPad 2s made in/after April 2012 even get an extra hour of Wi-Fi battery life. However, the iPad 2's front and rear cameras are weak, producing grainy, low-resolution still images and only decent videos - fine for FaceTime, but not much else; the new iPad's rear camera is far better. And the iPad 2's screen is adequate, but neither as color-saturated nor detailed as the new iPad's. If these differences and the limited 16GB storage capacity don't matter to you, you'll love the iPad 2 with Wi-Fi.



IPAD (3RD-GEN) WITH WI-FI.

FINE-TUNED FROM THE IPAD 2, THE THIRD-GENERATION IPAD IS A PHOTOGRAPHER'S DREAM.



Though few things changed between the "new" third-generation iPad and its predecessor, the several things Apple upgraded were major improvements - with two exceptions. On the positive side, the new iPad's Retina Display is dazzling, featuring four times the pixels (2048x1536) of earlier iPads; it's nearly impossible to see dots in flat art or text in most apps, while letting 3-D polygons and textures in games look ultra-crisp. And the iPad 2's sad rear camera has been upgraded to 5-Megapixels for stills and 1080p for videos, radically improving the quality of everything it records; it's now halfway between the iPhone 4 and 4S in quality. Unfortunately, these improvements required some compromises: a 0.1-pound increase in weight is minor, but the new iPad also packs a much larger and slower-charging battery than before, plus a graphics chip that runs a little warm to the touch. If leaving your iPad on the charger overnight doesn't strike you as a hassle, and you're willing to spend the \$100 premium over the iPad 2 with Wi-Fi, you'll find that the screen and camera here are worth the extra cash. If you have a large video, music, or app library, we'd suggest that you skip the \$499 16GB iPad and spring for the \$599 32GB or \$699 64GB model; you'll want the extra space.



IPAD 2 WI-FI + 3G (GSM).

LIMITED IN CAPACITY, THIS IS FOR BUDGET-CONSCIOUS TRAVELERS AND COMMUTERS.

Apple didn't have to keep the 3G cellular versions of the iPad 2 around after introducing the third-generation iPad, but it did, and there's a reason: the new \$529 price point is the most aggressive ever for a cellular-ready iPad. Designed for commuters and frequent travelers, the GSM model can be used on AT&T's network in the United States for \$15-\$30 per month without a contract, and the Micro-SIM card can be swapped to enable this iPad 2 to work on GSM cellular networks almost anywhere else in the world; that's not the case with the Verizon/CDMA version of the iPad 2. However, as with the Wi-Fi-only version of the iPad 2, you'll have to accept some compromises for the lower price. Most users would expect the older, lower-resolution screen, 16GB storage cap, and weak camera, but there are two more that are unique to cellular iPads: first, slower maximum cellular data speeds, which rarely exceed 7Mbps for downloading or 2Mbps for uploading in the U.S., and second, the trivial lack of GLONASS navigation support, a Russian competitor to GPS. Right now, with global cellular networks in the midst of a sluggish switchover to fast LTE networks, the GSM iPad 2 remains a solid option for cellular data. But within two years, it'll seem like a snail - just in time for you to consider replacing it.



IPAD 2 WI-FI + 3G (CDMA).

ORIGINALLY RELEASED TO PLACATE VERIZON 3G USERS, THIS IS THE WEAKEST IPAD STILL SOLD.

The CDMA iPad 2 with Wi-Fi + 3G was created primarily for Verizon Wireless, a U.S. cellular carrier with a large but slow network of 3G data towers. While this iPad 2 may work better than the GSM version in parts of the U.S. with poor AT&T coverage, it's an anachronism: rarely exceeding 2.5Mbps for downloading or 1Mbps for uploading on Verizon's cellular network, it can be unbearably slow at loading images and video; AT&T's service is often two or three times as fast if it's available. Like the GSM version, this model has GPS hardware inside for real-time mapping, though it has no Micro-SIM slot, and its incompatibility with GSM cellular networks in other countries reduces its value when traveling outside the United States. You may need to purchase a third-party map application that doesn't require cellular access when used overseas. That said, the CDMA version of the iPad 2 with Wi-Fi + 3G is otherwise virtually identical to the GSM version. Our tests showed that the GSM version achieved Apple's promised 9 hours of 3G web browsing; the CDMA version fell short by only 20 minutes. We'd suggest you skip this in favor of the third-generation iPad, which works on Verizon's 10X-faster LTE network for the same \$15-\$30 per month; it's worth the up-front premium.





IPAD WI-FI + 4G (WORLD).

IPAD WI-FI + 4G (VERIZON).

AT ITS PEAK, THIS IPAD IS THE FASTEST IN THE UNITED STATES. BUT IT'S RARELY AT ITS PEAK.

FOR NOW, AMERICAN CUSTOMERS HAVE THE BEST CHANCE AT FAST SPEEDS WITH THIS IPAD.

While the iPad 2 was generally better on AT&T's network than Verizon's, that's not necessarily the case for the new iPad. The GSM version (\$629-\$829) sold worldwide supports U.S. and Canadian LTE networks, as well as "slower" domestic and international 4G networks that may still deliver higher speeds than either cellular version of the iPad 2. Under ideal real-world conditions, we've seen this iPad reach nearly 50 Mbps download and 30 Mbps upload speeds over LTE - faster than home Wi-Fi - though \$15-\$30 data service offers such limited monthly bandwidth that most people won't use it for video streaming. Sadly, these speeds are rare, attained only at certain hours in 30 U.S. cities covered by AT&T's tiny LTE network, and Canadian cities supported by Bell, Rogers, and Telus. The new iPad falls back to slower speeds elsewhere, often around 7Mbps for uploads and 2Mbps for downloads in parts of the U.S. that Verizon is amply covering with superior LTE service. For the time being, the choice of new cellular iPads comes down to two questions in America: is there AT&T LTE where you live, and also where you plan to travel? If the answers are yes, this model can deliver a superior experience to the Verizon version. If not, seriously consider Verizon, which has a bigger LTE network and other assets.



Sold for the same \$629-\$829 prices as the fully GSM third-generation iPad, this Verizon-customized version has almost everything in common - same body, same color options, same cameras and new screen, plus the same built-in GPS and GLONASS for mapping and navigation. But the differences are important. Used in the United States, this iPad works solely on Verizon's LTE and 3G networks, a double-edged sword: Verizon offers LTE in around 200 cities, with data speeds in the impressive 20-30Mbps range for downloads and 3-15Mbps for uploads, but elsewhere falls back to CDMA for atrocious 2Mbps downloads and 1Mbps uploads, a dramatic and frightening variation. There are other positives, though: unlike AT&T, Verizon allows its LTE iPad to be used as a Wi-Fi personal hotspot for five other devices. And outside the U.S., this iPad - unlike the Verizon iPad 2 - has a Micro-SIM tray and can roam on international GSM 3G/4G networks, just like the AT&T version. After last year's serious differences, Apple has effectively put the two cellular iPads on equal footing; the right model for you will depend on where you live and travel. If Verizon offers LTE in those places today - check the streets you care about - consider this model a smarter pick until AT&T bolsters its LTE network.



RH656md
Reference Grade Headphones

 **tuneQ App**
Available on the App Store

Made for iPod iPhone iPad

 **LEARN MORE**




reVOLT™ pro h2
Dual 2.1A USB Home Charger

 **reVOLVE App**
Available on the App Store

Made for iPod iPhone iPad

 **LEARN MORE**



bassDOCK™
Speaker Dock for iPad

 **tuneQ App**
Available on the App Store

LEARN MORE



keyPAD™ p2
Bluetooth Wireless Keyboard & Folio Case for iPad Bluetooth

LEARN MORE




fitRAIL™
Exercise Mount for all iPad models

LEARN MORE





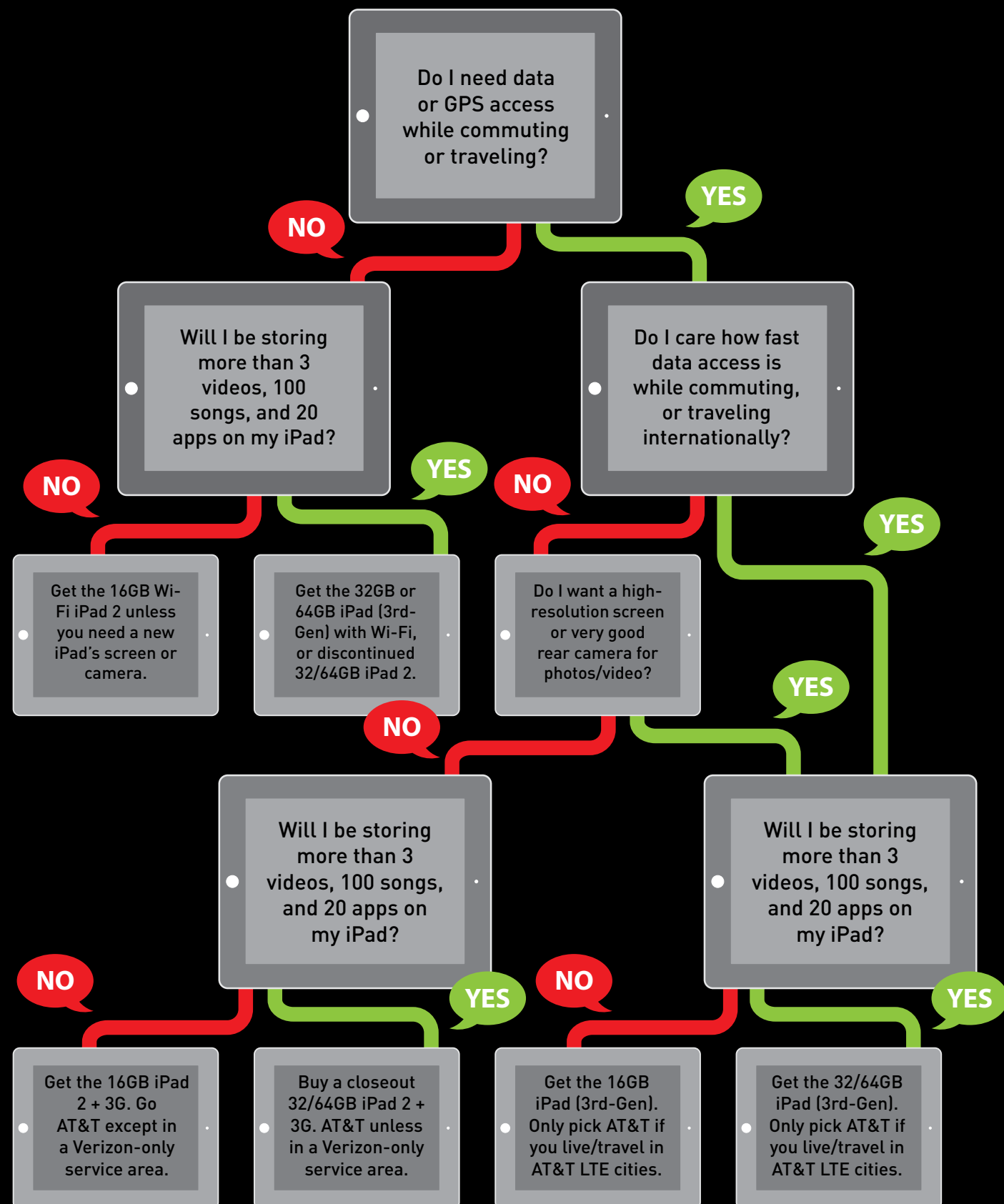
standUP™
Portable Tablet Stand

LEARN MORE

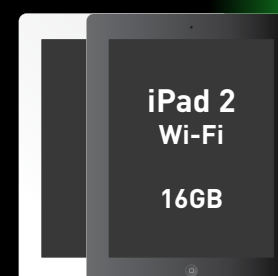
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TWO IPAD CHEAT SHEETS.

CAN'T DECIDE WHICH IPAD'S RIGHT FOR YOU? START WITH OUR HANDY CHEAT SHEETS.



IPADS WITH WI-FI



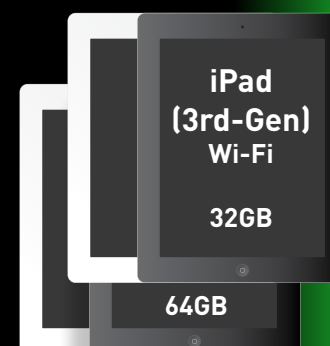
\$399 Each

- Low-resolution but entirely adequate screen
- Very limited storage
- Runs most iPad apps



\$499 Each

- Great, high-resolution screen
- Far superior rear camera
- Supports voice dictation
- Very limited storage
- Runs almost every iPad app



\$599-\$699 Each

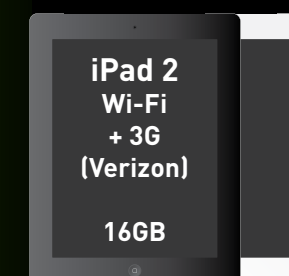
- Great, high-resolution screen
- Far superior rear camera
- Supports voice dictation
- Enough storage for most things
- Runs almost every iPad app

IPADS WITH WI-FI + CELLULAR (3G OR 4G/LTE)



\$529 Each

- Low-resolution but entirely adequate screen; limited storage
- GSM version delivers acceptable cellular data speeds worldwide
- CDMA version offers low-speed cellular data in U.S. markets
- Runs virtually every iPad app, including GPS navigation apps



\$629 Each

- Great, high-resolution screen; runs all iPad apps, including GPS
- Very limited storage; supports voice dictation
- GSM version connects varies wildly in LTE speed, falling back to 3G/4G that's never as slow as the worst CDMA areas
- CDMA version fast in many U.S. LTE cities, awful elsewhere in U.S.



\$729-\$829 Each

Great, high-resolution screen; runs all iPad apps, including GPS
Supports voice dictation; enough storage for most things
GSM version varies wildly in speed - fast in few LTE cities, falls
back to 3G/4G that's never as slow as the worst CDMA areas
CDMA version fast in many U.S. LTE cities, awful elsewhere in U.S.



IPAD FROM THE OUTSIDE.

A TOP BUTTON TURNS THE DISPLAY ON OR OFF. A FRONT BUTTON BRINGS YOU "HOME."



Today's iPads look very similar to one another, apart from small variations. Each iPad has a glass face, painted either white or black inside around a 9.7" diagonal screen. A nearly invisible ring of plastic separates the glass from a thin silver aluminum bezel. Reflective and clear, the glass quickly gets covered in fingerprints; anti-smudge film reduces that problem but reduces screen clarity. One of two cameras is a small dot, centered above the screen. Durable but scratchable aluminum continues from the curved edges to form the device's back, reaching 0.34" or 0.37" thick and including the second, larger camera. A glossy Apple logo is centered atop the iPad name with a small capacity badge. The 3G and 4G cellular iPads also have a black plastic antenna compartment on the back top. Every cellular version except the Verizon 3G iPad 2 also has a Micro-SIM card tray on the back's upper right side.



Headphone Port + Mic

Each iPad's 3.5mm headphone port fits most earphones, and supports Apple three-button remote controls and microphones. A tiny top-centered hole hides a microphone, which works for voice recording, videos, and VoIP calling.



Side Switch + Volume

Based on your preference, a switch above each iPad's right-mounted volume buttons either locks the screen in any portrait or landscape orientation, or mutes notification sounds, leaving the volume buttons for everything else.



Dock Connector

Apple's 30-pin port is dead centered on each iPad's bottom. It connects to cables, chargers, and speakers, but is at risk of being replaced in 2013's iPad models.



Speakers

A fine dot pattern vents speakers through the iPads' backs at a respectable volume level; cupping your hand around the grate lets you increase the apparent volume.

WHAT'S INSIDE THE IPAD.

POWERFUL CHIPS ARE PACKED INTO EACH OF APPLE'S TABLETS; SOME DIFFER BY MODEL.



Multi-Touch

iPad screens can detect up to 11 individual touch points at once. Most apps use two or three.



Front Camera

Each iPad has a low-res 640x480 front camera that auto-adjusts to dim lighting conditions.



Rear Camera

iPad 2's 720p rear camera makes OK videos, bad stills; new iPad's 5MP/1080p camera is very good.



Sensors

Both iPads have 3-axis gyroscopes and 3-axis accelerometers that provide accurate motion sensing.



Memory

Both iPads come in 16GB models; the new iPad has 32/64GB options. Each has less usable space than that; we'd recommend 32 or 64.



Wi-Fi

Every iPad supports 802.11a, b, g, and n wireless networks for access to the Internet. Web pages, maps, and high-definition streamed videos load noticeably faster when using 802.11n, which requires a wireless router made within the last several years. Battery life with Wi-Fi is better than with 3G or 4G cellular.



Bluetooth

iPad 2 supports Bluetooth 2.1; the new iPad supports Bluetooth 4. Both can stream stereo audio to headphones and speakers, play games over Bluetooth, and work with wireless keyboards - a huge benefit for word processor users. New low-power Bluetooth 4 add-ons are in the works.



Cellular

iPads with "3G" or "4G" can use cellular data networks for a monthly fee. Speeds vary wildly between networks and locations. AT&T is a clear winner for iPad 2 users, generally offering 2X-3X Verizon's speed. For new iPads, Verizon has more 4G/LTE coverage. AT&T is faster in fewer LTE cities, with better 4G fallback speeds.



CPU

iPad 2's dual-core A5 chip runs at 1.0GHz with a dual-core graphics processor. iPad's A5X is the same, but with a quad-core graphics processor.

IPAD PACK-INS: VERY FEW.

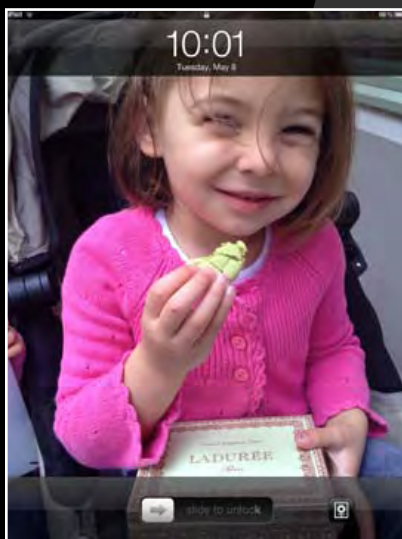
VERY FEW ITEMS ARE INCLUDED IN APPLE'S BOXES - ALMOST EVERY ADD-ON IS OPTIONAL.



Each iPad's box includes a wall power adapter, a USB cable, a one-page instruction card, a warranty booklet, and stickers; the GSM and 4G versions add a SIM tray-opening tool. Conspicuously absent are necessities such as a stand or a screen-cleaning cloth; Apple sells a \$29 dock, magnetic Smart Covers (\$39-\$69), extra power adapters (\$29), a camera adapter kit (\$29), and video adapters/cables (\$29-\$49).

IPAD'S INCLUDED APPS.

EACH IPAD SHIPS WITH 20 APPLICATIONS, PLUS PICTURE FRAME AND SPOTLIGHT SEARCH.



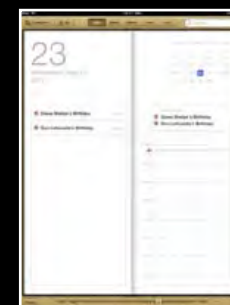
The Lock Screen and Picture Frame. Under most circumstances, the first thing you'll see when turning on an iPad is the Lock Screen on the left, which you "Swipe to Unlock" with a left-to-right finger gesture at the bottom of the screen. A small flower button next to it lets you instead activate Picture Frame, which displays one to four photos at a time from whichever portion of the iPad's photo library you choose, including gentle transition effects.



Screen Rotation and Spotlight. iPads operate equally well in portrait (tall screen) or landscape (wide screen) orientation, auto-rotating whatever you're doing. Shown here is Spotlight, a search tool found by swiping from left to right on the Home Screen. Type to search all the iPad's content, then tap to jump to what you've found.



Home Screen. Straight out of the box, iPads include 20 built-in applications - actually 19, plus a new Newsstand folder that holds subscription-based newspaper and magazine apps. You choose background art, and pick up to six docked applications that remain at the bottom of every home screen; you can swipe from right to left to see extra pages of apps you've downloaded. Apart from the docked apps, which always preserve the same positions regardless of orientation, the others automatically re-align in a 4 x 5 or 5 x 4 grid, depending on the iPad's orientation.



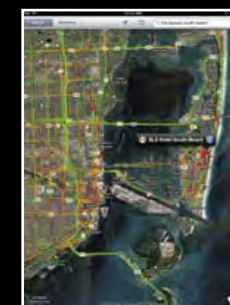
Calendar. A day, week and month planner, synced to your computer.



Contacts. Stores names, numbers, and addresses for people you know.



Notes. A simple text editor that stores and syncs typed memos.



Maps. HD maps with directions, Google Street View, and a compass.



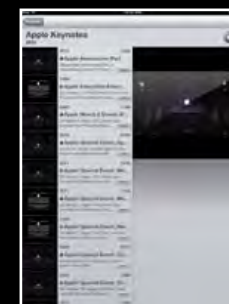
iTunes. Apple's store for music, videos, podcasts, and audiobooks.



Messages. Send and receive text/photo messages from iOS + OS X.



Reminders. Time or location triggers text reminders from this checklist.



Videos. Play TV shows, movies, music videos and video podcasts.



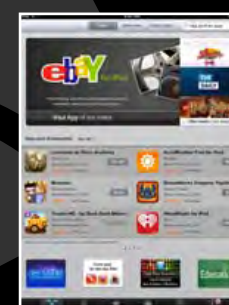
YouTube. Browse or stream free videos from the web; save and share favorites.



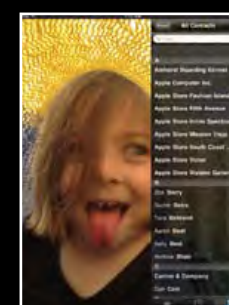
Game Center. Link up with friends for online gaming and track game stats.



Newsstand. App-based magazines and newspapers are stored on this shelf.



App Store. Add more apps to your iPad from Apple's exclusive app shop.



FaceTime. Two-person iPod/iPhone/iPad/Mac video calls.



Camera. Take photos or videos with either of the iPad's cameras.

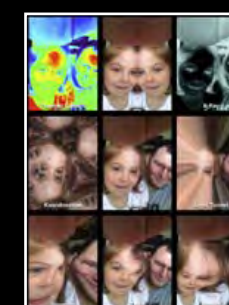


Photo Booth. Take still photos with goofy special effects.



Safari. Browse web pages with zooming, nine windows, and easy bookmarks.



Mail. Multi-account email with in-line photos and attachment viewing.



Photos. Sync from PC/Mac or import from a camera to view and share.



Music. Play music and audiobooks in an iTunes-like interface.



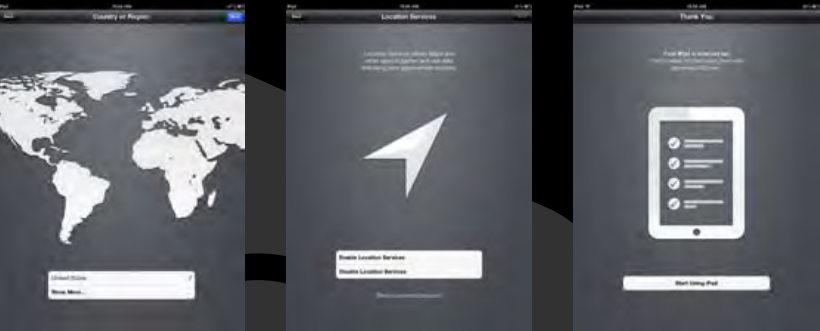
Settings. Manage the iPad's options and cellular service here.

SETTING UP WITH ICLOUD.

WANT TO USE YOUR IPAD AS A STANDALONE COMPUTER? THANKS TO ICLOUD, YOU CAN.



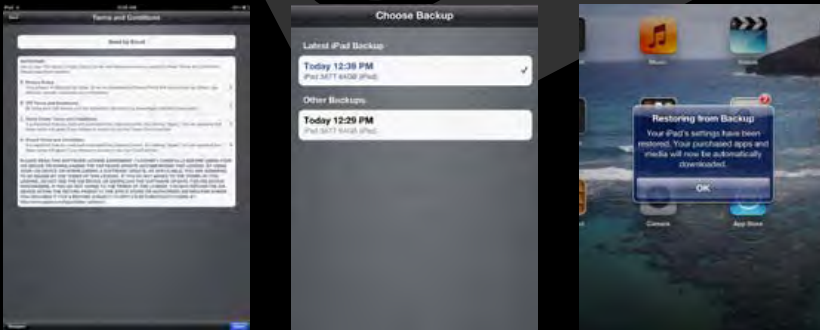
PC-Free Setup. Introduced in iOS 5, the iPad's new PC-free setup feature enables you to configure the tablet and start using it without ever connecting to iTunes. You select a language, specify your country, give permission for the iPad to identify its location, and provide a Wi-Fi network password. After choosing to start fresh or from an iCloud/iTunes backup of an older iPad, you create or specify a free iCloud account, agree to Apple's terms of service, and start using the iPad.



Dictation. Taken from Siri, the voice recognition feature built into iOS 5 for the iPhone 4S, Dictation offers third-generation iPad users the ability to dictate words, sentences or paragraphs by speaking, activated by a key to the left of the space bar. Dictation requires an active Internet connection to Apple's servers, and words are identified there, so you're asked for permission to share data during the setup process. The iPad 2 does not include Dictation, or ask for permission.



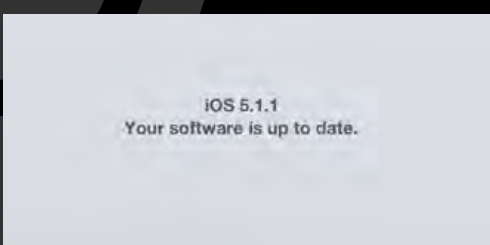
Restore From iCloud. If you've previously backed up an iPad to iCloud - a process that may take hours the first time - you can use that backup to populate a new iPad with your apps, documents, personal data, photos, and e-mail without going near a computer. You simply choose Restore from iCloud backup during setup, provide the iCloud username and password where the backup is stored, and let everything download. The iPad can be used while it's restoring, too.

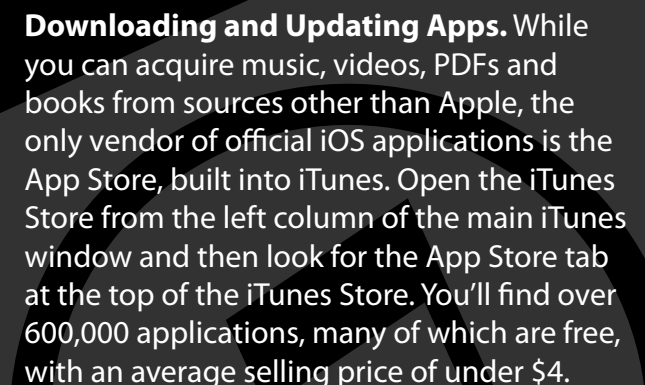
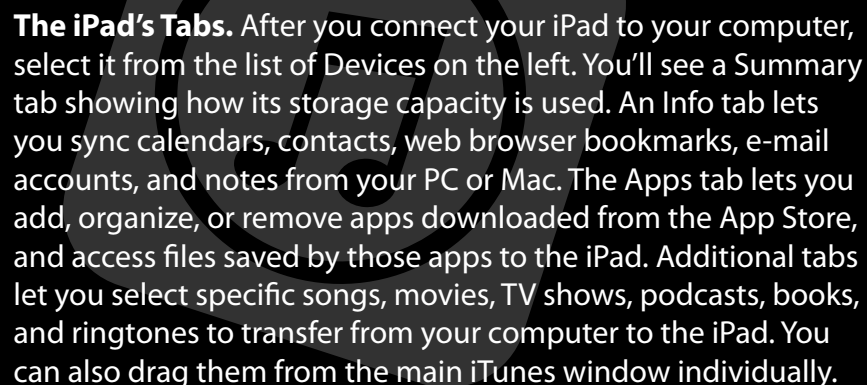
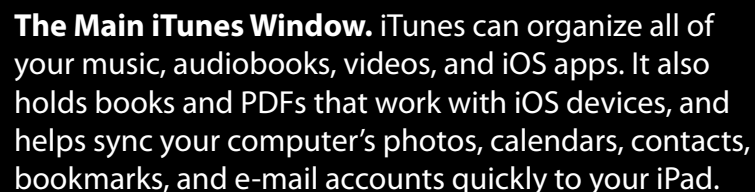


Annual iCloud Storage Fees. Apart from the added time required for both backups and restoration, iCloud's major downside is pricing. Every iCloud account includes 5GB of free storage space, but if you're actively using iCloud for backups, you'll probably need more. Apple sells a 15GB total package for \$20 per year, a 25GB package for \$40 per year, and a 55GB package for \$100 per year. Backing up to iTunes instead will save you money, but you won't be able to restore your iPad from any random place you may be visiting.

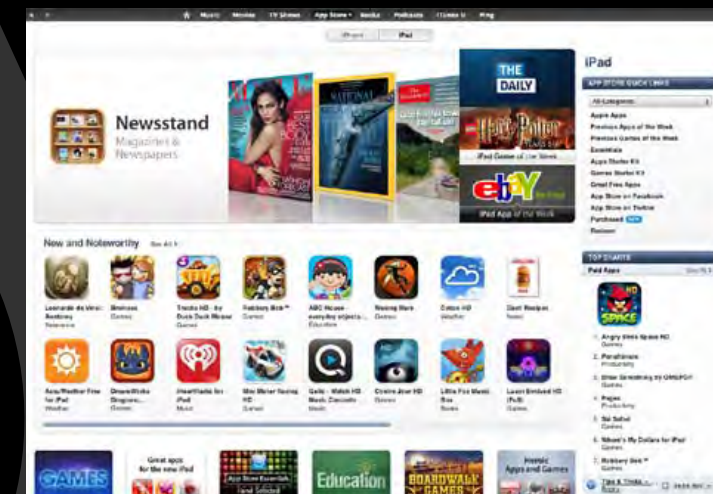
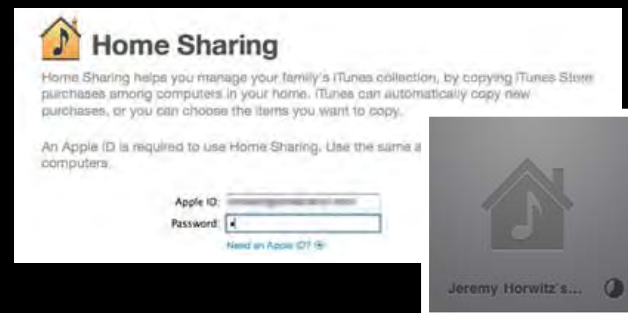
Backups		Storage	
	5 GB		43.2 GB Used
iPad 3ATT 64GB	5 GB	Video	4.2 GB
Documents & Data	20.9 MB	RAGE HD	2.0 GB
iPhoto	11.3 MB	MC3	1.8 GB

Software Updates. Prior to iOS 5, every iPad software update needed to be handled through iTunes, which meant physically connecting your iPad to a computer, waiting for the new software to download, and then watching as both iTunes and the iPad shook hands during the updating process. These days, software updates can be handled either through iTunes or on the iPad itself. You can manually check for new iOS software in the Settings app under General > Software Update, which will either display the latest software version or tell you that your software is up to date. iOS 5 will also automatically alert you when new software is available, using a small clickable banner on the Home Screen. On-device software updates tend to take less time than with iTunes, and may only require a small patch to be made to iOS rather than a complete re-installation of the operating system. Your apps, media, documents, and settings will be preserved.





Downloading an app is as simple as clicking the "Free" or price button next to its name, and entering your iTunes Store password. iTunes will either transfer it to your iPad the next time you sync, or wirelessly tell the iPad to download it now. Whenever a new app version becomes available, you'll see a number appear next to Apps in iTunes' left hand bar under Library. Click Apps, hit Check For Updates at the bottom right of the iTunes window, and then hit Download All Free Updates at the upper right of the window - it's not as easy as it could be. You can also download and update apps directly from the iPad's App Store app.



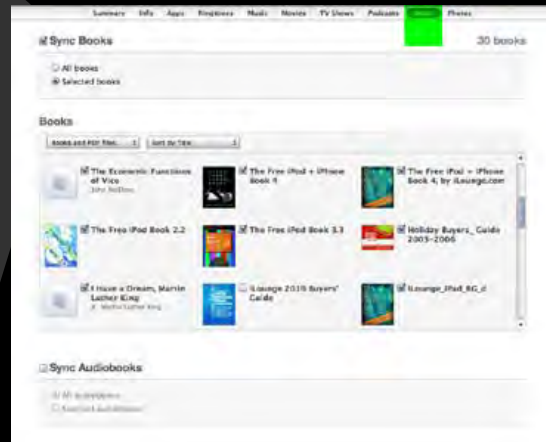
Home Sharing. Found under the Advanced menu in iTunes (top of Mac screen, top of PC's iTunes window), Home Sharing lets your iPad and other devices access this machine's videos, music, podcasts, audiobooks, and more - so long as they're on the same home network. Enter your Apple ID and password. iPad's Music and Videos apps will find and let you stream from a new Shared Library.

USING AN IPAD + IBOOKS.

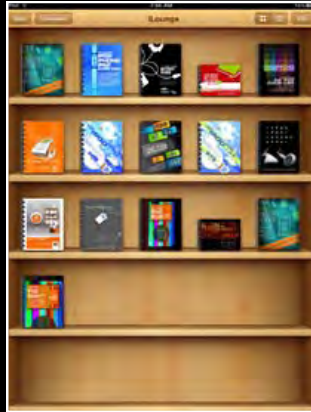
APPLE'S EBOOK/TEXTBOOK/PDF READER IS A FREE DOWNLOAD. HERE'S HOW TO USE IT.



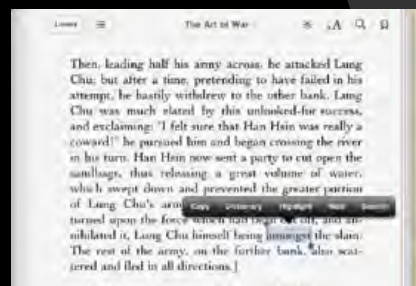
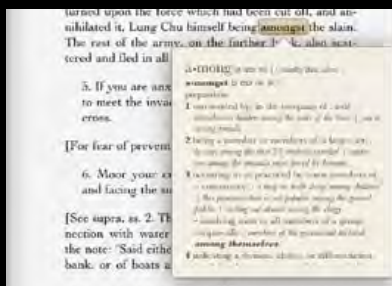
Start With the App Store. Apple updates iBooks more often than iOS, so the free app is a separate download - and offered the first time you load App Store on the iPad. Once you grab it, select the iPad under iTunes' Devices list, then the Books tab. You can choose which iTunes-stored eBooks and PDFs to sync.



Build Your Libraries + Shop. iBooks lets you create separate shelves for Books and PDFs, organizing each as you prefer. Click the library's top left Store button to add Books from Apple's 700,000-title iBookstore; you can add new PDFs via Safari or e-mail.



Read Away. Some eBooks are little more than glorified text files, but iBooks glams them up with your choice of seven fonts, white, sepia, or black pages, and font size options, rotating to fit tall or wide screens. Color books, textbooks, and PDFs display in glorious color, either as 1 tall page or 2 wide pages.



Neat Tricks. Tap on an eBook's word and you can look it up in a dictionary, highlight it, search for it elsewhere in the pages, or type a note for later. Full book searching, page bookmarking, and brightness adjustments are all only a tap away; swipe to flip pages.

USING IPAD'S CAMERAS.

CAMERA, FACETIME, PHOTO BOOTH + PHOTOS APPS ARE ALL INCLUDED WITH IPADS.



Camera. Recently updated with a middle-of-screen shutter button, Camera lets you capture photos and videos using the front and rear iPad cameras. You can tap the screen to adjust exposure, and use a 5X digital zoom - semi-useful on the third-gen iPad's rear camera, pointless on the iPad 2's. A Camera Roll button lets you preview all of your photos and videos.



FaceTime. Starting with a full-screen view of whatever the front camera is seeing, FaceTime overlays a list of your contacts so you can initiate one-on-one, slightly blurry 640x480 video calls to an iPhone 4/4S, iPod touch 4G, Mac, iPad 2, or new iPad. When someone calls, you see an accept/decline option, just like an iPhone call, ringing with a chosen ringtone.



Photo Booth. Based on the same-named Mac app, Photo Booth is a stripped down version of Camera, but with eight image-distorting filters. Thermal and X-Ray play with colors, and the rest use mirror, lightstream or bulge effects. It snaps still pictures that you can quickly e-mail or delete. As with the Mac app, it's mostly a novelty for kids - but they'll love it.



Photos. This app organizes all the photos you've synced through iTunes - including sorting by Albums, Faces, and Places - plus any images and movies made with the iPad itself, stored in iCloud using Photo Stream, or transferred with the iPad Camera Connection Kit add-on. You can view pictures as slideshows or zoomable individual images; videos work, too.

BUY AND RENT MEDIA.

APPLE'S NOT THE ONLY MUSIC, BOOK, OR VIDEO STORE IN TOWN. HERE ARE YOUR OPTIONS.

The iTunes Store and App Store make it easy to buy music, books, magazines, videos, apps, and games directly from your iPad, but other stores may be easier on your pocketbook - and better ways to get access to huge, unlimited access libraries of media content via affordable monthly subscriptions.

MP3/AAC Music

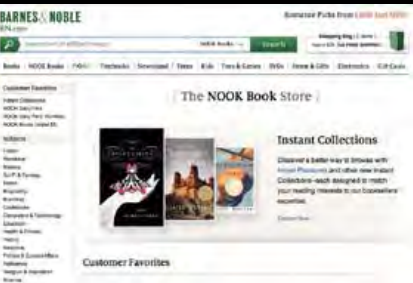
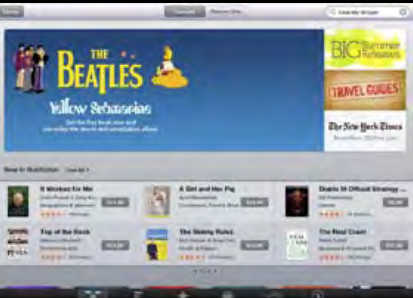
There are two ways to buy music for an iPad: purchase through Apple's iTunes Store, or hunt elsewhere on the Internet. Apple prevents competitors from selling music directly on the iPad, so you'll need to use a computer to buy songs at other stores. iTunes often charges more - \$1.29/song or \$12/album - relative to Amazon.com, which sells most tracks at \$1 and albums for \$5 to \$10. Buy through the iPad and you can listen right away; shop elsewhere and you must sync the iPad with iTunes first. We'd pick Amazon. Audio quality is virtually the same: Amazon sells tracks as 256Kbps MP3s, which are device-agnostic; Apple's tracks are 256Kbps AACs, made for Apple devices and some competing products.

Rentals and subscriptions are another option in some countries. Rhapsody offers unlimited music streaming for a \$10 monthly charge, and acquired rival Napster, which used to do the same thing. Rivals such as Pandora, Slacker Radio and Spotify have made aggressive moves over the past year, as well. Pandora has a free radio station-like app with a \$4 monthly fee for ad-free listening and song skipping. Slacker lets you stream music with ads; for \$10, song choices increase and the ads disappear. Spotify also has a \$10 monthly subscription service with a massive library of music, but a very limited free service and trial period on the iPad.



Digital Books + Magazines

Available solely through the free iOS app iBooks, Apple's iBookstore currently offers over 700,000 digital books as a rival to Amazon's Kindle and Barnes & Noble's Nook bookstores. Apple's books most commonly sell for \$10 or more, while classics are given away for free. As with iTunes, the iBookstore may be more expensive than rivals, but the purchasing experience is more convenient: you can only buy from Amazon or B&N via their web sites. On the other hand, Amazon's and B&N's books can be read on computers and inexpensive standalone digital book readers; the least expensive iBooks-ready devices are much smaller-screened iPod touches, and there's still no Mac or PC support for iBooks downloads. That said, we still prefer to buy from the iBookstore due to the superior interface iBooks offers for reading. Truly interactive books and magazines are now being offered as standalone apps, not in iBooks; some now offer monthly and annual subscriptions, as well.



MP4/H.264 Videos

As with music, Apple's iTunes Store is the exclusive direct-to-iPad vendor of videos, including TV shows, music videos, and movies. The quality of these videos is high: iTunes now sells full HD (1080p) TV shows and movies from many major studios, as well as lower-resolution 720p and DVD-quality versions that still look great on older iPads' screens. However, iTunes videos are expensive, with TV shows commonly selling for \$2-\$3 each, and movies for \$10-\$15; high-definition versions typically cost \$15-\$20. Rentals are also an option, for \$1-\$5 per video. While Apple has quality on its side, and iTunes-purchased videos can now be streamed from iTunes in the Cloud for free in some countries, subscription-based alternatives are viable, too.

In the United States, many new TV shows are also available through Hulu Plus, an iOS app with an \$8 monthly all-you-can-watch subscription fee. Hulu also offers a number of decent movies, but it's strongest for U.S. network shows. Competitor Netflix offers a \$8 monthly subscription with unlimited iOS and Apple TV streaming access to a huge collection of second-run videos, including older movies, children's content, documentaries, and past seasons of many popular TV shows.

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. Our advice is to choose a video subscription service so you can stream the type of content you prefer, and make selected purchases from iTunes or your favorite DVD vendor, ripping videos using an app such as Handbrake if that's legal in your country.



iPad Apps + Games

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

The App Store has become an incredible source of new software for iPad owners: today, there are over 200,000 apps and games with iPad support, the most significant of which we discuss elsewhere in this Buyers' Guide. Prices range from free to \$999, with the average game price only a little higher than \$1, and the average app price around \$4. That said, top games often debut at \$5 or \$10 prices before falling lower. Today, the vast majority of titles are \$10 or less, and over 1/3 are free.



BUYING + SELLING IPADS.

WHY PAY FULL RETAIL? SAVE CASH WHEN YOU BUY AN IPAD, AND MAKE MONEY SELLING IT.

If you're looking to buy an iPad or accessories, there are several options: shop at the Apple Store, buy from authorized/unauthorized resellers, or go through eBay, which unlike the others continues to serve as a market for past generations of Apple products years after they were discontinued. New iPad and accessory prices are below; eBay's most recent mid-May 2012 used iPad prices are on the right.

Buying From Apple Stores

There's every reason - except one - to buy directly from Apple. It offers free engraving on iPads, free shipping, and no restocking fee for items you decide to return. Apple is also the first to get its own products, has the largest inventory of them, and stocks many good third-party items, too. On the other hand, its prices are sky high, particularly on accessories, and it almost never offers sales. But it does offer great deals on refurbished iPads, and sells **Gift Cards** (\$25-\$5,000) so you can contribute towards bigger purchases.

Apple now offers two extended warranties for iPads. The first is **AppleCare** (\$79), which extends your warranty to two total years of coverage, and can be activated during the first year of ownership; Apple appears ready to discontinue it. **AppleCare+** (\$99) can only be activated in the first 30 days, adding the ability to replace your accidentally damaged iPad up to two times at \$49 per swap.

Shopping Outside of Apple

Compare the prices at several authorized retailers to Apple's. At Best Buy, the prices are at least as high as Apple's, and shipping is rarely free on its items. Target stocks budget add-ons you won't find at Apple and sometimes offers sales or gift cards to incentivize Apple hardware purchases. Local store returns are easy, but it doesn't sell iPads online. Walmart's prices are low but shipping is generally extra, mooting iPad purchases. It sells some seriously junky accessories, but also some good ones at low prices.



iPad/Add-On	Apple	Best Buy	Target	Walmart
16GB Wi-Fi	\$499	\$500	\$500	\$499
16GB 4G	\$629	\$630	\$630	\$629
32GB Wi-Fi	\$599	\$600	\$600	\$599
32GB 4G	\$729	\$730	\$730	\$729
64GB Wi-Fi	\$699	\$700	\$700	\$699
64GB 4G	\$829	\$830	\$830	\$829
AppleCare	\$79	N/A	\$80	\$79
iHome iA100	\$200	\$200	\$136	\$200
Speck iGuy	N/A	\$39	N/A	\$32
Free Shipping	\$50+	No	No	Semi

iPad
(Original)



4-2010

- 16/32/64GB - 10 Hr Battery
Wi-Fi
\$499-\$699 US
- 16/32/64GB - 10 Hr Battery
Wi-Fi + 3G (GSM)
\$629-\$829 US

Breakthroughs: Apple's first tablet computer, featuring a 9.7" multi-touch glass display and an aluminum body, plus 10-hour battery life for video playback and web browsing, with far longer standby time. Comes in three capacities and two different versions, one with 802.11n Wi-Fi, the other with 802.11n and GSM 3G cellular data service.

Pack-Ins: USB to Dock Connector cable, 10W USB Power Adapter, SIM card ejector tool (3G version only).

Issues: No integrated stand, initially little software. Low storage capacity on low-end model. Only more expensive 3G version includes GPS for mapping; no CDMA version.

eBay Values:

16GB Wi-Fi (MB292LL/A)	\$264.00
16GB Wi-Fi + 3G (MC349LL/A)	\$283.50
32GB Wi-Fi (MB293LL/A)	\$275.83
32GB Wi-Fi + 3G (MC496LL/A)	\$330.00
64GB Wi-Fi (MB294LL/A)	\$299.00
64GB Wi-Fi + 3G (MC497LL/A)	\$345.60

iPad 2



3-2011

- 16/32/64GB - 10 Hr Battery
Wi-Fi
\$499-\$699 US
- 16/32/64GB - 10 Hr Battery
Wi-Fi + 3G (GSM or CDMA)
\$629-\$829 US
- (This year's Guide saw steep falloffs in iPad 2 prices, due to improved availability, Apple's price drop, and new iPads.)

Breakthroughs: First iPad with integrated cameras and dual core processor. Twice the RAM and up to nine times better graphics performance. Metal body reduced in thickness, height, width, and weight. CDMA version and two front bezel colors (white or black) now available. Added magnets and iOS support for Smart Cover lids.

Pack-Ins: USB to Dock Connector cable, 10W USB Power Adapter, SIM card ejector tool (GSM 3G version only).

Issues: Poor rear camera performance. Crazy number of different models due to separate GSM/CDMA versions. Early production flaws cause screen light leakage. Same stand, capacity, and GPS versions as prior model.

eBay Values:

16GB Wi-Fi (MC769LL/A, MC979LL/A)	\$369.50
16GB Wi-Fi+3G GSM (MC773LL/A, MC982LL/A)	\$393.80
16GB Wi-Fi+3G CDMA (MC755LL/A, MC985LL/A)	\$424.20
32GB Wi-Fi (MC770LL/A, MC980LL/A)	\$426.40
32GB Wi-Fi+3G GSM (MC774LL/A, MC983LL/A)	\$454.25
32GB Wi-Fi+3G CDMA (MC763LL/A, MC986LL/A)	\$452.50
64GB Wi-Fi (MC916LL/A, MC981LL/A)	\$485.00
64GB Wi-Fi+3G GSM (MC775LL/A, MC984LL/A)	\$533.20
64GB Wi-Fi+3G CDMA (MC764LL/A, MC987LL/A)	\$520.60

IPAD 3G/LTE DATA PLANS.

IPADS AREN'T SOLD ON CONTRACTS, SO DATA SERVICE IS MONTHLY - CANCEL AT ANY TIME.



Unlike iPhones, cellular-ready iPads are sold unlocked and contract-free. This means you'll pay a higher up-front price, but have the freedom to buy data service on a month-to-month basis - in some countries even from different companies - with varying prices for low and high quantities of data. So far, LTE data plans generally cost the same per month as slower 3G plans, starting at \$15 for 250MB in the United States. No-contract pricing is great for frequent international travelers, and for users in countries with multiple GSM carriers. The prices below show what iPad users can expect to pay per month for data in various countries; note that all "\$" prices are in that country's dollars or local currency.

Country/Region	iPad 2 (Cellular)	New iPad (Cellular)	Low-End Data	High-End Data
USA: AT&T	\$529	\$629-\$829	\$15/250MB	\$50/5GB
USA: Verizon	\$529	\$629-\$829	\$20/1GB	\$80/10GB
Canada	\$549	\$649-\$849	\$5/10MB	\$35/5GB
Mexico	\$8099	\$9599-\$12599	\$179/500MB	\$359/10GB
UK	£429	£499-£659	£2/200MB	£15/3GB
EU/France	€529	€609-€814	€6/300MB	€29/3GB
Australia	\$569	\$679-\$899	\$19/2GB	\$49/12GB
Switzerland	559CHF	659-859CHF	19CHF/300MB	85CHF/10GB
Japan	¥45800	¥53800-¥69800	¥1510/100MB	¥4410/1GB
Singapore	\$698	\$828-\$1088	\$40/10GB	\$94/Unlimited
China	RMB3988-5488	Not Available	CNY80/1GB	CNY300/10GB

IPAD'S MICRO-SIM CARD.

THE GSM IPAD 2 AND ALL CELLULAR THIRD-GENERATION IPADS HAVE TINY MICRO-SIM TRAYS.

Most cellular-ready iPads - every third-gen iPad and all GSM iPad 2s - either come with a cell carrier-specific Micro-SIM card installed, or require a user to visit a carrier's store and purchase one for €5 or less. Without a card, most iPads can't connect to cellular networks; only Verizon's iPad 2 is SIM card-less, for better and worse. Removing the Micro-SIM card tray is as simple as inserting the sharp edge of Apple's included tray removal tool into a hole on the tray's side, which pops it out of the iPad. A Micro-SIM will fit into a specially cut groove in the tray, and the tray will easily slide back in. If the SIM card is too large to fit inside the tray, it's likely an old, full-sized SIM and will need to be cut down or replaced by the cellular provider. Reputable vendors will sell you the right Micro-SIM for your iPad from the start.



i am what's next on your nightstand.

Start your mornings smarter with the iHome iD91 app-enhanced dual alarm clock radio and speaker dock. Plug in and charge your iPad, iPhone or iPod while you sleep, then wake to your favorite tunes. Download the free iHome Sleep app for more alarm customization and auto sleep/wake updates for your social networks. With 3D sound and patented Reson8® speaker technology, the iHome iD91 will ensure that you always wake up ahead of the game.

www.ihomeaudio.com

f ihome

t ihome

Walmart

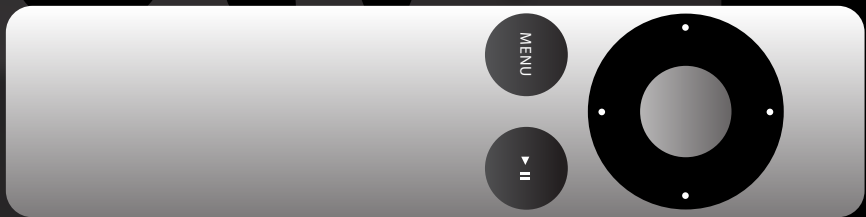
Made for iPod iPhone iPad



iHome
Live Life Loud

iHome is a registered trademark of SDI Technologies, Inc. iPad, iPhone and iPod are trademarks of Apple, Inc., registered in the U.S. and other countries. All other marks are trademarks of their respective owners.

ALL THINGS APPLE TV



Released in 2010 as the considerably smaller sequel to the only Apple media player Steve Jobs declared a “hobby,” the second-generation Apple TV broke with tradition by becoming better over time. Unlike its predecessor, which continued to suffer from bugs and lag throughout its three years on the market, the new model arrived with Netflix video streaming as an option, added AirPlay streaming and screen mirroring, then closed out its short life with an all-new interface hinting at future app support. The third-generation model looks identical from the outside, carries the same \$99 price tag, and comes with the same pack-ins, but features a more powerful Apple A5 CPU and the ability to output full HD 1080p videos. Apple redrew the user interface with higher-resolution graphics, but left the experience so unchanged from the second- to third-generations of the device that old users couldn’t complain. Our brief look at all things Apple TV explores the current interface, recent accessories, and our updated review.



New For 2012: Apple TV Software 5.0 + 1080p

From the outside, the new Apple TV and its predecessor look almost identical - only part numbers in small print on their bottoms distinguish the two black plastic units, while a “1080p” badge on the new box makes clear that it’s the latest version. Each includes the same silver, seven-button, Infrared-based Apple Remote and a long black power cable; you still need to supply your own HDMI cable for video and audio, with optical audio out and Ethernet as options. Apple TV has 802.11n/g Wi-Fi built in, and operates very well wirelessly. So what’s different? The new model can output full HD content. Most HDTV screens have 2 million dots - 1920 by 1080 (“1080p” resolution) - reducing visible grain in videos and photos. The prior Apple TV filled the same screens with only 1 million dots (“720p”), so still images looked grainier, as shown here.

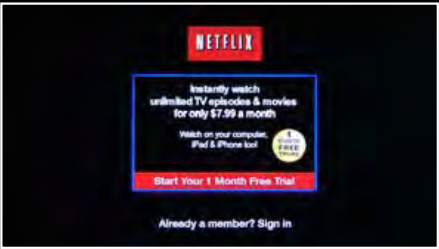




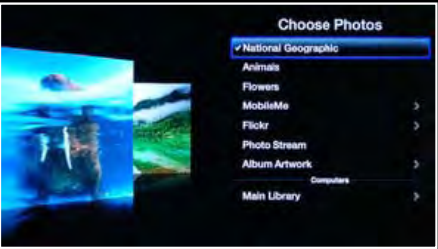
Main Menu. Substantially redrawn from the text-heavy earlier Apple TV interfaces, the new UI now directly parallels iOS, complete with large icons and smaller labels below them. The interface only shows the first five icons fully, hinting at the next three rows, which fill the screen if you press down on the remote. Press up to access purchased, rented, and popular videos, all appearing above the icons.



TV Shows and Music. While the new TV Shows app is very similar to the new Movies app, complete with rotating banners and a top-of-screen bar to browse previously purchased and new content, Music now relies on Apple's optional (\$25/year) iTunes Match service, automatically streaming whatever you've purchased from iTunes or synced from your computer to iCloud.



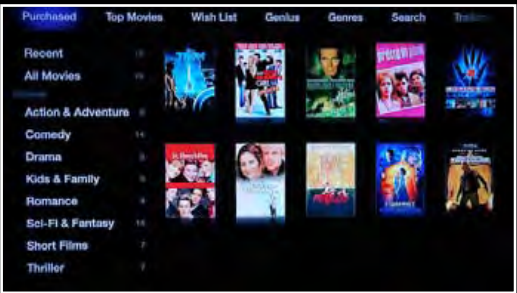
Subscription Content. While the \$8/month Netflix TV and movie streaming service has become excellent enough to itself justify an Apple TV purchase - complete with past seasons of hundreds of shows - that's not all Apple TV streams. MLB, NBA, and NHL season passes let fans of baseball, basketball, and hockey watch live and recent games, along with league-wide sports tickers.



Photos + More. In addition to streaming photos from iCloud, Flickr, and other services, Apple TV now includes a collection of gorgeous National Geographic nature and animal photographs, as well as an expanded array of slideshows that look great on televisions. Free podcasts, Internet Radio, and videos from YouTube, Vimeo, and the Wall Street Journal remain available for streaming, as well.

THE NEW IPAD BUYERS' GUIDE

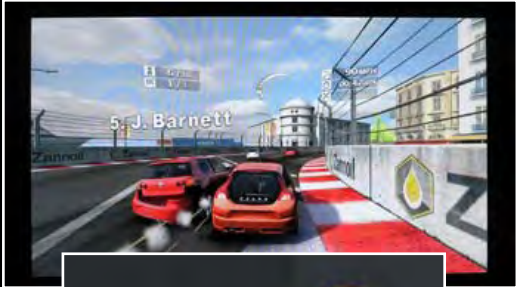
Movies (In The Cloud). In some countries, the Apple TV now supports free streaming of previously-purchased iTunes videos, directly from Apple's servers. The Movies app has been redesigned with rotating iTunes Store banners, as well as a top-of-screen bar that leads you to purchases, top movies, Genius recommendations, trailers, wish list, and search features.



THE NEW IPAD BUYERS' GUIDE



AirPlay + AirPlay Mirroring. Though the Apple TV launched without either of these features, they've quickly become the greatest justifications to purchase the \$99 black box as an iPad, iPhone, or iPod touch accessory. In its basic form, AirPlay enables iOS devices (and iTunes) to stream videos, music, and photos to any second- or third-generation Apple TV - a way to instantly enjoy your device's or computer's content on a big TV screen. Additionally, the iPhone 4S, iPad 2, and new iPad all support AirPlay Mirroring, which lets the HDTV show whatever's on their screens, complete with black letterboxing bars as necessary. Fun to use with FaceTime, AirPlay also allows apps to display one thing on the TV (say, a game) while the iPad or iPhone functions as a controller and mini-display, shown here with Real Racing 2 HD.



Remote: Apple's Free iOS Wi-Fi Controller. If the Infrared-based Apple Remote bundled with the Apple TV isn't capable enough for your needs, the free Remote app will be an improvement. Using surprisingly similar interfaces for the iPad and iPhone/iPod touch, Remote lets you swipe and tap your way through any Apple TV's menus; it also provides iTunes-style access to your computers' music and video libraries, so you can start AirPlay-based streaming to the Apple TV from afar. Remote relies on a Wi-Fi network, and the gesture controls aren't as responsive as they could be, but its on-screen keyboard can be a lifesaver for searches and passwords.

APPLE TV ACCESSORIES.

THE FEW, THE BRAVE, THE STANDOUTS: THEY'RE MADE SPECIFICALLY FOR APPLE TV.

Unlike the iPod, iPhone, and iPad, the Apple TV has barely been accessorized; Apple has locked the USB and Micro-USB ports on all three models to preclude them from doing anything useful. But a handful of enterprising companies have released products, anyway; here are the most noteworthy ones.



Kanto Yaro Amp + Speaker Set for Apple TV

A speaker set designed specifically for the Apple TV? Yes, that's the appeal of Kanto's Yaro, which bundles together four matching parts - two separate speakers, a digital amplifier powered by Bang & Olufsen technology, and a remote control, plus the necessary cabling. Each speaker has a 1.5" tweeter and 3.5" full-range driver, together producing considerably better and louder sound than most TVs people use with the Apple TV, though the bass is so-so. A separate \$229 subwoofer is offered to fill that gap.

• \$329

H-Squared TV Tray

The Apple TV was designed to sit on the same surface as an HDTV, but wall mounting may look better - or make the accessory virtually invisible. H-Squared's TVTray provides a sturdy plastic frame to hold second- and third-generation Apple TVs, complete with wall screws. You'll need to be sure you can access the Apple TV's IR sensor, or use the iOS Remote app.



• \$30



Kanax ATV Pro

Most HDTVs now have Apple TV-compatible HDMI ports, but if you're using a video projector with only VGA input, the just-released ATV Pro will let you connect them. Ideal for AirPlay Mirroring from iPads/iPhones.

• \$59



Apple HDMI Cable

Monoprice.com sells Apple TV-ready HDMI cables for \$2 a piece, and they'll work perfectly with the Apple TV. Apple's all-black solution is overpriced, but minimalist and nicer-looking, if you care.

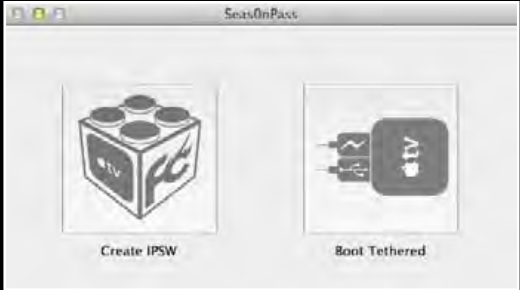
• \$19



FireCore LLC aTV Flash

If the Apple TV's current features aren't enough for your needs, this bundle of unauthorized but impressive software hacks will impress you. Sold by FireCore as a \$30 download for Macs or PCs, aTV Flash lets you add a collection of free third-party apps to the second-generation Apple TV after a three-step installation process, requiring you to supply a Micro-USB cable. Though installation isn't painless - Apple blocks prior hacks with every software update - or yet supported by the latest Apple TV, aTV Flash adds a wide variety of new video options, the ability to access media on wireless hard drives, and many other cool tricks, generally within user interfaces that will daunt mainstream users but impress power users.

• \$30



Not Designed For Novices. aTV Flash installation requires three steps. First, free software called SeasOnPass requires you to connect the Apple TV to a computer, and briefly use the Apple Remote. Second, you connect a power cable to the Apple TV to reboot it while it's connected to your computer - laptops are easier - and then run aTV Flash on your computer to wirelessly update the Apple TV's files once. It's not hard, just tricky.



More Videos and Streaming.

Two apps expand a hacked Apple TV's ability to play content from other sources. Media lets you browse wireless hard disks on your network, while XBMC adds streaming from dozens of web sites, including Funny or Die and the Food Network, plus support for extra video formats, "Psuedo TV" channels, and much more.



Web Browsing.

Based upon WebKit - the engine in many leading web browsers - the Apple TV's Browser app is slow but fairly reliable at accurately displaying the content of web sites. Lacking caching support and other things we wouldn't call "frills," Browser nonetheless lets you consult the web from your TV on occasion. Given the choice, we'd use an iPad instead.



Widgets + Hacker Tools.

Unlike Apple's App Store, which is dominated by mainstream-ready software, even the deliberately limited lists of "Featured" and XBMC apps are packed with tools that only hackers will want to play with. Easier widget-like apps for Weather, RSS Feed reading, and Facebook media browsing are available, but not always ideal for a television set.



Our Favorite 100 iPad Apps

COMMUNICATE	■
CREATE	■
FOOD + DRINK	■
GAMES + KIDS	■
PHOTO + TRAVEL	■
PRODUCTIVITY	■
READ: BOOKS/NEWS	■
READ: WEB SITES	■
SHOP + SELL	■
STREAM TV/AUDIO	■
WIDGETS	■

Sitting halfway between a computer and an iPhone, the iPad could easily have been a “tweener,” saddled with compromises that made its apps less useful or fun than either of its predecessors. Instead, the iPad has become the gaming platform Apple’s Mac only wished to be, a far better productivity tool than the iPhone, and an ideal conduit for teaching students of all ages. Two years after the first model’s release, iPads are being used everywhere, as likely to be found managing Disney World’s lines as recreating its most famous rides as childrens’ apps. Even Microsoft and its former developers are bringing apps to the iPad. The battle’s over; Apple won.

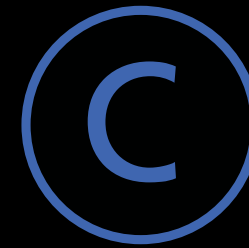
Our Favorite 100 iPad Apps is a collection of the apps and games our editors have continued to keep on their iPads - not just fleetingly interesting releases, but essentials. Since some titles have anchored themselves as best of breed solutions, there’s some overlap from last year, but also many brand new picks to check out.

Most of the apps in this collection now include universal iPad, iPhone, and iPod touch support - a feature we really appreciate - and those that don’t generally have a good excuse for being iPad exclusive. Many have been updated for the third-generation iPad’s Retina Display, as well. Full reviews of all of these apps (and thousands more) can be found on the iLounge.com web site.

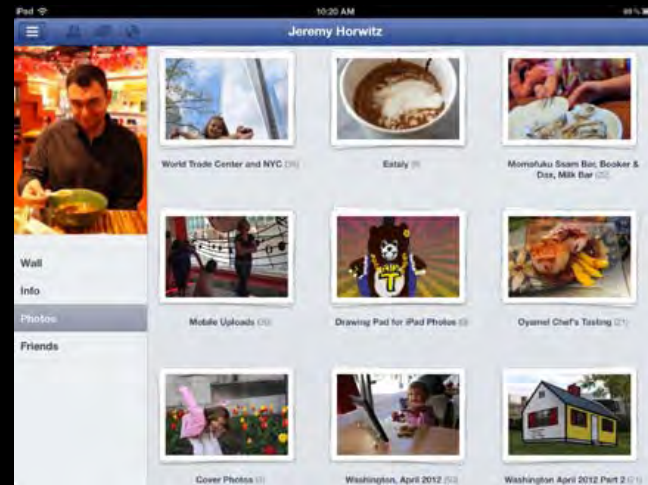
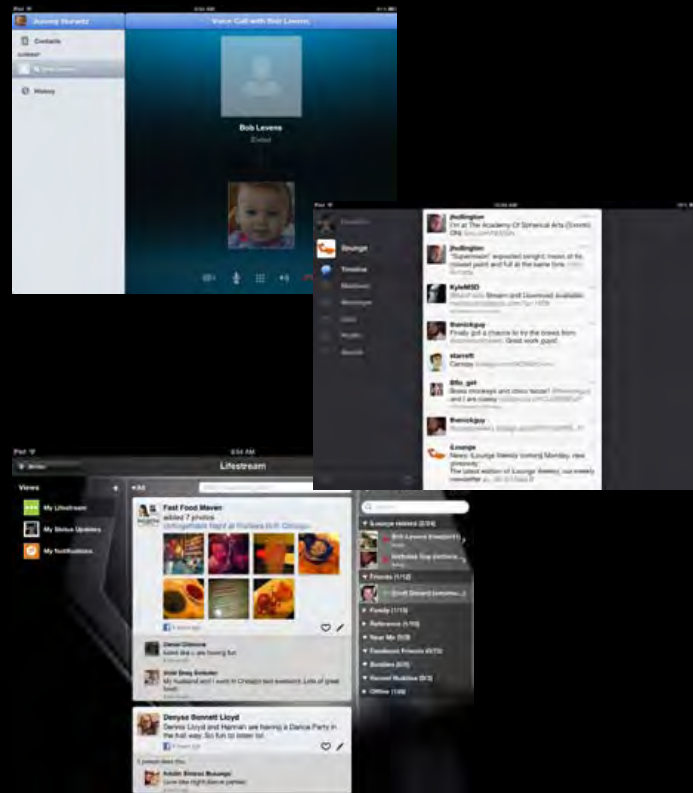
Top 100 Apps Communicate



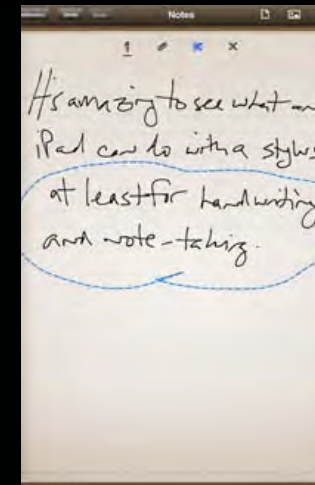
TOP 100 APPS



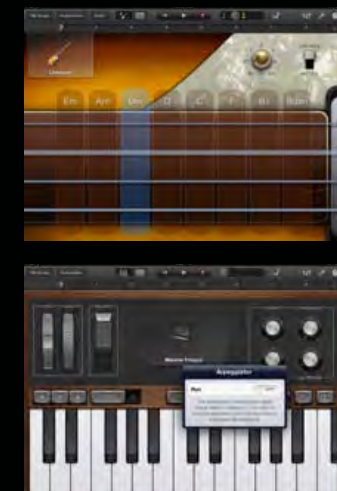
Create



If you keep in touch with friends and family, you know how critical communication apps can be. Apple's built-in Messages and FaceTime apps keep getting better, but third-party social media and instant messaging tools for iPads are evolving more slowly. Facebook finally released an official app (Free) so iPad users can post photos, videos, and text to the largest social network; the official Twitter app (Free) does the same thing, now with iOS integration for easier tweeting from other apps. Alternatives include Tapbots' Tweetbot (\$3), a robot-themed, power user-focused Twitter client with more animation and shortcuts, AOL's AIM for iPad (Free), which sends instant messages across multiple services while monitoring Facebook, Twitter, and Flickr updates, and Skype for iPad (Free), which provides a platform-agnostic alternative to FaceTime so that you can make voice and video calls to people around the world.

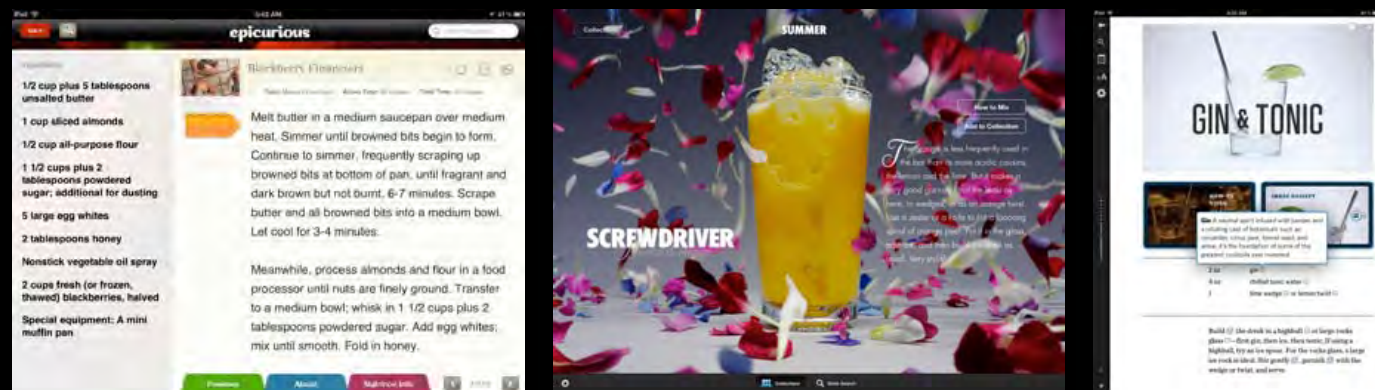


Creative apps have improved considerably since the iPad's launch two years ago. Relatively early drawing apps Penultimate (\$1) by Cocoa Box Design and Drawing Pad (\$2) by Darren Murtha Design have remained amongst our favorites, the former nearly ideal for taking handwritten notes and making quick sketches, while the latter's a surprisingly robust and fun painting app despite its kiddie interface. Ambient Design's ArtRage (\$7) is a pro-caliber art app with far more sophisticated tools. Music creators will be amazed by Algoriddim's mixing and scratching app Djay (\$20) and Apple's GarageBand (\$5), now with new instruments and collaborative features. For iPad video editing and output, Apple's iMovie (\$5) is the gold standard, recently adding trailer creation to its titling and trimming tools.

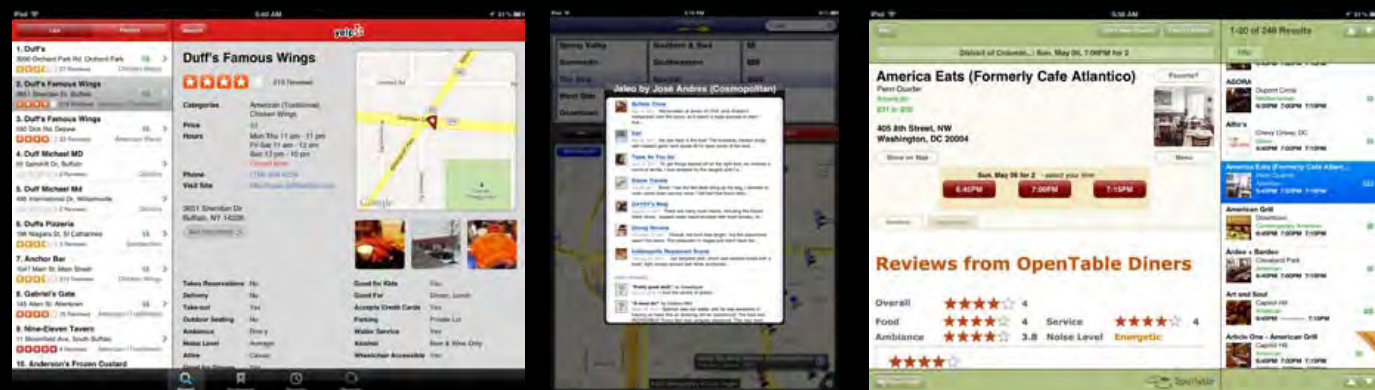


TOP 100 APPS

FOOD + DRINK



The best eating and drinking apps we've seen for the iPad have specifically been crafted to make use of Apple's 9.7" touchscreen. Conde Nast's **Epicurious Recipes & Shopping List** (Free) remains an outstanding recipe database, updated with seasonal and holiday treats, all ingeniously formatted with ingredients on one side of the screen, while instructions are separately scrollable on the other. Absolut's **Drinkspiration Home Edition** (Free) offers gorgeous photographs and instructions for over 3,000 cocktails - heavily focused on the company's vodkas - while Open Air Publishing's **Speakeasy Cocktails: Learn from the Modern Mixologists** (\$10) focuses on techniques and more sophisticated options, with 200 recipes and 90 minutes of videos for classic and classically-inspired cocktails. **Yelp** (Free), **Urbanspoon** (Free), and **Opentable** (Free) offer restaurant reviews and/or reservations; Yelp is strongest on user reviews, Urbanspoon's best for blog reviews, and Opentable remains tops for securing reservations. Also of note but not worthy of individually including in this top 100 list: quite a few restaurant chains are now offering iOS online ordering applications - some with iPad support - and the convenience is undeniable. We like most of the ones we've tried; search the App Store for your favorite chain, and you may be pleasantly surprised.



iLounge: "Both the stylus and pen tips both glided across their respective writing surfaces effortlessly"



AluPen Pro™
The iPad stylus with real ink



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Pelikan

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iLounge +Mac

Spotlighting cool new Mac products.



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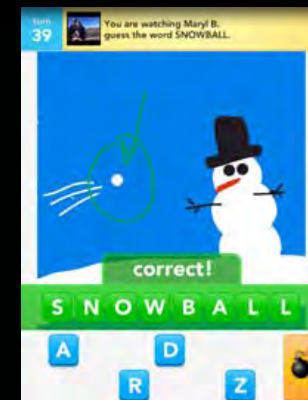
ゲーム Games



ゲーム Games



Arcade-style fighting games have been flooding the iPad lately, and that's great: Capcom's **Marvel vs. Capcom 2** (\$5) and Namco's **SoulCalibur** (\$15) were famous 2-D and 3-D fighting games in their days; while Chair's **Infinity Blade II** (\$7) offers radically better graphics with shallower gameplay, and Warner Bros.' **Batman: Arkham City Lockdown** (\$3) includes traditional level-based grunt and boss encounters. Firemint's **Real Racing 2 HD** (\$7) remains the iPad's graphical powerhouse racing game, featuring Retina Display optimization and particularly impressive AirPlay output to HDTVs. FarSight Studios' **Pinball Arcade** (\$1) beautifully emulates classic pinball machines, sold individually, while OOO Gameprom's **Pinball HD** (\$2) includes new tables and sells extras, each a great value. Both are fully 3-D.



Casual and puzzle games have taken off like wildfire on iOS devices, including the iPad. OMGPOP's **Draw Something** (\$2, counterclockwise from top left) quickly became an international hit, challenging players to draw, then guess friends' sketches using mixed-up letters. Popcap's addictive gem-matcher **Bejeweled Blitz** (Free) was re-released as a standalone app with iPad support, while its awesome **Plants vs. Zombies HD** (\$7) and **Peggle HD** (\$3) both remain standout, deep action-puzzlers, the former enhanced with new Zen Garden play modes. Rovio's famous slingshot franchise expanded with **Angry Birds Space HD** (\$3), an iPad version with awesome planetary gravity fields as a twist; brilliant Atari Lynx puzzler **Chip's Challenge** received a 20-year-overdue sequel in **Chuck's Challenge** (Free/\$2) by Niffler, and Infinite Dreams' **Shoot the Zombirds** (\$1) is a sequel to last year's bow-and-arrow game, adding new depth to the fight between a pumpkin-headed scarecrow and waves of attacking birds - now zombies.

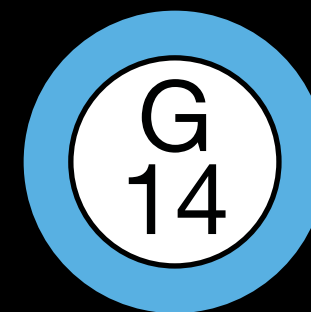




ゲーム Games



The original iPad's 3-D capabilities were impressive enough by tablet standards, enabling developers to bring some of the best console game franchises to the App Store, and the second- and third-generation iPads are even more powerful. N.O.V.A. 3 (\$7) is the latest and most impressive in Gameloft's series of first-person sci-fi shooters, akin to Halo and Crysis, with impressive 3-D graphics. Taito's Dariusburst SP (\$11) is a 2.5-D side-scrolling space shooter based on the arcade and PlayStation Portable games, with famously fish-shaped spaceships as opponents. 2K Sports' NBA 2K12 for iPad (\$10) runs on all iPad models, which is part of the reason its courts are somewhat threadbare, but the players are highly detailed and fluidly animated. Sega's Virtua Tennis Challenge (\$5) offers console-quality 3-D character and court graphics on the new iPad, with singles, doubles, and multiplayer modes; frame rate issues abound on older devices. Microsoft's Kinectimals (\$3) is remarkably ported from the Xbox 360, using touch controls to let kids interact with pet jungle cats, including playing and feeding.



ゲーム Games



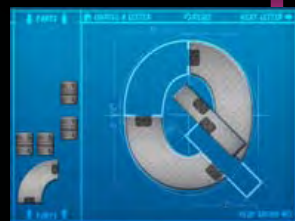
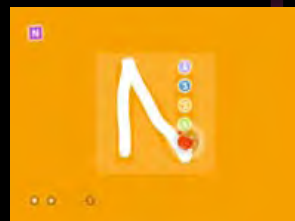
Want more choices? Warner Bros.' Scribblenauts Remix (\$1) lets you solve 50 puzzles with an on-screen keyboard that conjures up objects and creatures, while its Midway Arcade (\$1) includes ten classic arcade games, selling others as in-app purchases. Halfbrick's Jetpack Joyride (Free) is likely the best casual game in the App Store today, sending a flying hero on missions, dodging missiles and electricity generators while gathering coins to earn new gear. Luxor Evolved HD (\$1) is MumboJumbo's successful merging of the colored ball-matching game Luxor with Geometry Wars' vector-style art, while Monstars Inc.'s Kotomon (\$4) is a novel shooting, rhythm, and wandering game. Sega's Sonic CD (\$5) beautifully ports the famous Sega CD version of Sonic the Hedgehog in its entirety, and Sonic the Hedgehog 4 Episode II (\$7) features gorgeously updated 3-D graphics and 2-D gameplay.



TOP 100 APPS

Kids

Early Learning



There are so many bona-fide great iPad apps for kids that we can only scratch the surface here - these are the ones we've continued to admire and love. **BabyPlayFace** (Free, counterclockwise from top left) lets infants learn about facial features from one of four animated 3-D babies, while Peapod Labs' **ABC Food** (\$3) introduces foods, letters, and words with great photos, videos, and interactive sequences. **Interactive Alphabet** (\$3) from Pi'ikea Street uses fun animations and voiceovers to teach ABCs, and has had a number of nice post-release updates. **iWriteWords** (\$3) from GDplus has the best letter-writing teaching tool we've seen, and Chris Kieffer's **iBuild ABCs** (\$1) teaches letter-building with wood and metal puzzles. Duck Duck Moose - makers of many fun interactive music and story apps for kids - now offers **Trucks HD** (\$2), teaching kids how stop lights, recycling, and vehicles work; Pi'ikea's **Memory Train** (\$2) offers increasingly complex memorization puzzles as animals pass by landmarks on a train ride. For math, Scholastic's **Sushi Monster** (free) teaches addition and multiplication by asking kids to combine numbered plates of sushi to feed a monster. Younger kids will love StoryToys' **Farm 123** (\$2), which uses a farm animal storybook to teach 1-10 counting.



TOP 100 APPS

Kids

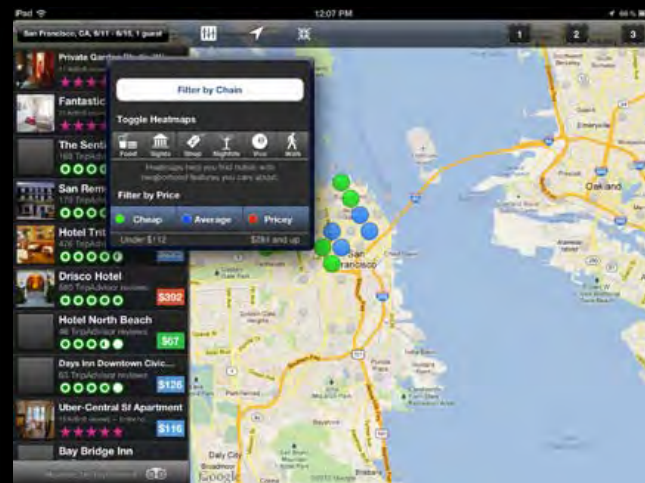
Books + Video



Yes, there are thousands of kids' books in the iTunes Store, but some are more impressive than others - and they tend to be apps rather than eBooks. For instance, younger readers will love Disney's colorfully illustrated and nicely scored **It's A Small World** (\$4), based upon the theme park ride, as well as **Cinderella** (\$6) from Nosy Crow and Mundomono's **Bean Bag Kids Present Pinocchio** (\$1), both of which go way beyond the original stories by offering interactive characters, fantastic animation, and complete voice narration. **Angelina Ballerina's New Ballet Teacher** (\$3) is just one of several licensed kids' storybook apps from Callaway Digital Arts - Miss Spider and Thomas & Friends are others - complete with video clips, puzzles, and painting activities. Older kids may like Loud Crow's nicely updated rendition of the classic book and TV movie **A Charlie Brown Christmas** (\$7), complete with voice narration by the original TV actor behind Charlie Brown, and **X Is For X-Ray** (\$8) by Touch Press, which uses x-ray photographs to show the insides of everything from teddy bears to piggy banks and toasters. Finally, Apple's **iTunes U** (Free) is a new app that leverages the massive collection of educational content that has been added over the last several years to iTunes, giving teachers tools to organize courses, and create assignments that students can check off when completed. You can also download free and great educational podcasts.



PHOTO+ TRAVEL 8



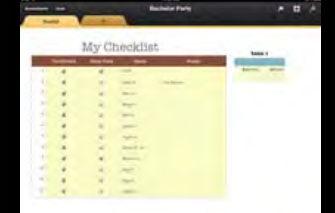
With the release of the powerful photo editing and organizing tool **iPhoto for iOS** (\$5), Apple all but dispatched legions of single-feature App Store releases; only similarly capable alternatives such as Nik Software's more intuitive and differently-abled editor **Snapseed** (\$5) remain interesting in its wake. Mobia's **FlightTrack Pro** (\$10) offers awesome progress updates on domestic and international air travel; you can e-mail itineraries to add them to your list. Frequent travelers will like the hotel and flight comparison search app **Hipmunk** (Free) - a more visual alternative to web sites - while GPS-equipped iPad users looking for turn-by-turn directions should try **Navigon USA** (\$50), featuring oft-updated maps. Apple's **Find My Friends** (Free) lets you locate people you know, with limited-duration or permanent tracking permission, very useful when traveling.



2 생산력 Productivity



If you're using your iPad professionally, these apps are must-sees. The file sharing/synchronizing app **Dropbox** (Free) helps shuttle files between iPads, smaller iOS devices, and computers. Agilebits' **1Password for iPad** (\$10) securely stores and organizes credit/ID cards, web logins, and other sensitive data, serving as an on-the-go wallet. **LogMeIn** (Free*) lets you access your PC or Mac with your iPad screen, over Wi-Fi or cellular connections, using touch for mousing and the virtual keyboard for typing. Most of the app is free; HD video and audio require a recurring subscription fee. Microsoft Office users can create and edit Word, Excel, and PowerPoint files with **Office² HD** (\$8) by Byte², or instead opt for Apple's word processor **Pages** (\$5), spreadsheet app **Numbers** (\$5), and slideshow/presentation app **Keynote** (\$5), all of which remain best-of-breed on the iPad for their specific tasks.



TOP 100 APPS

READ

BOOKS + NEWS

TOP 100 APPS

READ

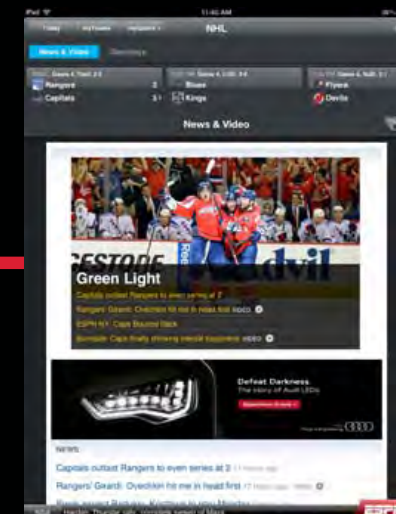
WEB SITES



iPads were very good reading devices two years ago, but they've come a very long way since then, thanks to better apps, higher-resolution screens, and larger catalogs of content. Digital books have never looked better: HarperCollins' **Brian Cox: Wonders of the Universe** (\$7) uses gorgeous 2-D and 3-D interfaces to tie together 200 articles and 2.5 hours of video footage from the BBC's Wonders TV series, delivering an engaging, near collegiate-level primer on space. Thanks to the growing iBookstore - now with full-color and interactive books - Apple's **iBooks** (Free) has become a serious rival to Amazon's **Kindle** (Free), which has a much larger catalog but more primitive, black-and-white-focused content. Of the many magazines and newspapers now offered in Apple's **Newsstand**, **Bloomberg BusinessWeek+** (Free*) and **The New York Times** (Free*) continue to impress us the most, thanks to their excellent, paid subscription-worthy content, impressive layouts, and multimedia features; the totally free **NPR for iPad** includes both text and audio taken from National Public Radio, even streaming local stations.



Before the iPad, developers focused on making web site content easier to read and browse on pocket iOS devices' smaller screens; their innovations have since been brought to the tablet, and improved. **Reeder for iPad** (\$5) builds on Silvio Rizzi's popular iPhone client for Google Reader, enabling you to aggregate RSS feeds from multiple web sites and check their new content all at once - synced across devices. **Marco Arment's Instapaper** (\$5) lets you save web articles for later or offline viewing, and contains its own collection of top articles selected by users. And though the iPad has PDF reading abilities built in, **GoodReader for iPad** (\$5) does better: Good.iWare has created a powerful PDF downloading, annotating, and highlighting tool with the ability to save, unzip, and store web content, as well as using alternate PDF rendering engines for tricky files. **ESPN's ScoreCenter XL** (Free) includes live sports scores and play-by-play for games, plus video highlights, mirroring the ESPN web site within a touch-optimized format. **Flipboard** (Free) is the best of a handful of apps that aggregate content from across the web into handsome, magazine-like pages alongside Facebook, Twitter, Flickr, and other updates, letting you browse web content in a slick interface. Expect to see more of these types of apps, providing slick iPad-styled wrappers for web site content, over the next two years.



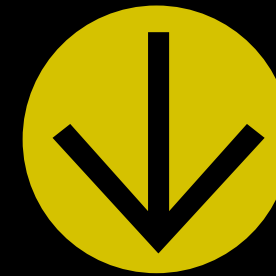
TOP 100 APPS

2

界面和出售

Shop + Sell

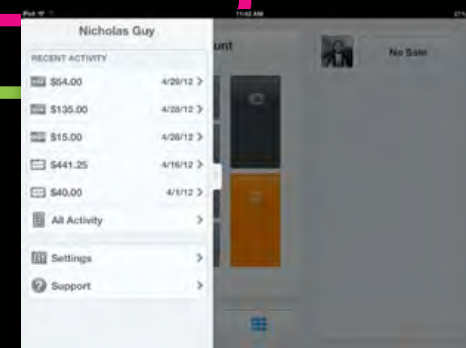
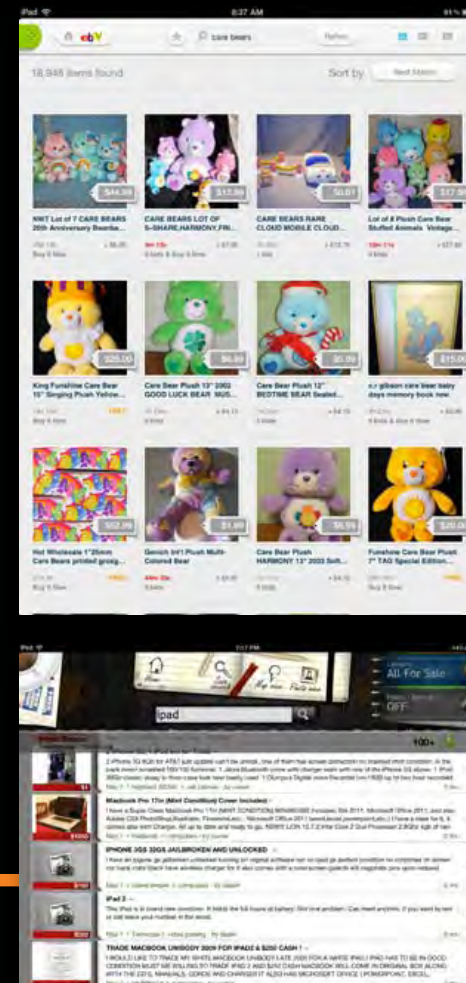
TOP 100 APPS



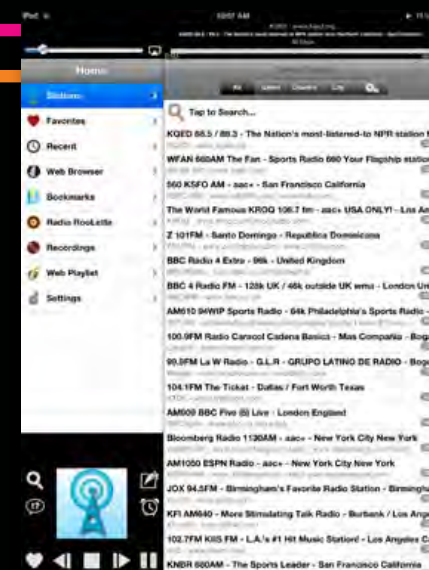
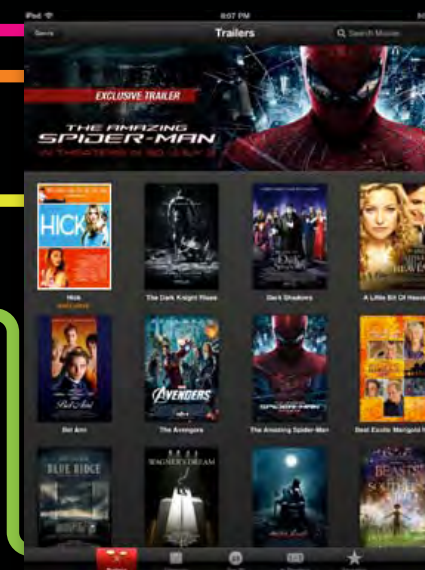
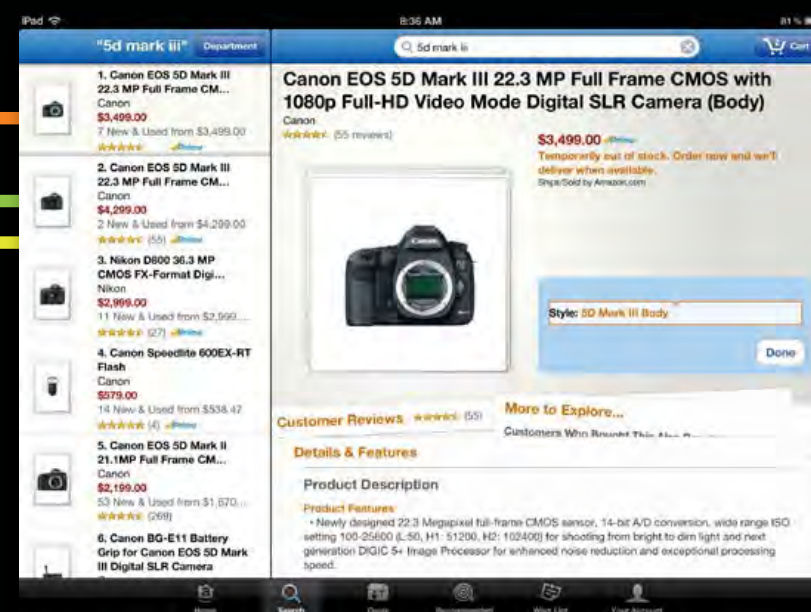
تیار

Stream TV/Audio

While Apple hasn't gone out of its way to pitch the iPad as an ideal shopping device, the tablet actually turns out to be a fantastic way to browse stores - and to sell things of your own. Leading online retailers such as Amazon continue to offer one or more ways to shop their stores through the iPad; Amazon Mobile (Free) is our favorite, thanks to its searching interface and smart, targeted personal recommendations. eBay's just-updated eBay for iPad (Free) includes a full browsing, bidding and buying engine with improved searching, plus the ability to create and manage the sale of items from within the app. Escargot Studios' +Craigslist+ (\$2) continues to offer a better searching and browsing interface than the original web site it's based upon, including simultaneous multi-city listing searches and photo thumbnail images. Last but not least, the new Square Register is one of two Square apps, enabling small stores to maintain an inventory database, accept credit cards, and analyze transactions, optionally with a free swiper so customers can pay, tip, and get receipts. See the accessory in the Handy Little Gadgets section of our Accessory Buyers' Guide.



If you don't want to fill your iPad with movies, TV shows, and music - or if you already have, but want more - app-based options can keep you entertained with streaming video and audio content. Hulu Plus (\$8/month) offers on-demand streaming of network and some basic cable TV shows in the United States and Japan, though without the AirPlay/video-out support users are requesting. Many individual networks, including NBC (Free), offer separate apps to stream their own shows, generally without subscription charges. We've become huge fans of Netflix (\$8/month) for commercial-free on-demand streaming of prior season TV shows and older movies; it's ideal for kids' videos, while Apple's iTunes Movie Trailers (Free) lets you watch current trailers and get local showtimes for current cinematic releases. Oogly's ooTunes Radio (\$5) lets you tune and record 32,000 Internet radio streams from 150 countries; Slacker Radio (Free*) offers free "radio" stations based on your personal preferences and favorite artists, plus on-demand access to a huge collection of artists and songs for a monthly or annual fee.

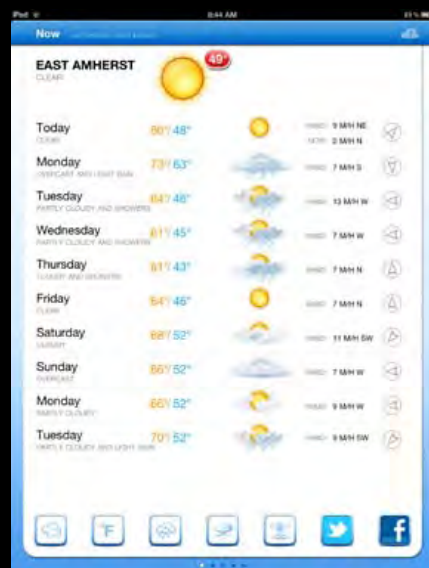


TA9 Widgets

TA9 Widgets



First found on computers before jumping into early iPhone apps, widgets serve a single purpose: each is a tool you want around for quick reference. But Vimov's **Weather HD** (\$1, above) goes way beyond weather widgets we've seen on computers, displaying weather forecasts with incredible full-screen rendered video; the animations look fantastic on any iOS device. TWC's **Fahrenheit** (\$1, below) is nowhere near as fancy, but offers easy-to-read 10-day forecasts, and uses push notifications to update your Home Screen's temperature badge. Tapbots' **Calcbot** (\$2, above) is the best iPad calculator we've seen, complete with a history tape showing what you've already entered, and the ability to switch to scientific formulas with a swipe across the keys. Cosmetically similar, HandyPadSoft's **Converter Touch HD** (\$1, below) is our favorite unit converter, intuitively letting you shift between 19 measures and multiple units of measurement. It updates currency data every time you tap the currency measure button, too.



Several other widget-like tools have become indispensable in recent years. Released alongside the first "PC-Free" version of iOS, Apple's **AirPort Utility** (Free) now allows you to manage AirPort Express, AirPort Extreme, and Time Capsule routers from an iPad rather than a computer, enabling resets and configuration changes over Wi-Fi. **Delivery Status Touch** (\$5) syncs with the free Mac Delivery Status widget to let you see the locations of packages you're awaiting, making it easy to add new shipments and share details through e-mail. Last but not least, Apple's **Find My iPhone** (Free) leverages the location services features of iOS devices - solely with the owner's permission - to let you figure out where lost or stolen iPod touches, iPhones, and iPads may be. In addition to triangulating the location of a turned-on device, Find My iPhone can sound a loud chime to aid with detection, wipe the device clean, lock it, or send a message to help secure its return. This is a fantastic iOS feature, sadly crippled by the ease with which thieves can now disable it.



iDesign 2012

Every year, iLounge inducts a small group of top accessory and application designers into its collection of industry leaders - role models who are illuminating the way forward for everyone else. For 2012, we've selected five especially noteworthy developers.

The world is changing. iPods and iPhones sparked a remarkable decade of advancement for consumer electronics, teaching customers to expect ease of use and elegance. Now it's the tablet's turn to evolve, and with it, an even older technology - printed publications. Apple's iPads have shattered prior conceptions of how tablets could fit into our lives, and third-party developers have played a key role in sparking change. Newspaper, magazine, and book publishers have transitioned printed and web content into iPad versions, often with enhanced content that would have been impossible to imagine on paper. And accessories that were once niche, such as wireless speakers, are rapidly becoming popular. They've also become better at a surprisingly rapid pace, targeting living rooms, bedrooms, and backpacks.

Our latest iDesign inductees are a unique mix of developers. Speaker makers Geneva Lab and Soundfreak represent opposite ends of the pricing scale, but are linked by their obsession with standout industrial and sonic designs. Application developers Bloomberg, Inkling, and Mobile Roadie are visionaries: Bloomberg distributes business news across multiple, audience-optimized apps at wildly varying price points. Inkling reconceptualized textbooks, developing both a new digital format and a store - complete with iTunes-like individual chapters for sale - that were bolder than Apple's (later) textbook initiative. And Mobile Roadie took a different path, creating apps that let entertainers, professional sports teams, and even hotels instantly gain an impressive presence within the App Store, while bonding with their fans and loyal customers. Each of these companies has demonstrated a particularly strong focus on the needs of end users, and an interest in doing what's right for the specific audience or audiences they serve.

Regardless of whether you're a fan, a developer, an executive, or an entrepreneur, you'll find plenty of brilliant inspiration in the profiles and interviews that follow. As always, each inductee was selected solely on merit. Enjoy iDesign 2012.

2012

BLOOMBERG	72
GENEVA LAB	76
INKLING	80
MOBILE ROADIE	84
SOUNDFREAK	88

2011

IHOME
INCIPIO
JUST MOBILE
MOBIGAME
OMNI GROUP
TWELVE SOUTH

2010

DUCK DUCK MOOSE
INCASE
POPCAP GAMES
SPECK PRODUCTS
SWITCHEASY
TAPBOTS

THE ART OF CASE DESIGN

2009

2008

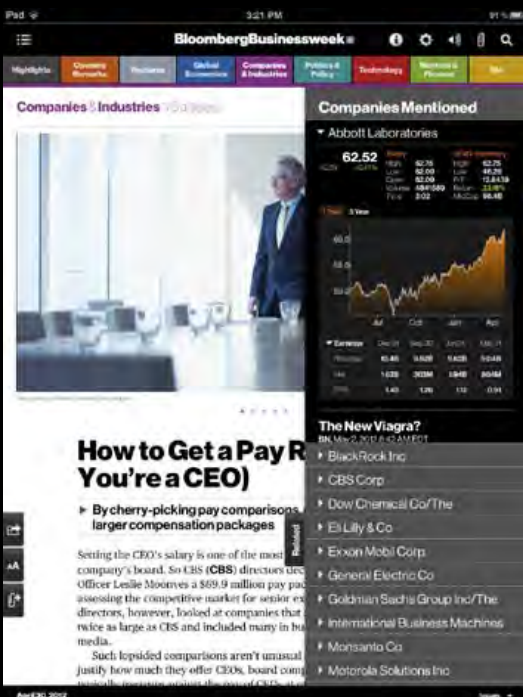
ALTEC LANSING
BELKIN
GRIFFIN TECHNOLOGY
JBL
POWER SUPPORT/MIYAVIX
V-MODA
XTREMEMAC

Moving The Media Forward

Bloomberg's apps are as no-nonsense as the news services they represent, evolving magazine, radio, TV, web, and professional terminal content for iOS users.



Other media companies might address broader subject matter, but Bloomberg's focus on business news - and consumers of business news - has enabled it to achieve a rare feat: delivering touchscreen apps that make great use of targeted content without cheap tricks or needless filler. Based upon a print magazine, BusinessWeek+ is a user interface masterwork for the iPad, filling most of the screen with content while leaving distinctive colored navigation tabs available at all times - even when the device changes orientations. Included with every print subscription, the app adds direct-from-newsroom videos and extra audio content from interviews to each issue's slate of articles, all accessible via clearly marked buttons. It makes the most compelling case we've seen for sparing trees in favor of all-digital magazines.



THE NEW IPAD BUYERS' GUIDE

Bloomberg's other apps include Mobile, Radio+ and TV+, each with its own UI for perusing free content. Radio+ offers a massive library of live and on-demand audio, bundled with a stock ticker and live text news to read while you're listening, while TV+ does the same with live and on-demand videos, enabling you to read text and stock updates in float-over windows and panes while video plays in the upper-left corner. While neither of these apps is as big of a step forward for audio or video as BusinessWeek+ is for magazine content, it's clear that every pixel, font, and graphic element has been thoughtfully optimized for easy user access. These



other apps are so bright and lively that Bloomberg Mobile, an app-based version of the company's free web news site, feels dark even by comparison with the original. But its look is similar to Bloomberg Anywhere, a separate app for financial professionals accustomed to Bloomberg's \$18,000/year computer terminals; users of one would likely feel comfortable with the other. And Bloomberg has optimized Mobile and Anywhere for speed, enabling them to switch between news and tracked financial instruments with ease. None of the apps is flashy, but each one delivers content in a smart, user-focused manner that other publishers should learn from.



- 1 BusinessWeek+
- 2 BusinessWeek+
- 3 BusinessWeek+
- 4 Bloomberg Radio+
- 5 Bloomberg TV+
- 6 Bloomberg Anywhere
- 7 Bloomberg Mobile

- 1
- 2 3 4 5 6 7





Bloomberg

Oke Okaro

General Manager &
Global Head of Mobile
and Connected Devices

Text. Numbers. Audio. Video. Bloomberg's content takes many forms, each designed for a specific audience. Oke Okaro's team creates iOS apps for all of them, offering free content to casual readers, \$3/month access to BusinessWeek+, and a special app for financial professionals with \$1,500/month terminals.



↑ On Offering Five Apps Rather Than One

A single unified Bloomberg app would make sense, wouldn't it? "When it comes to mobile experiences, one-size-fits-all does not work," said Okaro, "especially on smartphones when people want to get to what they care about very quickly and easily.... For some that's watching video. For others that's reading text. And, for others that's listening to audio." Bloomberg Mobile's job is to satisfy the company's multiple audiences, looking at the devices they're using and delivering "the right combination of news, data and information" for each audience within an app.

While there's commonality between apps and devices, "each app remains true to the form in which it is meant to be consumed," Okaro explained. "For example, Bloomberg TV+ is a video-led experience, but it also lets users customize a running ticker at the bottom to highlight news in specific sectors. Bloomberg Businessweek+ is a magazine experience, but readers can also tap on a company's stock market symbol in a story for instant stock quotes. The Bloomberg Radio+ app's main purpose is for users to listen to live and on-demand radio, but they can also access charts and biographies while they listen." Separate apps enable Bloomberg to satisfy each audience with the initial balance of content, rather than forcing each user to tailor an omnibus app to his or her specific needs.

↓ On The Amazing BusinessWeek+

BusinessWeek+ is a study in converting a print magazine to digital: consistent look, simple navigation, and extra content. Was it developed during the magazine redesign? "The app was started after the print redesign," Okaro told us, "and the goal was to reimagine the magazine in an original 'made for tablet' experience that preserves the authenticity of the brand and enriches the story telling." How did Bloomberg succeed where others have failed? "Bloomberg Businessweek+ was built in-house," said Okaro, specifically for Apple's touch devices, "and it's completely separate from legacy systems supporting the magazine's print workflow.... It has everything the print edition of the magazine has plus exclusive content and interactive features that enrich the reading experience." In addition to a clean UI, "readers must have multiple ways to discover content quickly and easily and be able to dig deeper into that content without getting lost."



↑ On Preserving Bloomberg Professional's Dated UI

Developed for old-fashioned computer terminals that remain ubiquitous in the financial world, Bloomberg's Professional/Anywhere interface looks archaic on the iPad. Will the company evolve its old but still widely used interface for new devices? "The Bloomberg Anywhere apps have been designed for mobile," said Okaro, "and provide a native / 'made for mobile' experience for the things that people are most inclined to do while on the go and the full Bloomberg professional service for everything else. We think designing an experience for the medium is essential for success."

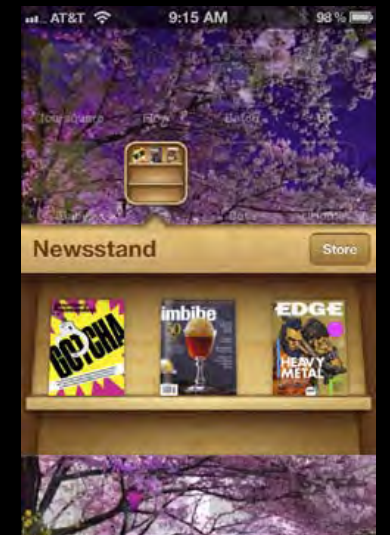
← On Redesigning BusinessWeek+ for iPhone

Bloomberg Mobile's goal sounded easy enough - deliver all of the iPad's content to the iPhone with an optimized interface - but execution was challenging. "We had a lot to figure out," recalled Okaro. Users needed easy access to issues, controls to make text content readable and usable, new audio controls that integrated with the text, global search, and something else: a clear visual cue to let readers know up front how much content was in an article. BusinessWeek+'s depth and insight are what merit subscriptions in a world of free information; the iPhone app needed to preserve these assets for time-crunched mobile readers.

What's the reward for all the redesign effort? "The Bloomberg Businessweek+ app on the iPhone opens us up to a larger, broader audience," Okaro said. "The iPad has already done that and the iPhone has at least a four times bigger install base."

↓ On Bringing Bloomberg to Apple TV

Apple unexpectedly added a new WSJ Live video channel to Apple TV. Will Bloomberg be next? "While we can't talk about specific plans with regard to Apple TV, we can tell you that our strategy is to make Bloomberg's content available across multiple platforms."



↑ On Apple's Newsstand

"Newsstand has helped us improve discoverability of the app by providing another opportunity to merchandise it in the App Store and Newsstand folder. It has also provided a mechanism to download issues automatically in the background which has been great but not essential since issues of our magazine take 3 minutes or less to download over a 3G network."

Unflinchingly Iconic Speakers

Geneva Lab made a huge bet with its Model L and XL speakers, which dwarfed the iPods they docked. Six years later, it sells a family of beautiful matching models.



Model L and Model XL were, by design, impossible to ignore and difficult to even lift when they appeared in early 2006: the 33- and 66-pound speakers broke every rule of compactness at a time when Apple was whittling down iPods into nanos and shuffles. Yet they were beautifully minimalistic - piano-finished black, red, or white wooden cabinets with the simplest of metal front grilles, an iconic dot behind which monstrous speakers lurked. Each packed enough power to justify its size: even the “smaller” Model L was capable of room-shaking, distortion-free musical performances, while XL came as close to moving earth as anything could while standing on a pedestal. That they contained CD players and radios was of little importance, even then; both features were hidden away, with only a tiny top slot and glowing numbers on the upper right corner of each chassis signaling their presence. Debuted at \$599 and \$1075, they jumped to \$1200 and \$2300 with currency and manufacturing changes.



What’s most remarkable about later Geneva releases was how close each stayed to the original design despite major departures in price and power. The six-speaker XL and four-speaker L begot a \$700 four-driver Model M with smaller woofers, now capable of sitting atop a desk; this was the first version without an optional floor stand. Geneva’s \$300, shoebox-sized Model S kept the look - regaining the stand - but dropped to only two drivers, while the portable, wireless, and dockless Model XS used three smaller speakers, folding into a fancy box. Yet even Geneva’s Home Theater (XXL), a \$4000 speaker-laden credenza, was clearly designed to resemble the \$250 XS.



Apart from small changes to the CD players and radios, Geneva made only one major tweak in newer models: the controls. The largest, early units shipped with oversized buttons, but later models shifted to iPod Click Wheel-like capacitive controls, eventually hidden within the lacquered cabinets’ top surfaces, glowing through to indicate their presence. Frankly, little else needed to be altered. Pricing and the prospect of back-breaking initial positioning aside, Geneva’s speakers have been hard to fault, with the large models serving as objects of lust for as long as they’ve been around. They’re testaments to timeless, iconic design, and can rock your world - literally.

- 1 Models XL and L
- 2 Model M
- 3 Model S
- 4 Model XS
- 5 Model L controls
- 6 Model M controls
- 7 Model S controls
- 8 Model XS controls

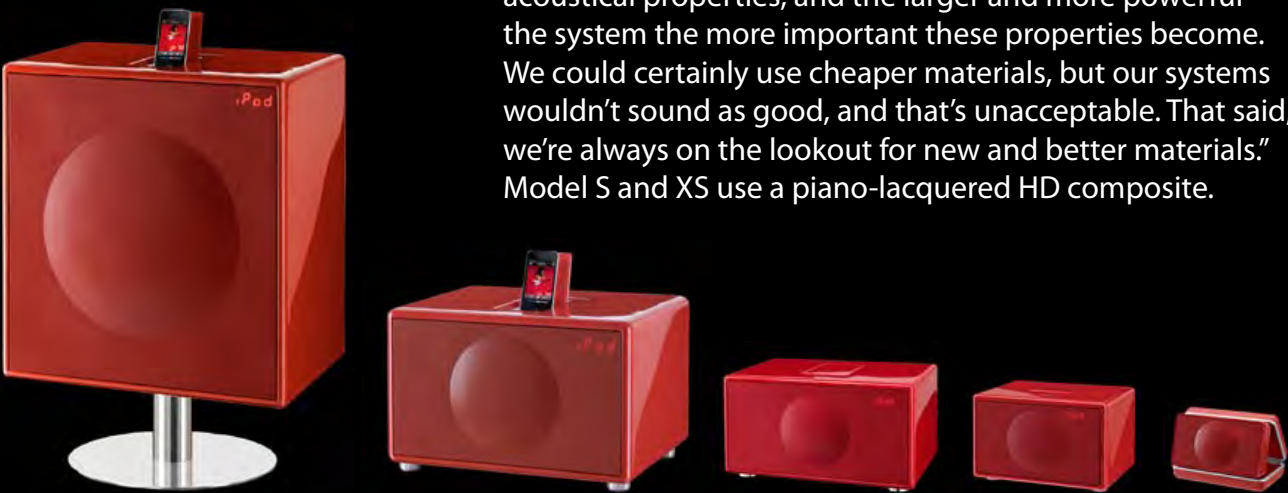
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GENEVA
Jan-Erik Lundberg
Founder + CEO

Befitting the company's name, Geneva Lab is based in Switzerland, the legendary home of graphic and industrial designers obsessed with elegance, technical precision, and high standards of quality. Jan-Erik Lundberg spoke with us to explain how his company translates these ideals into Apple audio systems.



On Building A Family Of Products

Six years after introducing the original Model L and Model XL, Geneva Lab continues to release speakers with the same iconic, beautiful look - no easy feat given their varied sizes and price points. "We've always approached each product with the idea of design integrity," explained Lundberg, "that each system should be easily identifiable as a Geneva product without having to see the label. Any new product idea we have starts with continuity with our past." Up next, addressing the iPad's popularity: "Streaming audio products, featuring both Bluetooth and AirPlay. This is an exciting area, and the next logical step for us. We're hoping to introduce 1-2 new products later this year."

On Pricing & Retailing Premium Hardware

While American products have become more affordable overseas due to currency fluctuations, Geneva Lab's earliest speakers were never cheap, and exchange rate shifts were one reason they doubled in price here. That hasn't deterred the company - instead, Geneva embraced its status as a high-end vendor, selling direct and gravitating towards retail partners such as Design Within Reach and Crate and Barrel that could handle large, distinctive iPod and iPhone speaker systems. "We consider ourselves a true audio company," said Lundberg, "and have always been driven more by design and sound than by trying to fit in certain price points. We source the best components, and because our customers consider the design to be just as important as the sound, we use expensive materials in the cabinet and finish as well." Lacquered wood helped early Geneva models stand out, and remains in use across most models. "We use wood because it has the best acoustical properties, and the larger and more powerful the system the more important these properties become. We could certainly use cheaper materials, but our systems wouldn't sound as good, and that's unacceptable. That said, we're always on the lookout for new and better materials." Model S and XS use a piano-lacquered HD composite.



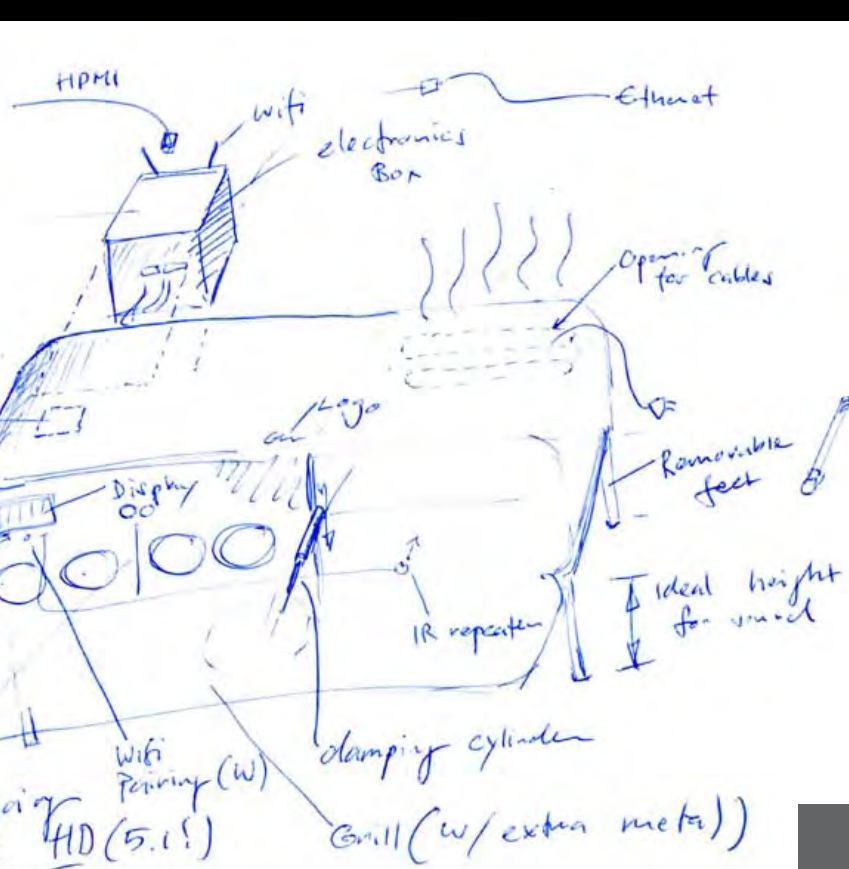
On the Geneva Sound Home Theater

Geneva's systems have remained virtually unchanged over the years, save for one model known here as Home Theater and elsewhere as XXL. Shown above, it was beautiful but expensive, and recently discontinued in favor of a new version, sketched below. "The XXL was extremely difficult to produce," recalled Lundberg, "as it was essentially a piece of luxury furniture combined with a high-end audio system. I think what we learned is that we're not a furniture company, we're an audio company, and we should stick to what we do best. We are big believers in this type of product, but the new design is a big speaker, not a piece of furniture." It will include AirPlay and Bluetooth streaming, HDMI-ARC, and more.



On Designing Model S

While each of Geneva's designs seems inevitable - a lacquered box with a front dot grille and a top iPod dock - significant engineering and specification changes are required for each new speaker. The \$300 Model S was the first speaker that Geneva really had to differentiate from same-priced rivals. "We looked to do something more advanced than the existing predominant systems," noted Lundberg, "and our customers had already told us that they wanted FM as well as the iPod dock. The CD player was out because the size precluded making other improvements, such as the TouchLight control system. We decided to include the pedestal because we felt that the S looked and sounded better with it, and the small size allowed it to go in the box."



Beating Apple In eBooks

Building next-generation books requires a next-generation platform. Inkling created one and built an iTunes-like store to sell books - by the chapter.

No one said that it would be easy to compete against Apple in any market, particularly one the Cupertino company had already set its sights on. But Inkling - founded by a former Apple employee - took on the challenge anyway, unveiling digital textbook software the same day Apple announced the first iPad. This was months before the iBookstore opened for business, and two years before Apple debuted its own digital textbook plans with a much larger event but surprisingly less exciting software.

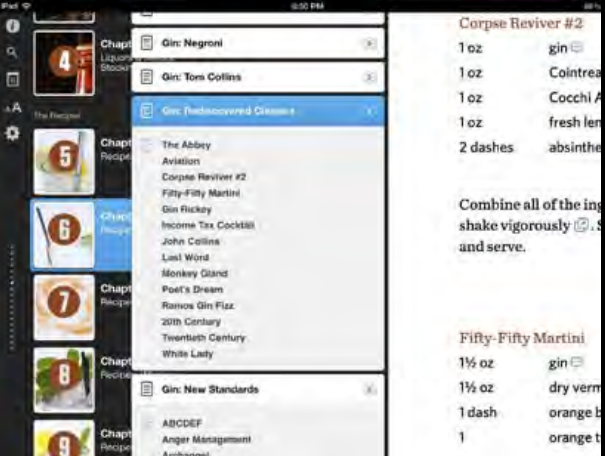
If Inkling's app fell short of looking like pure genius from the start, that was only because it - like Apple's approach with the iTunes Music Store - seemed so intuitively constructed. Books could be displayed in portrait or landscape orientation on the iPad, loaded with multimedia and interactive content alongside scalable text, and browsed with column-based panes. Inkling gave away an abbreviated but illustrated edition of William Strunk, Jr.'s classic *The Elements of Style* as a tutorial for the app, and unveiled a digital bookstore of its own with a brilliant, disruptive idea: selling textbooks by the chapter. For educators and students accustomed to using multiple textbooks or photocopied handouts, Inkling offered a better solution: buy only the content you need, paying the right amount for it.

Apple didn't wait long to toss a wrench into Inkling's plans, which like Amazon's, Barnes & Noble's, and others threatened to undermine the iBookstore. After it demanded a 30% cut of all content sold within iOS apps - or removal of links to outside content stores - Inkling pulled its in-app book sales in favor of two alternatives: an Inkling web site, and standalone book apps. And Apple pursued textbook vendors for its own iBookstore, offering an official option that was less advanced than Inkling's, but likely to be more widespread. After two years, 130 books are now available in Inkling format; after only four months, Apple has 35 textbooks. Apple will quite possibly grow faster.

Still, Inkling has some major advantages. Its books allow readers to collaborate on notes, have discussions with one another, and more easily navigate through chapters or sections. Combined with the option to buy chapters rather than the entire book, Inkling's solution is more student- and educator-focused. And iPod touch/ iPhone support has been added, too. Thankfully, with great books such as *Speakeasy Cocktails* and *Frommer's Guides* available as standalone apps - plus Inkling Habitat, a platform for developing next-gen textbooks - Inkling needn't "beat" Apple; they can co-exist. But given everything this little company has accomplished, we'd prefer one format, and that's Inkling's.

- 1 Speakeasy Cocktails
- 2 Chapter and section navigation
- 3 Tappable images and clean overlays
- 4 In-line videos
- 5 Inkling's since-removed in-app store
- 6 Books by the chapter
- 7 The Elements of Style, Inkling Edition

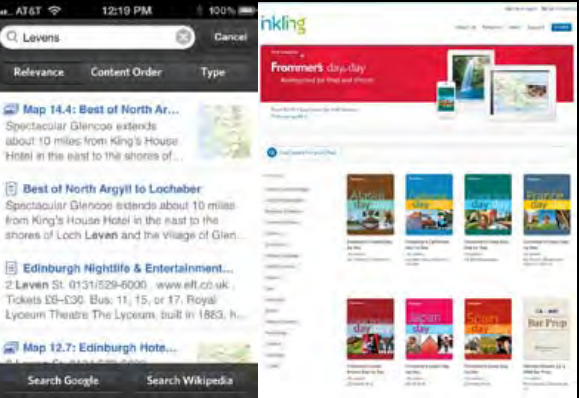
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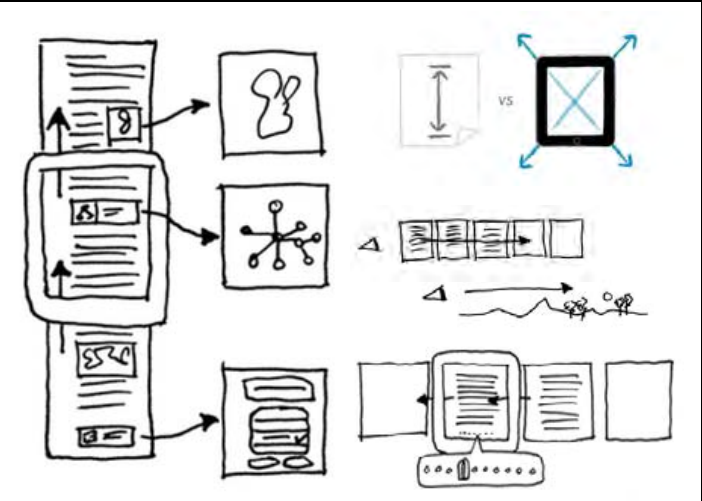
inkling
Matt MacInnis
CEO + Founder

There’s far more to Inkling than the iOS app: Matt MacInnis’s company actually built an entire digital book platform for the iPad, complete with a store, then expanded both with web versions that go beyond Apple’s tablet. Now Inkling is offering its Habitat development platform to publishers.



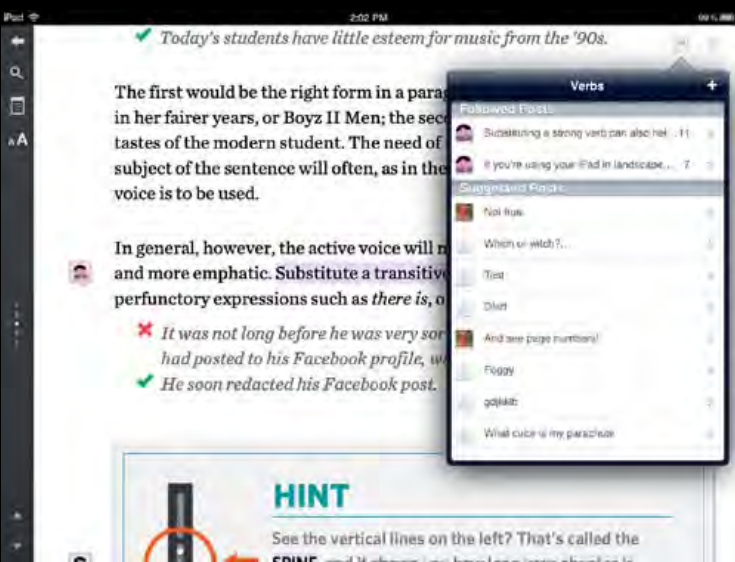
On Competing With Apple On Books

Inkling announced its plans before Apple opened the iBookstore, but it was obvious the digital book formats would come into conflict - or merge. How can Inkling differentiate itself? “Inkling titles are inherently cross platform,” MacInnis told us. “Soon, we’ll be offering everything we’ve made for the Web, too, so users without Apple devices will be able to access Inkling.” Developers like Inkling, too; MacInnis noted that over 140 titles have been built in two years, with hundreds more coming. “To the best of our knowledge, we’re the only people who have ever managed to build something as media-rich as an Inkling title at such immense scale.” Isn’t it hard to sell books, given Apple’s in-app purchasing rules? “There are many moving parts in the equation around distribution,” said MacInnis; in-app purchasing limits Inkling’s ability to build a relationship with customers. “Our web store affords us more flexibility, and allows us to offer lower pricing. Every book provider except Apple does this on iPad, so most users are accustomed to buying on the web and consuming on their iPads.”



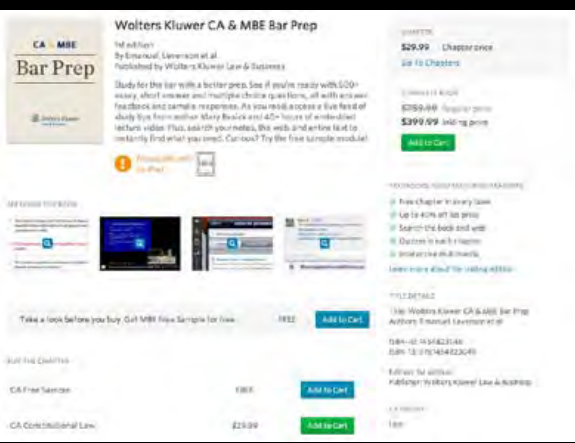
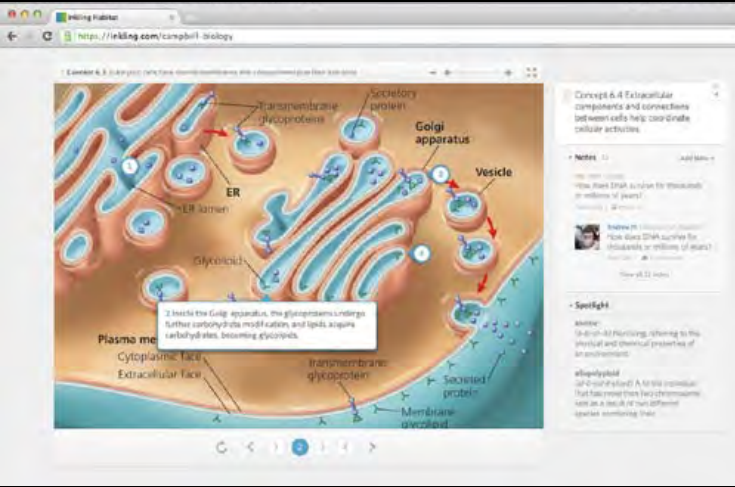
Re-Imagining Books For Digital Devices

Within several minutes of opening an Inkling book, it’s obvious that the company has reconsidered the reading paradigm for a more flexible digital medium. “We use cards rather than pages as an analogy,” explained MacInnis, “because a card can stretch. It can be as short or as long as you need it to be to best communicate an idea. So there are no hokey page swipe motions, no illegible zoomed-out views of paginated content, and plenty of flexibility to resize text, have it read to you automatically, or even downloading individual chapters. Once you do away with the constraints of the printed page, there’s a whole new world of opportunity in designing the consumption experience, and Inkling reflects many of these ideas.”



On Inkling Adoption in Education

Even in version 1.0, Inkling clearly succeeded in offering digital features that publishers, educators, and students would instantly prefer to printed books. But the chicken and egg challenge for any platform developer is adoption; the builder of a better textbook format still needs to popularize it. So how’s Inkling doing? “There’s a large audience of enthusiastic, forward-thinking educators who use Inkling regularly in their classes,” said MacInnis. “They pay attention to the details, and they care about how they keep their students engaged. That has been very encouraging to us. We are, of course, a very young company, and Inkling is a new concept for many. So there is an ocean of educators who are simply unaware of what we do, and we work every day to help them discover and try Inkling for themselves. Only when someone touches Inkling does he recognize just how much better it is than simply copying a book onto a screen.”



On Using iTunes Pricing for Textbooks

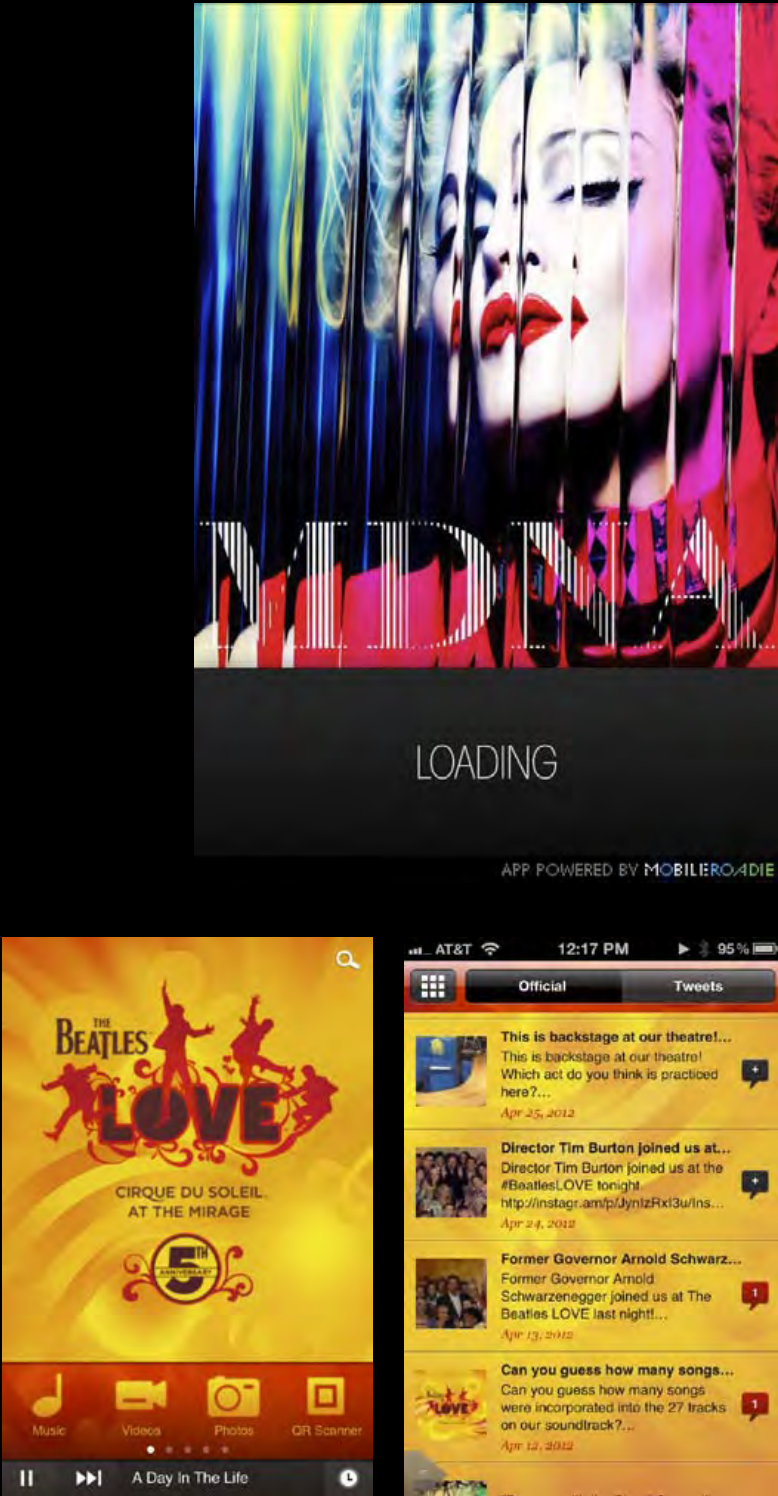
One of Inkling’s critical early advantages was its “sell books by the chapter” model, which is ideally suited for textbooks and other educational materials that teachers and students mightn’t find affordable or necessary to purchase as a whole. “When your professor only assigns 5 chapters out of sixty, you can just buy those 5,” noted MacInnis, “and professors have begun to mix and match content to suit their needs, which is fantastic. It’s the beginning of a new era in course materials that isn’t bound by the limitations of the physical book.” The surprise? “Publishers have embraced this model,” MacInnis told us. “Ultimately, digital revenue is better than print revenue, mostly because it doesn’t create a secondhand market for the content. Print books almost always do.”

What’s Next for Inkling

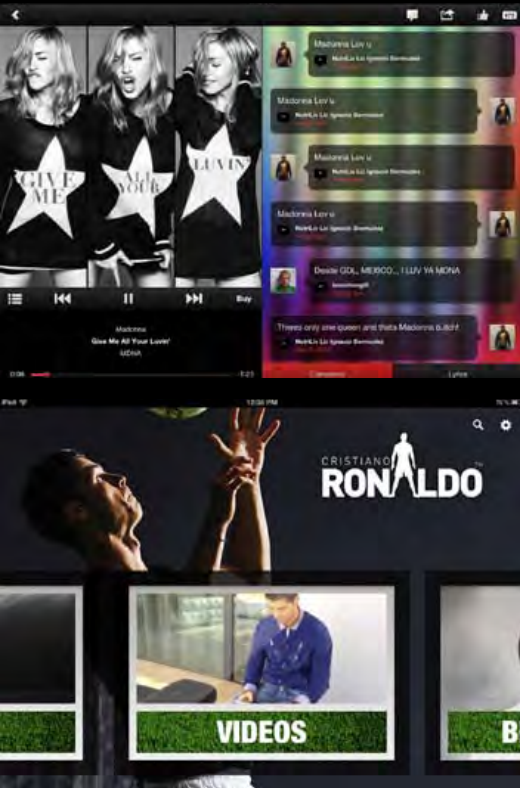
“You’re going to see our catalog balloon over the next year to include a very large undergraduate library,” MacInnis said, “along with more professional content. You’ll also see others begin to use our platform and build content of their own.” With its apps, platform, and publishing strategy in place, plus a web-based reading alternative for computer users, Inkling is ready for growth. “We have solved some really meaty technical challenges as a company, and 2012 is the year we begin to serve an ever-growing audience of people who want to learn everything from molecular biology to American history to cooking.”

Making Others Look Great

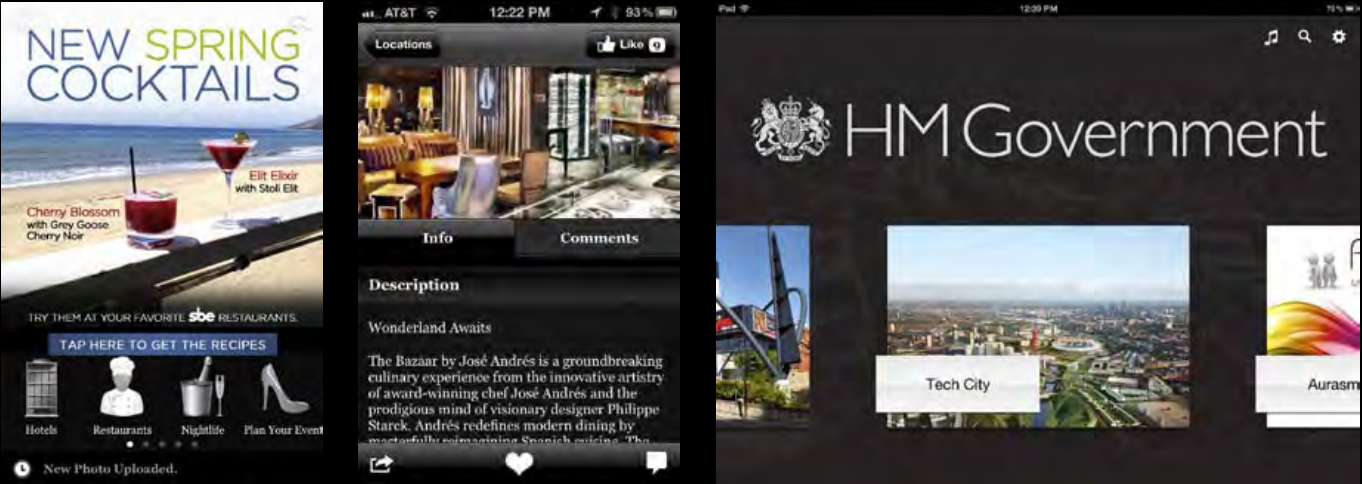
Every great performer needs help, and Mobile Roadie is a behind-the-scenes digital army, delivering news, multimedia and shopping in brand-customized apps.



Most of the developers we've profiled in iDesign release self-branded apps or accessories, but Mobile Roadie's name only appears in small print on the over 1,000 apps it powers in the App Store. Picked by top musicians such as The Beatles, Madonna, and Adele to power their official apps, Mobile Roadie's software makes it possible for an artist to offer free streaming music and video clips, link together in-app and social media discussions, and sell everything from show tickets to albums and merchandise - all within a single, unified interface. Artists can even hide locked content behind a QR Code scanner, and offer insider app-only information to fans. It all just works.



No wonder, then, that Mobile Roadie's platform has stretched beyond the music world into other territories. Rather than developing its own app, Sam Nazarian's fast-growing empire of SBE hotels, nightclubs, and restaurants picked Mobile Roadie as a front end for everything from reservations to event planning, even offering news updates on its openings and collaborators. Athletes, schools, and even an arm of the British government are now using Mobile Roadie software to present themselves to the app-using world. Even when the content inside the apps isn't eye-popping - or worse yet, falls back to generic mobile web site pages - the intuitively tabbed main interface, smooth transition effects, and thoughtfully integrated pieces work well enough together to provide a "better than web" experience. And what reason is there for a dedicated app if it can't deliver a better overall experience than an existing web site?



For Mobile Roadie, the challenge will be to stay ahead of the web curve on both small- and large-screened devices, as well as to offer enough different templates that fans of two bands won't see (or mind) the similarities between their apps. To that end, the company recently released an iPad interface, which looks like an interactive version of an Apple Keynote presentation: the iPhone UI's bottom-of-screen tabs have been replaced with images that float across an optionally panning background. As implemented in Madonna's latest app, the iPad UI places content such as news on the left and user comments on the right, clearly demonstrating the interest of the singer's fans, while rewarding them with in-app points and badges for their continued contributions. It's little things like this, combined with the enormity of the rest of the app, that let some mere mortals stand taller than the rest - at least, on iOS devices.

- 1 Madonna on iPhone
- 2 Madonna on iPad
- 3 Beatles LOVE
- 4 Beatles LOVE news
- 5 Ronaldo on iPad
- 6 SBE on iPhone
- 7 SBE on iPhone
- 8 Tech City on iPad

- 1
- 2
- 3 4 5 6 7 8



MOBILE ROADIE

Michael Schneider
CEO & Co-Founder

As the behind-the-scenes force behind the fleet of Mobile Roadie-powered apps, Michael Schneider explains to us how his company empowers musicians, actors, sports teams, and hotels to easily bring their brands to Apple's devices - generally without a need for the hourly consulting fees web developers charge.

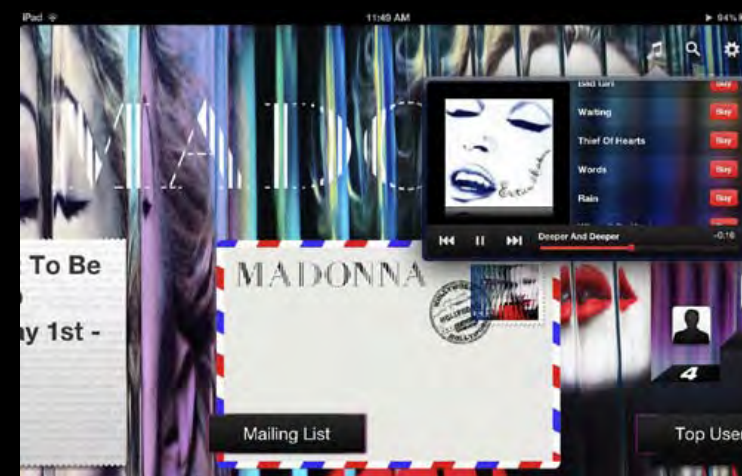
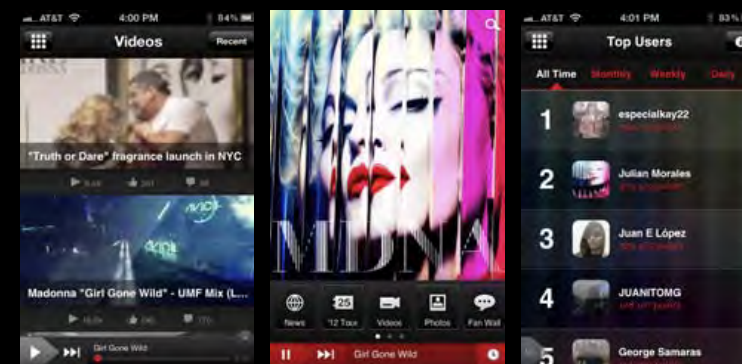
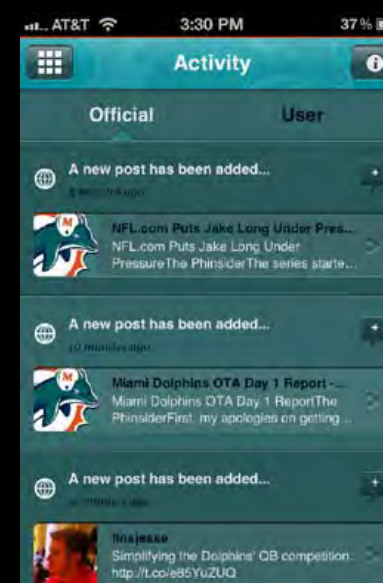
→ The "Why" Behind Mobile Roadie

Mobile Roadie's choice to create a platform rather than sell individual apps to customers was a strategic decision. "In the fall of 2008, while the world was still asking for websites," Schneider recalled, his design company's "most popular request was for an iPhone app - so we got into the business." But the industry was evolving quickly, and "it didn't make sense to make each app from scratch. Our customers couldn't afford the \$50,000+ price tag and to wait for months. By empowering anyone that can use a computer to make their own app, we were able to democratize app creation, and in the process bring the price way down and the time to market way faster."



↑ Behind the Scenes Development

How does Mobile Roadie's app work? "Everyone uses the same self-service platform," explained Schneider, which includes numerous, broadly appealing features and preset designs. "Advanced clients can further customize their app" with custom art and the ability to sync in-app content with an existing web site or server. "Over 80% of our clients just sign up online without contacting us, and built their app," said Schneider. "For the other 20%, it could be anything from a question on Twitter or email, to us providing expert consulting via our Enhanced Support package, or us designing their app for them via our Design Services Package. Those are the only 'full service' options we provide; everything else is via our self-service platform." In other words, 4 out of 5 apps never require Mobile Roadie's involvement - a remarkable figure given how protracted and expensive a company could make app development.

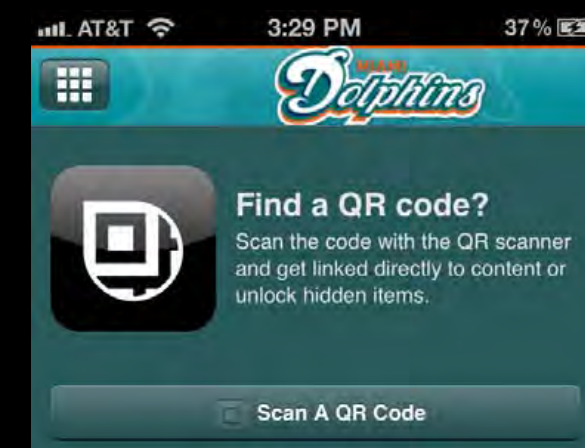


↑ On Reformatting For iPad

Mobile Roadie's iPad UI is brand new. "We didn't want to just scale up our designs for the iPad," Schneider said, "we wanted to create something truly original, something that really took advantage of the big screen." The new interface introduces large, immersive buttons. "Studies show that consumers spend more time and transact more in iPad apps - they offer more immersive experiences with the large screen. We have now brought that potential to all of our customers."

← On Balancing Web + App-Specific Content

Apps have been accused of moving content and conversations into hidden islands that aren't indexed or searchable, like the web. Mobile Roadie's apps tie into existing social media venues, and also provide in-app conversations. Is there a correct balance of web versus app content? When should they reference each other? "In app conversations are a different paradigm," explained Schneider. "Apps 'feel' like a community to users, compared to a website. We have people every day that say 'good morning' and 'good night' to each other in our apps - that community feel is unique to a native app experience. I think we've managed to find a great balance between offering the user experience benefits of a native app and pulling in social feeds from Facebook & Twitter, as well as enabling all content and commenting in the app to be shared back to Facebook or Twitter with one click, and thus making it indexable."



↑ On QR Codes As Keys to App Content

One thing that sticks out in some Mobile Roadie apps is QR code support - a trick that lets a musician's fan unlock in-app content by scanning a code in an album, or at a concert. And it's catching on: even the Miami Dolphins have incorporated the QR-scanning feature in the team's official app. "I think the verdict is still out on QR codes," Schneider told us. "They look funny, can be clunky to use, and consumers are still getting used to them." He predicts they'll soon be replaced by better alternatives. "We are working on integrating some of these newer technologies into our apps - including the ability for the app to 'know' exactly where it is and provide a custom experience to the user based on that location, that would require no user intervention or 'scanning' of something."

Inside And Outside The Box

In a short span of time, Soundfreaq has demonstrated both vision and a talent for execution: its Bluetooth speakers are consistently boxy, bassy, and smart. Better yet, they've been engineered for affordability in a sometimes shockingly overpriced marketplace.



Apple's devices always - always - have curves, a design mandate that dates back to its earlier computers, well before founder Steve Jobs required the earliest Mac operating system to render rounded rectangles because they were "everywhere" in the real world. But unless you count corners molded as closely as possible to resemble 90-degree angles without being sharp to the touch, you won't find soft curves on Soundfreaq's speakers, the boxiest family of accessories ever released for Apple's devices. Like Power Support's and Incase's deliberately blocky iPod and iPhone cases, Soundfreaq's speakers find hipness in square edges, and have also stood out on pricing and features: most sell for \$200 or less, and every one streams Bluetooth audio.



So much has remained consistent between Soundfreaq's models that - like Geneva Lab's lineup - it would be easy to peg them as only modestly reconceived from model to model, but that's not true. Soundfreaq's first system, the \$180 Sound Platform, looked like a speaker box atop a platform, as did the \$130 second system Sound Step, though the box and platform were smaller, the latter given triangular edges. When the \$400 Sound Stack arrived, the top box grew while the platform stayed small, and for the \$100 Sound Kick, the box shrank again, and the platform disappeared. Simple? Not really. Between units, Soundfreaq made major changes that were unusually more obvious from the back than the

THE NEW IPAD BUYERS' GUIDE



front. To achieve Sound Step's small size, the company ingeniously snuck a subwoofer into a rectangular hole on the back, giving the bass-focused speaker ample space to exist and breathe; Soundfreaq also created a version called Sound Step Recharge that squeezed a rechargeable battery inside for on-the-go use. On the much larger Sound Stack, it expanded the speaker box's sides so that larger full-range drivers could perform without interference from a docked iPad, giving two bass drivers front and rear central positions. And for the thin, portable Sound Kick, it used a special pop-out rear compartment to expand the bass - a brilliant choice that radically improved the audio quality of a unit that could fit into any backpack.

While not every system has been perfect, and the sound engineers chose a bass bias rather than audiophile balance, the designs share thoughtful craftsmanship that's uncommon at their prices. Even the \$100 Sound Kick includes slick capacitive buttons and nice little features such as a metal front grill, while the company has gone out of its way to embrace Bluetooth wireless streaming and unique approaches to device charging across all of its speakers. The major question at this point is where Soundfreaq will go from here: does this impressive series represent only a single family of speakers, or will all of the company's future releases be equally boxy? Only time will tell.

- 1 Sound Step
- 2 Sound Stack
- 3 Sound Platform
- 4 Sound Step (rear)
- 5 Sound Kick
- 6 Sound Kick (top)
- 7 Sound Platform (rear)
- 8 Sound Stack (rear)

4 5
1 6 7
2 3 8



SOUND|FREQ

Matthew Paprocki
Creative Director

Having conducted iDesign interviews since 2008, we can say that this discussion with Soundfreaq's Matthew Paprocki is amongst our all-time favorites - an interview packed with insights that every Apple accessory designer should take to heart. We added extra pages rather than abridging the wisdom he shared.

→ Where Did Soundfreaq Come From?

Soundfreaq's team came from a design consultancy and incubator called Boombang, originally founded in 2002. "We had already worked with many consumer electronics companies including Harman Kardon/JBL and HP," explained Paprocki, noting that Boombang consulted on consumer electronics for Disney, Amp'd Mobile, and Music Gremlin, taking a leading role in creating Memorex's iPod accessories. "Over 4 years we developed dozens of speaker docks for Memorex including boomboxes, home systems, alarm clocks and portables," said Paprocki. After a two-year hiatus, Boombang formed Soundfreaq to make audio gear.

Paprocki's design-focused team had learned tough lessons about how nimble companies can become overly corporate, and wanted to avoid the mistakes made by process-driven companies. "We've never seen a group of people sit in a conference room and deliberately set out to make an inferior product they plan on over-charging people for," Paprocki notes, yet "far too often we have seen well-intentioned folks start with good ideas and then through a series of rational, yet isolated decisions end up with a surprisingly nonsensical and uninspired result: a development process that's essentially a series of informed compromises." Soundfreaq instead starts by focusing on discrete consumer needs, then treating suppliers, manufacturers and retailers as partners in creating a "happy listening" customer experience. "We start our product development by identifying listening scenarios that we've personally experienced and imagine how we could improve those experiences." Only if Soundfreaq's ideal product "can offer superior sound quality and functionality and value" does the company start working on proof of concept models. "It's a very 'If you build it, they will listen' approach," Paprocki said. "In our experience, successful products are driven by a team's clear, unified vision, not by consensus and compromise."

→ In A World Of Soft Edges, Why Use Boxes?

"Ultimately, speakers are about moving air volume," Paprocki said. "Our rectangular forms are space efficient and allow us to make the biggest acoustic impact with the smallest footprint... We also want our style to be classic and timeless, not fleeting. We're not making disposable products." Soundfreaq's first speaker Sound Platform evolved from the early concept shown at right to the box below it, losing its curves while keeping some dials - throwbacks removed from later designs. "We've heard our products called both 'retro' and 'modern,'" Paprocki recalled. "We like that people can see both in them."

Don't 90-degree angles fly in the face of Steve Jobs' famous maxim that "rectangles with rounded corners are everywhere!" - a guiding principle in Apple designs? Not necessarily. "When you're designing a product," said Paprocki, "you can become so focused on the object, it's easy to imagine it as the centerpiece in a living room. But of course, that not's real life. It's not realistic and it can lead to products that don't know their place and that can be for lack of a better word, obnoxious. Our mission of 'happy listening' is about bringing music and audio into people's homes and we want our products to be good house guests; they shouldn't take up too much room and should fit naturally in a home, whether they're the center of attention or there to accompany the existing decor."



← On Including Bluetooth Across Every Product

Though it wasn't obvious to users two years ago, Soundfreaq's decision to include Bluetooth hardware in its products was a guarantee of forward compatibility. "iPod was not only a device, but also the standard medium for music," explained Paprocki, noting that smartphones and tablets have ascended as iPods have declined - changes that will continue for the foreseeable future. "iPad dominates tablets and iPhone is a market leader, but it's not as ubiquitous as the iPod once was. And now with iPhone likely moving away from the 30-pin connector, the once-standard dock interface will start to be phased out." Soundfreaq is betting on Bluetooth to succeed. "Bluetooth will continue to be the broadest wireless standard," said Paprocki. "It's reliable, simple to use and understand." No wireless standard offers the ideal combination of "easy setup, reliable streaming direct from any modern smart device to one speaker or multiple speakers on a network, either at home or on-the-go," Bluetooth just comes the closest.





↑↓ Creating The Massive Sound Stack

"[P]remium speaker docks on the market are over-priced and under-featured," opined Paprocki. "Docks offer convenience and compactness over component system setups, but in the \$600 price range, it's hard not to consider purchasing a component system instead." Soundfreaq decided to create a \$400 rival to leading \$600 audio systems. Unconventionally, the company felt that more and larger speakers weren't ideal; it tested and rejected obvious designs. "We found that two custom full-range drivers performed the best in the mid and high frequencies. For Sound Stack, adding tweeters just added size and cost without substantively improving performance. A 5" subwoofer... needed a large chamber that made Sound Stack bigger than we thought was ideal. More importantly, the bass performance was 'sloppy' and not as precise and clean as we wanted."

So the company tried something different: instead of one 5" subwoofer, Soundfreaq chose an interesting two-driver solution it calls DubSub. "DubSub isn't about blowing out the bass," he noted. "In this push-pull configuration, the two subwoofers share a ported chamber and face opposite directions. While one pushes, the other pulls. In doing so, these subwoofers are able to push enough air to create the deep bass frequencies for Sound Stack... two drivers handle the workload of a single larger driver, but they can do it with greater precision and in a more efficiently sized chamber. The result is not only deep bass frequency range, but sharper detail, faster response and greater accuracy." While we wouldn't have minded additional treble, Sound Stack's bass, midrange, and wireless performance were all impressive.



↑↗ Developing Sound Kick

iLounge's editors knew we'd found something special in Soundfreaq's new Sound Kick when we spotted it at the 2012 International CES. "We first started on a portable over two years ago," said Paprocki. "Portables have always been a challenging form factor. Size and sound are at odds with one another and the use scenarios are quite varied. While often positioned as 'travel' speakers, they are just as likely to be used around the home or sitting in an office as opposed to being toted around inside luggage."

Soundfreaq challenged itself to create a speaker that worked in three real-world use scenarios: "on the go," "around home," and "at the desk." It had to be small enough to fit inside a backpack with other items, on a window sill, or in front of a 21" iMac. Yet it had to be loud enough to hear outdoors while grilling or indoors during a shower, and possess enough sonic clarity to be good enough for all-day listening while working at a computer. This seemed almost impossible.



"Unfortunately, no matter what we did, nothing sounded good enough," recalled Paprocki. After nearly abandoning the project, Soundfreaq tried something new to a compact system: an expanding rear sound chamber. "Finding the balance between a construction and mechanism that could seal properly, was user-friendly to open and able to hold up to some real-world abuse was a real challenge," he said. But success "allowed us to cheat the size versus sound tradeoff that had left all of our first design concepts falling short in either sound quality or size." It's unlike anything seen in an Apple speaker before, and works.

So how did Soundfreaq pull off that sub-\$100 price? Tight margins and great retail partners. "We're in this for the long haul so the focus is on investing in developing long-term relationships with our customers," he said. It's not lost on us that Sound Kick won't be sold at Apple Stores; it is proof positive that great design can be affordable for everyone - if the designer cares to make it so.



The iPad’s Greatest Hits, Together

After two years of trial and error, developers have officially stepped up to the challenge of accessorizing every one of the iPad’s needs: today, there are excellent stands, cases, speakers, and travel accessories galore, many originally designed for the iPad 2 and - where necessary - updated for the third-generation iPad. With only two exceptions, it’s safe to invest your hard-earned cash in new iPad accessories right now, and our iPad Accessory Buyers’ Guide will show you all of the best options we’ve recently reviewed.

Those two exceptions are important, though. Reliable reports suggest that Apple will replace the Dock Connector found on iPads, iPhones, iPods, and their electronic accessories, starting with 2012’s new iPhones and iPods, then continue with 2013’s iPads. If you care about forward compatibility, wireless speakers and universal USB accessories might be better picks. And be wary of protective screen film, which we recommended with vigor for older iPads; the same film causes prismatic rainbow distortion on the new iPads’ Retina Displays. These issues aside, there are plenty of fantastic new accessories to check out, and you’ll find them all inside this section.

Accessories: Here’s The Big Picture	96
Docks + Stands	98
Wall/Cabinet Mounts	101
iPad-Ready Speakers	102
Headphones	106
Charging + Batteries	108
In-Car Accessories	110
Handy Little Gadgets	112
Cases / How To Choose A Case	116
Keyboards + Keyboard Cases	132
Stickers + Screen Film	134
Styluses + Brushes	136
Wireless Hard Drives	137
Microphones + Music Accessories	138
Universal Remotes	140
Accessories For Kids	141

HERE'S THE BIG PICTURE.

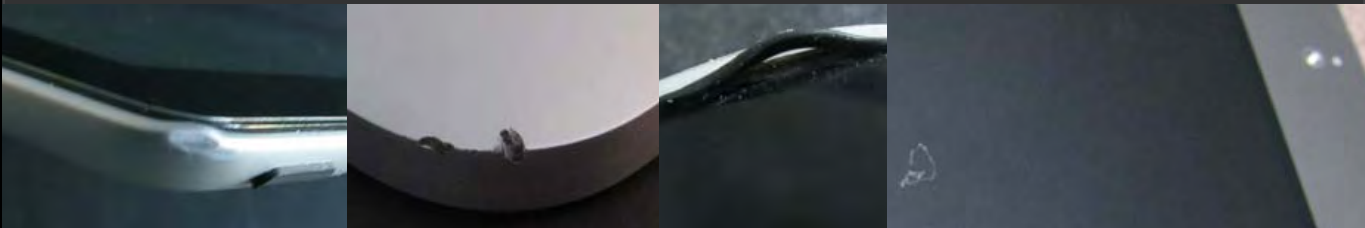
Thousands of accessories have been specifically designed for Apple's iPads: most are cases, but there are now stands, speakers, keyboards, chargers, and batteries made to solve common (and niche) issues users may experience. Most of these accessories are at least a little more expensive than iPod and iPhone equivalents.

How Can an iPad Benefit From Accessories?

iPad users love their tablets, but quickly run into limitations that accessories can address. Without a stand, the iPad needs to be held. A case keeps it safe. Headphones and speakers dramatically improve its sound. Car accessories enable it to be charged and mounted for road trips. Keyboards, styluses, and credit card readers improve its ability to be used for business. And other accessories turn iPads into toys or even military-grade field computers. You can decide which items you need.

Why Do Cases and Protective Film Matter?

As resilient as iPads generally are, they're still susceptible to damage - all avoidable with the right case and/or film. We've seen chipped and dented iPad metal backs, scratched and shattered screens, and units that have stopped working; some were used regularly, some were abused. If keeping your iPad looking great and working perfectly aren't incentives on their own, consider the impact on resale value: pristine iPads fetch more when you're ready to upgrade to a new model.



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 products 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 The Most Common iPad Accessories?

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



Cases and Film

\$40 for full iPad cases, \$25 for film.



Headphones

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



Batteries

\$100 is the median price for iPad spares.



Speakers

Top options range from \$100 to \$300.

What Other Types Of iPad Accessories Should I Consider?

We strongly recommend Apple's \$99 Apple TV as a fantastic way to wirelessly stream videos and audio to high-definition television sets; Apple also sells less expensive wired solutions if you don't mind being cable-tethered. Wireless keyboards and speakers are becoming more popular by the day; Bluetooth continues to dominate Apple's AirPlay in adoption and user experience. If you're using a third-gen iPad, consider an extra charger or spare battery pack critical, especially for travel.



Stands + Docks

Whether you're on the road, at home, or in an office, your iPad isn't going to stand up on its own. A simple stand can make watching or typing easier; a dock can recharge it at the same time as it's standing up.



Car Accessories

Full in-car iPad integration remains rare. Accessories that charge and mount iPads in either the front or back of a vehicle are now common; ideally, you can easily pull the iPad out and use it indoors.



Input Add-Ons

From keyboards to styluses and paint brushes, there are better ways to create documents, notes, and drawings on an iPad than your finger. Most of these add-ons are inexpensive and improve your input.



Apple TV or Adapter

The \$99 Apple TV turns any iPad into a wireless video/music/photo streamer for your HDTV. Apple's \$39 Digital AV Adapter offers a wired alternative, plus full screen mirroring for current iPads.

What's Included Or Being Left Out Of The New iPad Buyers' Guide?

Most of the accessories in this year's Guide are compatible with both the iPad 2 and third-generation iPad, but a few might be designed specifically for one or the other. We've focused on new products released over the last year, including only a handful of items that were covered in our iPad 2 Buyers' Guide. Many other good and great accessories can be found in our earlier Guides.

DOCKS AND STANDS.

Two years after the iPad's release, the absence of a built-in stand remains the largest issue in current models - but also the easiest to remedy with an accessory purchase. Docks containing electronics for computer- or wall-based charging are few in number, but stands to hold iPads upright are common, and great.



Belkin FlipBlade Adjust
Currently the best overall stand we've tested, FlipBlade Adjust is the sequel to an earlier FlipBlade that wasn't angle-adjustable. This highly portable, travel-folding stand now ratchets through four different typing and video angles. While increasing the ratio of impressive aluminum to plastic, FlipBlade Adjust is still one of the most compact stands on the market, at a price point that similarly metallic rivals have struggled to match with less versatile options. Case compatibility is another huge plus.

• \$30

Octa TabletTail

Unusual but memorable, TabletTail offers stand functionality in the form of a suction- and vacuum-attached tail designed to mimic the back of a whale. Made from plastic and rubber, TabletTail attaches to the back of any iPad - and some cases - while serving as either a hand grip or a way to prop the tablet up for video viewing. We were more impressed than we'd expected from the concept.



• \$50



Speck iGuy
Compatible with all three iPads, iGuy is the latest incarnation of Speck's one-time mascot. Made from soft plastic, he holds an iPad inside on a 90-degree angle, with arms that kids can grab safely.

• \$40



Choiix Wave Stand
Often discounted relative to its \$40 MSRP, Wave Stand is the rare iPad stand that can go toe-to-toe with FlipBlade Adjust. Substantially made from metal with rubber pads, it's very adjustable, solid, and case-friendly.

• \$40



dreamGEAR i.Sound Power View Pro S
Featuring two USB ports on the side and two Dock Connector plugs up top, the Power View Pro S accommodates one bare iPad and one bare or encased iPhone/iPod in its adjustable top docks, with the ability to charge other devices over USB. Made from metal and plastic, it looks very nice in person.

• \$100

Apple iPad Dock

Also known as the "iPad 2 Dock," this iPad Dock was renamed after the release of the third-generation iPad. Though a hard plastic lip in the front prevents it from working with cases or Apple's own Smart Covers, the iPad Dock is heavy and secure for bare third-generation iPads and iPad 2s. Unlike rivals, it has a 3.5mm stereo audio port on the back, and connects to Apple's Dock Connector to USB cable, assuming you supply one yourself.



• \$29



iHome iB969
The travel-ready iB969 has an iPad stand plus two iPhone/iPod-ready charging docks. You supply a USB cable for full-speed iPad charging; an extra USB port can charge a fourth device.

• \$60



XtremeMac InCharge Sync
Smarter and more device-compatible than Apple's iPad Dock, InCharge Sync includes a repositionable back support that accommodates bare or encased iPads, plus a USB cable that connects to the substantial-feeling base and your computer. All you lose by comparison with Apple's design is 3.5mm audio output; you gain a lot.

• \$30



dreamGear i.Sound Universal Power View
Designed for one encased or bare iPad in portrait or landscape position, plus a second iPad or iPhone on a flat surface, this stand has twin 2.1-Amp USB charging ports.

• \$45



Belkin Chef Stand + Stylus
Designed to be used in a kitchen, the Chef Stand + Stylus set includes matte black rubber and faux chrome pieces that hold any iPad and the stylus alone or together. Unlike most such accessories, both pieces are safe to wash, requiring only soapy water; the stylus is oven-mitt ready and has a magnetic tip to unlock new iPads.

• \$40



IK Multimedia iKlip Studio
Inexpensive and made for musicians, iKlip Studio is built with firm black plastic that folds down for storage, opening to hold any iPad upright on seven angles. What's distinctive here is the included microphone holder, which attaches to the stand's side, letting singers read lyrics.

• \$30



Scosche FitRail
While future stationary bikes may have iPad stands built in, FitRail offers riders a way to secure their tablets today. Made from metal, the portable frame attaches to a bike computer, and comes with a gym-ready carrying bag.

• \$50

Standzout Standzfree Floor Stand

While its 36" height and gooseneck mounting arm are very specifically targeted to one usage scenario - sitting down without having to hand-hold the iPad, Standzfree could be highly useful for immobilized users; optional extender arms can make it tall enough to use when standing, though not ideally stable for typing.

• \$100



FlipStands FlipStands
Small and portable, this black plastic stand can adjust any iPad on 20 different viewing angles. FlipStands is case-compatible, and highly affordable.

• \$20

WALL/CABINET MOUNTS.

Bringing your iPad into a kitchen or mounting it on a wall needn't be difficult or permanent. These accessories hang the iPad, then take it down as needed.



Just Mobile Horizon
Attractively minimalist but designed solely for bare iPads, Horizon marries a silver aluminum bracket with wall screws and rubber inserts, letting you place your iPad inside while retaining push-through access to its Home Button.

• \$50



Vogel's RingO Universal Mounting System
More complex and thoughtful than many of the wall mounts we've seen, RingO consists of tube-shaped plugs that you install on your walls, desk, and/or car, attaching with pressurized clips to the back of a specially designed iPad rear shell. Some of the mounts can tilt; others stay firmly on 90-degree angles. The shell provides some iPad protection, and works with a stand.

• \$60



• \$40



• \$20

modulR Case, Hand Strap + Slim Wall Mount
Though a third-generation iPad version has yet to be announced, modulR's Case - a hard plastic rear shell with unique mounting points - works with the iPad 2, enabling a user to attach accessories such as an included hand strap, optional wall mount, desk stand, or seat back mount. Screw-secured plastic wall mounts are available in three different colors and designed to be low-profile, holding your iPad stable in either landscape or portrait orientation.



Belkin Kitchen Cabinet Mount
Easy to install and equally easy to use with any iPad, the metal Kitchen Cabinet Mount clamps into wooden cabinets, holding the iPad in landscape orientation with or without a case.

• \$50

IPAD-READY SPEAKERS.

Three types of speakers work with iPads: purely Bluetooth wireless speakers, speakers with Bluetooth and iPad-ready docks, and speakers with AirPlay wireless. Though AirPlay speakers have improved over the past year, they remain expensive and laggy by comparison with Bluetooth versions, which are typically safer buys.

BLUETOOTH + DOCK SPEAKERS



JBL OnBeat Xtreme
Like all of the speakers on this page, OnBeat Xtreme features both Bluetooth wireless streaming and a dock capable of holding any iPad, but as the price suggests, there are differences: this is one of very few speakers that can support an iPad in landscape orientation with full stability, and it packs typically impressive JBL speaker hardware into its distinctive “weave”-themed chassis. Unlike most speakers, Xtreme has enough power to fill a medium-sized room, comparable to Bowers & Wilkins’ Zeppelin Air, yet it’s smaller and more affordable. A winner.

•\$500

Soundfreaq Sound Stack

As the largest and priciest speaker yet released by Soundfreaq, the boxy Sound Stack nonetheless is smaller than might be expected from such a powerful system. With twin subwoofers inside for deep, controlled bass, Sound Stack focuses on performing music richly at safe listening levels rather than high volumes; its Bluetooth and dock audio are indistinguishable.



•\$400



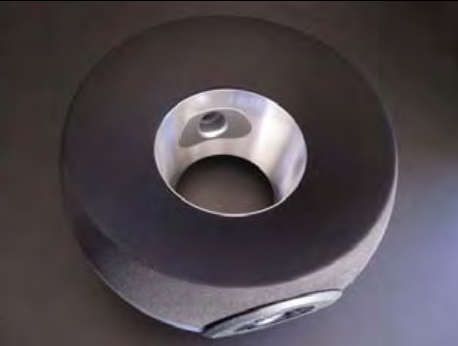
**Soundfreaq
Sound Step Recharge**
Considerably smaller and less expensive than Sound Stack, Sound Step Recharge has three drivers inside, as well as a six-hour rechargeable battery for use anywhere you take it.

•\$150



iHome iD50
Streamlined from the impressive iA100, iD50 is a rare alarm clock with Bluetooth and docking, featuring a bright front display, twin alarms, and speakerphone features; only two speakers are inside.

•\$170



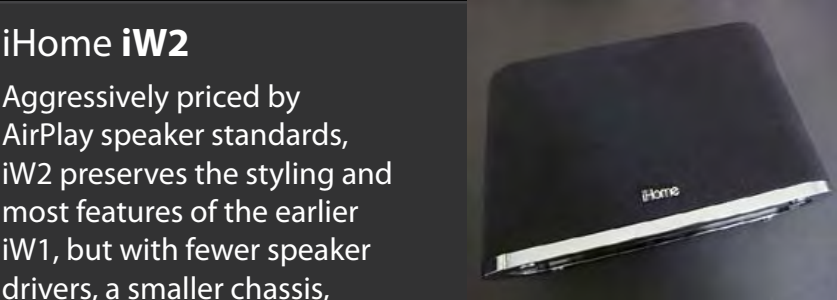
**Philips Fidelio
SoundRing DS3881W**
Elegantly accented with metal, SoundRing demonstrates how dockless, battery-powered speakers can look in the right hands. Four small drivers excel at treble but are weak on bass.

•\$300



iHome iW1
iW1 rivals SoundRing thanks to an integrated rechargeable battery, sporting a fancy pill-shaped design. Stronger on midrange and bass than treble, iW1 has more power than the smaller iW2.

•\$300



iHome iW2
Aggressively priced by AirPlay speaker standards, iW2 preserves the styling and most features of the earlier iW1, but with fewer speaker drivers, a smaller chassis, and no rechargeable battery. Though it’s wall-tethered, iW2 sounds quite good, and the AirPlay streaming is relatively easy to set up. iHome includes a Dock Connector for optional use, too.

•\$200

AIRPLAY SPEAKERS



Philips Fidelio SoundSphere DS9800W
Expensive but also amongst the most striking of all the wireless speakers we’ve tested, SoundSphere comes with two cannon-shaped wood- and metal-bodied speakers that roar with bass power and volume, suspending tweeters above their full-range drivers. An iPad-ready illuminated charging dock adds to the sex appeal.

•\$800

Logitech UE Air Speaker
Boldly designed and easier to set up than any other AirPlay speaker we’ve tested, this large, Batwing-shaped speaker features a pop-out dock and roughly twice the horsepower of Logitech’s Wireless Boombox. While it’s not sonically stellar for the price, it’s good enough to consider seriously when discounting begins.

•\$400



Logitech Wireless Boombox
Pound for pound the best speaker we've tested in the past year, the Wireless Boombox packs eight speaker drivers, a six-hour rechargeable battery, and Bluetooth streaming into a portable chassis that sonically rivals even wall-tethered rivals. While it has a somewhat polarizing bone-shaped design that won't appeal to everyone, its impressively balanced sound, solid power, and great price enable it to outstrip the performance of better-known portable and desktop speakers.

• \$150

BLUETOOTH-ONLY SPEAKERS



Soundfreaq Sound Kick
Smaller than the Wireless Boombox, Sound Kick features some of the tightest engineering we've seen in any portable speaker, with remarkable performance for its sub-\$100 price. Designed to fit into almost any bag or backpack, it has an expanding rear chamber that enables it to produce surprisingly powerful bass, far outstripping the capabilities of systems such as the Jawbone Jambox at half the price. Unlike most - not all - Bluetooth wireless systems, Sound Kick also includes a USB port from which devices can draw power on the road, and a steel front grille that aids in making the boxy little system feel as solid as can be. On the flip side, it's not designed for ultra high-volume output, includes no frills apart from a wall charger and aux-in cable, and doesn't have the wide frequency response or peak volume of Wireless Boombox. But look at that price.

• \$99



Uniden BTS200
Like Sound Kick, BTS200's major selling points are three in number: it's small, rechargeable, and capable of being used as a battery-powered charger on the road. While BTS200 doesn't have the same sonic horsepower as its rival, it does include a speakerphone for iPhone users, and its battery can be detached for use without the speaker, a feature you won't find in any other iOS accessory.

• \$100



Bose SoundLink
Sold in two versions, one with fancier trim for \$350, SoundLink is outperformed by the \$150 Wireless Boombox, but has the plain body design that Bose fans expect, plus a built-in cover and battery.

• \$300



Geneva Lab Model XS
This tiny fold-up version of Geneva's high-end speakers shares the same style and adds iPad compatibility, packing an FM radio, three drivers, and a 5-hour battery into a slick fold-up case.

• \$250



JBL On Tour iBT
Shaped like a 6.5" wide UFO, On Tour iBT contains four small drivers that fire upwards in a ring, though JBL includes a plastic stand to prop the unit up on an angle. Emphasizing clarity rather than power or range, On Tour iBT is best in the midrange, and includes a speakerphone mode. It runs off of your choice of wall power or four self-supplied AA batteries.



• \$150



Brookstone Big Blue Studio
As the big brother to Brookstone's portable \$100 Big Blue Live, Big Blue Studio offers considerably more power for a \$50 premium, with two large front-firing speakers, a downward-firing subwoofer, and a passive radiator for strong bass at an affordable price point. It's a true rival to Wireless Boombox, minus portability.

• \$150

Jawbone Big Jambox
As the milk carton-sized sequel to Jambox, a three-speaker unit sized like two sticks of butter, Big Jambox follows Bose's SoundLink in the "very overpriced but distinctive" category. Offered in three colors, the boxy speaker sounds like the Wireless Boombox at similar volume levels, but can get louder, and has speakerphone features.

• \$300

HEADPHONES.

The last year has been slow for headphones, as major manufacturers have all but ceased formerly frequent introductions of high-end models in favor of less exciting, iterative low-end versions. Here are a handful of the more compelling options we've tested in recent months; look to prior Guides for our past favorites.

What Do These Graphics Mean? →

Tiny speakers inside headphones work together to reproduce sound accurately or with a bias. Most do well at the midrange, where most musical instruments and voices sit, represented by the central line on this meter. The left shows their prowess with treble (highs), and the right with bass (lows).



Bowers & Wilkins P3

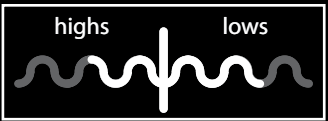
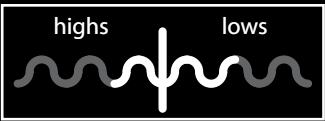
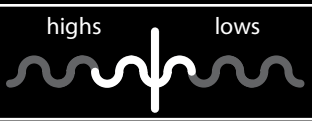
At two-thirds the price of B&W's super-comfy, luxurious P5, the just-released P3 offers similar sound quality and balance in a more portable body. With pleasantly warm sound and an improved microphone, P3 is easy to travel with, and is a study in classy design relative to plasticity rivals.



•\$200

Apple Remotes + Microphones

All of the picks here include three-button remote controls with mics on their backs. They're Apple parts with different housings; only Scosche uses a better, two-piece design.



Audio-Technica ATH-CP500i

Splash-proofed from the stabilized earbuds down to the remote and mic, these can be used in extreme weather, assuming your iPad's watertight encased, as well.

•\$60



Etymotic Ety-Kids3

Designed by the most hearing-conscious earphone maker around, these canalphones limit the iPad's output volume to protect a child's ears against damage.

•\$79



House of Marley Zion

Even without Bob Marley's family as backers, these comfy, wood-bodied canalphones would stand out thanks to great bass and Jamaican-striped cabling.

•\$100



Scosche Realm RH656m/md

On-ear headphones aren't normally thrilling, but this tweaked-out pair brings great balance and surprising "pop" with styling akin to Monster's Beats by Dre lineup.

•\$130

Uniq
DRESS
YOUR GADGET

CHARGING + BATTERIES.

Apple unexpectedly made major battery changes to the third-generation iPad, radically increasing its battery capacity to cope with a power-hungry new screen and graphics processor. Consequently, iPad chargers refill the new iPad at around half the speed, and battery packs supply half the power; no solution is in sight.



Twelve South PlugBug
Used alone, PlugBug adds a dedicated iPad 2.1-Amp USB charging port to your portable arsenal - one that's capable of being tossed into any bag. But PlugBug can also piggyback on any of Apple's MacBook wall adapters, becoming particularly small and converting one wall power outlet into a way to charge two devices. All you need to supply is the Dock Connector cable.

• \$35

CableJive xISync
Though it's not perfect, xISync has still earned a place in our travel bags as an alternative to Apple's official Dock Connector cables for one reason: it's crazy long without being as thick as rivals, which means it's easier to carry. The 6.5-foot length makes it ideal for connecting to a wall adapter, though the extra length does reduce the speed of iPad charging.



• \$13



Choix Power Fort
As one of only a handful of batteries with full-speed iPad charging, this 5600mAh cell delivers roughly 50% refuels for iPad/iPad 2, and 25% for the third-generation iPad; it's slow only at recharging itself.

• \$70



iBattz Mojo Treble
This keychain-sized enclosure squeezes in Dock Connector, Mini-USB, and Micro-USB cables, letting you recharge any iPad or accessory - it also has a SIM eject tool and MicroSD reader, if you need them.

• \$30



• \$80

Just Mobile Gum Plus 2.1 + Gum Max
Though the new 2.1-Amp version of Gum Plus is a little more expensive than Power Fort, it's handsomely metal-clad and refuels itself more quickly, delivering a similar 50% recharge for iPad/iPad 2 and 25% for the third-gen iPad. For \$30 more, Gum Max doubles the capacity to 10,400mAh, adding 107% power to the iPad or iPad 2, and around 58% to a third-gen iPad. Each comes with a soft drawstring carrying bag, a Dock Connector cable, and Micro-USB recharging cable. Gum Max is over 2X larger.



• \$110



Moshi Rewind
Priced like Apple's official iPad adapter, Rewind differentiates itself by including a second USB port so two devices can be charged at once. Though the ports share 2.1 Amps of power - one port can refuel an iPad at full speed only if nothing's connected to the second port - travelers may like the convenience, and the integrated cord management.



• \$29



Newer Technology Power2U
An alternative to bulky wall adapters, Power2U fully replaces a traditional wall power outlet with twin 2.1-Amp USB ports and two traditional three-prong ports. Before you buy in, note that your existing outlet needs plenty of space and 4 wires; also, the USB ports have spring-loaded, power-stopping doors that are tricky to use.

• \$30

Apple iPad 10W USB Power Adapter
With nine feet of cable - capable of being shortened to three if you wish - Apple's official iPad wall adapter offers better value than its earlier iPod and iPhone versions. Older iPads and iPad 2s recharge in four hours with this unit, while third-gen iPads take closer to seven hours; unfortunately, there's nothing faster available.

• \$29

IN-CAR ACCESSORIES.

Bringing an iPad into your car isn't difficult, but there are few accessories more sophisticated than basic chargers and headrest mounts. Here's a look at some of the more impressive options we've tested in recent months; note that certain case add-ons in the Wall/Cabinet Mounts section are worth considering, too.



Incase Dual Car Charger
As one of the most established companies in the Apple accessory space, Incase has spent years making cases and chargers for iPods, iPhones, and iPads; the Dual Car Charger is an evolution of Incase products we've seen for generations. Two USB ports are on the passenger-facing end of the matte black charger, both with 2.1-Amp iPad charging capability, making this a viable option for fueling two iPads at once while you're on the road - or an iPad and iPhone or iPod, if you prefer. A single cable is included in the package, so you'll need to supply the second; Incase now sells 10-foot spares for \$30 each.

• \$35

Just Mobile Highway + Highway Pro
Rather than competing for the title of "smallest" car charger, Just Mobile's \$40 Highway Pro went straight for "coolest," with a silver or black diamond tread aluminum cap and coiled cable that look fitting in luxury cars. While the Pro model has one iPad and one iPhone/iPod USB port, the standard \$35 Highway has a single port.



• \$35+



XtremeMac InCharge Auto BT
With the rare combination of charging and audio, InCharge Auto BT allows an iPad to stream music wirelessly to any car stereo with aux-in, with or without full speed charging.

• \$80



Scosche backStage Pro II
It's the most comprehensive rear seat iPad mount we've seen, including a charger, headrest frame, speaker, and wireless support for headphones, but at a fairly steep price.

• \$150



Scosche reVolt C2
Sometimes, smaller is better, and reVolt C2 is unique: it's the smallest dual 2.1-Amp car charger on the market, bar none. Shaped like a shotgun shell, the accessory only protrudes enough from an in-car cigarette lighter power source to enable you to remove it, and features a thin blue light on the face to let you know it's receiving power. Unlike most of its competitors, reVolt C2 features full-speed iPad recharging from both of its USB ports at the same time, though it achieves its low price point by leaving you to supply both of the USB cables.

• \$25



Moshi Revolt
While it seems simpler than most of the other car chargers here, Revolt is noteworthy because it offers a complete and nice-looking full-speed iPad charging solution for \$25, packaging everything you need into one box. In addition to the black matte plastic and chrome charger, it includes a coiled Dock Connector cable that's built for travel; an in-line cap lets you cover both the USB plug and Dock Connector at the same time, or just one, when tossing it into a bag.

• \$25

Griffin Cinema Seat
Compatible with both current-gen iPads, Cinema Seat works as either a padded leatherette and neoprene case or as a full-time in-car mount. You attach it to a headrest with Velcro straps, and use a slit on the back to insert your iPad. It's colored to match light gray car interiors.



• \$40

Luxa2 H7 Dura-Mount
H7 is the rare iPad mount designed to work in the front seats of a car, combining Luxa2's classic and case-friendly spider mount with a windshield suction cup and flexible bar. It's surprisingly sturdy and adjustable, but check its local legality before considering one.



• \$70

Toucoul Coulvue
Using a bone-shaped plastic frame that separates into two pieces to clamp a headrest's metal bars, Coulvue has a highly adjustable set of joints that allow you to reposition the angle of any iPad held within an X-shaped plastic mount. Notably, separate versions are sold for the iPads, and neither is case- or body film-friendly.

• \$80

HANDY LITTLE GADGETS.

Dozens of different accessories work with the iPad, enabling it to import photos, output high-definition video, and gain new abilities: baby monitoring, health tracking, credit card reading, and even GPS for iPads without 3G/4G cellular hardware. This is just a small sampling of the better add-ons we've reviewed.



Apple iPad Camera Connection Kit

Sold as a set with one SD Card reader and one full-sized USB port, the Kit lets you import photos from cards and cameras, and attaches to some other self-powered peripherals. Photo imports work best with consumer-grade cameras and low-capacity cards; the images (and some videos) can be shared without extra software, or impressively edited using the \$5 iPhoto.



• \$29

Square Credit Card Reader

Disruptively brilliant, Square's Credit Card Reader and free app enable virtually anyone with an iPad and a live Internet connection to accept credit card payments. Download the app and Square will send the Reader for free, charging 2.75% per swiped transaction, depositing the balance in your account. Ideal for small businesses and occasional personal use.



• FREE



Apple Digital AV Adapter

It's the best wired video option for TVs with HDMI ports: the Digital AV Adapter uses self-supplied HDMI (audio/video) and Dock Connector (power) cables for 1080p videos and iPad screen mirroring.

• \$39



Apple VGA Adapter

Though some iTunes Store movies won't play through this cable, it's otherwise capable of connecting to VGA-equipped monitors for high-definition video output, including iPad screen mirroring.

• \$29



Ten One Design Fling

Sold individually for \$20 or in two-packs for \$30, Fling is a largely transparent joystick that attaches to any iPad's screen with suction cups, improving control precision in roughly 200 games with virtual joysticks. The black joystick part is small - akin to a concave thumbstick on a console controller - and moves in any direction.

• \$20

iHealth Lab iHealth Scale

Designed as a more affordable alternative to Withings' Connected Scale, iHealth Scale's low price is the key factor in its favor. Attractively made from glass, metal, and plastic, it lets you wirelessly sync your weight measurements with an iOS app using Bluetooth, and track them over time. Four AAA batteries are included and required.



• \$70



iHealth Lab iBaby Monitor

Better than other iOS-ready monitors we've tested, iBaby Monitor streams video and audio from a baby's room to your iPad over Wi-Fi, including night vision, turning, pivoting, and motion detection. Powerful.

• \$200



Epson MegaPlex MG-850HD Digital Projector

While the price tag is higher and the projector is bigger than other units we've tested, MegaPlex MG-850HD delivers a considerably better video projection experience than smaller rivals: bright, automatically adjusted/keystoned 720p video from any iPad, thanks to a pop-out rear dock. It has an HDMI port for broader compatibility.

• \$800



Dual Electronics XGPS150

Only 3G and 4G iPads include GPS hardware, an omission remedied by XGPS150, which runs off a rechargeable battery and adds reliable GPS to any iPad, ready for navigation/map apps.

• \$100

ALL ABOUT THE NEW IPAD

THE NEW IPAD BUYERS' GUIDE



Eye-Fi Pro X2 Memory Card (8GB + Wi-Fi)

Offered in less expensive versions with fewer features, Eye-Fi's Pro X2 turns almost any SD Card-using digital camera into a wireless photo streaming device, passively sending new images to an iPad, iPhone, iPod, or Mac using Wi-Fi. Pro has a Direct Mode to create its own Wi-Fi network wherever you are, and geotags images.



•\$100



VuPoint Photo Cube

Built specifically for use with Apple's devices - iPads connect with a USB port - Photo Cube is a 300dpi dye-sublimation printer that outputs respectable 4" x 6" photos that are instantly suitable for framing. You'll pay around \$20 for each 36 photos, a premium over AirPrint printers, but this is small, easy, and needs no Wi-Fi.

•\$100

iLounge: "it is an especially good option for style-conscious users"

Gum Max™
Supercharge your iPad



just|mobile®



SOUNDFREQ®



"Sound Kick is worthy of such rare praise" -iLounge

iLounge CES 2012 Best Overall Product



Learn more about the best-reviewed line of Bluetooth speaker docks at www.soundfreq.com



Sound Kick is available for \$99.99 at Target stores and on Target.com along with the complete line of Soundfreq speakers.

HOW TO CHOOSE A CASE.

iLounge maintains the world's largest gallery of Apple case reviews, and has spent years testing the best iPad, iPhone, iPod, and Mac cases. Having tried hundreds of different iPad options, our picks recognize that there's more than one "great" case design; here's how you can assess a model we haven't covered.

Design. The five primary iPad case types are playthrough, folio-style, rear shell, bag, and sleeve. There are also film and Smart Cover screen protectors. All are discussed in this section.



Materials. Most iPad cases are made from plastic, fabric, or leather; a few use wood. Plastic needs to balance thickness, durability, and pliability. Fabric needs to be well-tailored and sewn; leather should be either real or a nice, resilient synthetic.



Face + Screen. iPad cases take four approaches to face protection: no screen coverage, a flap over the screen, bag/sleeve-style opaque coverage, or clear film coverage. If film isn't included, it'll typically cost \$25 to purchase from a top vendor. Anti-glare, anti-smudge film is awesome for early iPads, but clouds third-gen iPads.



Bottom. Except for bags and sleeves, iPad cases routinely leave holes for the bottom Dock Connector and speaker grille. Particularly thoughtful designs have partial speaker coverage, or a detachable cover for the Dock Connector.



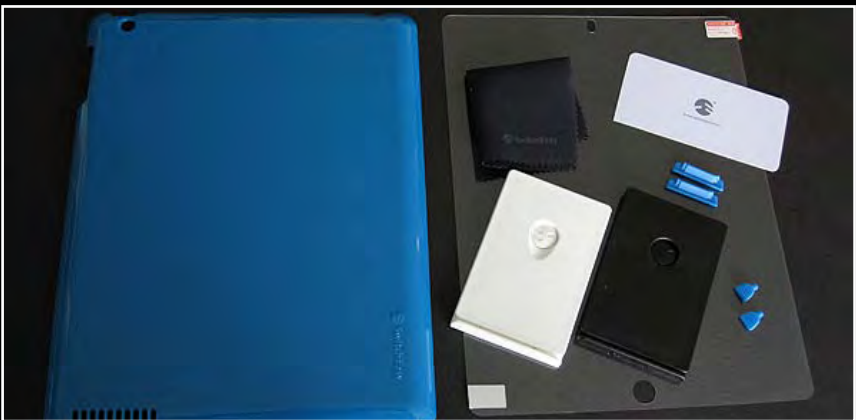
Back. With the exception of Apple's iPad Smart Cover, virtually every "case" covers most of an iPad's back. On the first iPad, covering the entire back was easy, but later iPads have rear cameras that need to be exposed, at least part time. Some cases have Apple logo holes, which often look terrible and might lead to scratches. Top developers now build stands into case backs or flaps, eliminating the need for separate stand accessories.



Sides. It's possible to cover virtually all of an iPad's sides. Many cases leave the volume buttons and side switch exposed; the best find ways to cover the buttons, though the switch is typically bare. Very few have holes for cellular iPads' Micro-SIM card slots.



Top. While the best iPad cases cover most of the tablet's top, including the Sleep/Wake Button, separate holes are needed for the headphone port and mic. Less impressive cases leave a huge swath open.



Pack-Ins. Some companies include separate video stands, screen film, and port covers with their iPad cases. Others build these features into the cases; cheap, non-detachable film can be an issue if it distorts the clarity of new iPad screens. Many rear shells omit frills. Look for great total value.

PLAYTHROUGH CASES.

We've traditionally preferred "playthrough" cases, focused on comprehensive body protection with unobscured screen and control access. Though folio-style designs have dominated the iPad case scene, we continue to like these options, which now vary between versions with and without integrated stands.



OtterBox Reflex Series Case

As the entry-level OtterBox design for iPads, Reflex is a two-piece hard plastic and rubber case that comes together with a seam in the middle, offering solid anti-drop and anti-scratch protection without attempting to ruggedize every part of the iPad. Screen film is included so that virtually all of the iPad's surface area can be covered; a very large detachable stand doubles as an awkward face plate. **\$70**

Simplism Semi Hard Case Set

Recently redesigned for third-gen iPads, this glossy hard rubber case looks like common rear shells, but includes proper top, bottom, side, and bezel protection that many shells lack. Priced aggressively by comparison with many iPad cases, it includes screen film, a cheap stand, and a speaker cover. **\$30**



Moshi Origo

Resembling cases that once dominated the iPod market, Origo adds a thick layer of protective, medical-grade silicone to the iPad, forming a pillow-like frame around the back, without screen film. **\$30**



Amzer Silicone Skin Jelly Case

We're not fans of the Apple logo hole in the back, but this budget-priced iPad case is otherwise good, available in ten different colors without screen protection. **\$20**



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BOTH WAYS.

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HEAVY-DUTY CASES.

Another collection of playthrough cases has been specifically designed to resist otherwise abusive conditions, featuring abnormally thick multi-material protection and in some cases weather sealing. These are the key options on the market; take note of the wide variation in their prices and features.



Griffin **Survivor**

Built with comprehensive port and control coverage that seals out the elements to military-grade specs, Survivor also includes a nice detachable stand. The big flaw: a rainbow-generating screen protector.

• \$80



Gumdrop Cases **Drop Tech Series Case**

Affordable and nicely streamlined from earlier versions, Drop Tech provides iPad coverage that's nearly as comprehensive as Survivor, plus screen film that can be removed if you want to avoid the rainbow-generating prismatic effect that's sadly common on these cases today. While you give up a stand, you still get dual hard and soft layers of protection, plus a case you'll enjoy carrying.

• \$60



Seidio **Active X**

As a budget alternative to Defender and Survivor, Active X includes an unusually versatile detachable stand and two layers of protection, though it doesn't cover the iPad's screen or ports.

• \$70

OtterBox **Defender Series Case**

Similar to Griffin's Survivor but without the same degree of coverage - good for those who don't want to flip up speaker and mic covers, an issue for users concerned about elemental intrusion - Defender uses plastic and rubber layers to protect new iPads against drop damage, and includes a large face-covering stand. Like Survivor, it uses rainbow-generating screen film.



• \$90

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NuForce presents Cube,
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Optional iPod nano adapter available.

NU FORCE

BUILT-IN STAND CASES.

The cases we're watching most closely for breakthroughs are these: playthrough designs with integrated stands. Unlike folios, these cases provide full-time iPad screen access while enabling you to simply flip a rear stand out as needed. Some are markedly better - and more practical - than others. Here are our top picks.



ZeroChroma Vario-SC
With the best rear stand in any iPad case - rotatable, ratcheting to eleven angles, and fairly slim by contrast with most rivals - Vario-SC offers handsomely tailored body protection for most of the iPad 2 or third-gen iPad. Its only omissions: there's no screen protection, and a large slit on the side is for Apple's Smart Cover, which isn't needed due to Vario's superior stand. **\$50**

Case-Mate Pop! Case With Stand
Borrowing the integrated dual-layer rubber and hard plastic case concept pioneered by Speck's CandyShells, Pop! Case With Stand uses one of the most thoughtfully protective, streamlined iPad cases we've tested, adding a slim but limited rear stand that works best on a 45-degree angle. **\$50**



Speck HandyShell
Designed for the iPad 2, this distinctive-looking case includes an unusually sturdy rear stand that holds various positions without ratcheting, though it adds quite a bit of thickness to the iPad's body. **\$55**



Incipio Silicrylic
Mixing a soft rubber case with a hard rear shell, Silicrylic has a simple, flip-out stand built into the back. Unlike Pop! Case, it includes anti-glare and crystal screen film, and comes in five color combinations. **\$50**

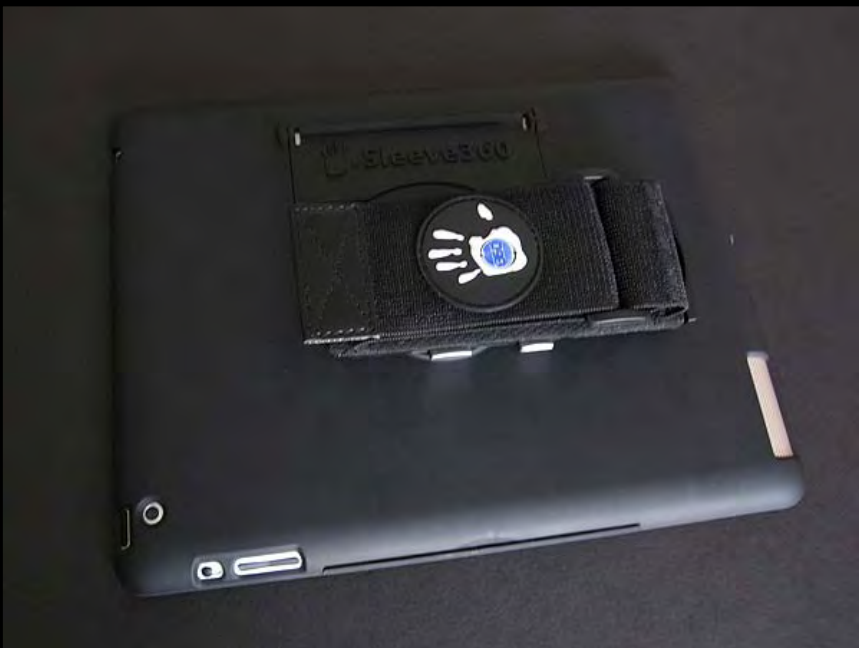


iSkin Vu
Designed with impressive texturing and seamless transitions between different colors and materials, Vu frames the iPad's face with one of three translucent tones - black, purple, or blue - while featuring a hard plastic pop-out stand that can be used in portrait or landscape mode. It's currently available only for the iPad 2. **\$60**

X-Doria Campfire
As one of several cases designed specifically to make an iPad more comfortable when used in your lap, Campfire combines a hard plastic rear shell with a beanbag ring that can go behind the iPad during use, or around it with a drawstring in "sleeping bag" mode for carrying around. While it's somewhat unusual, it's also the only case of its kind. **\$60**



Targus Lap Lounge
Less expensive than Campfire, Lap Lounge is similarly designed to prop the iPad up in your lap, with many viewing angles, a speaker wave guide, and a pocket in its beanbag bottom for holding accessories. **\$50**



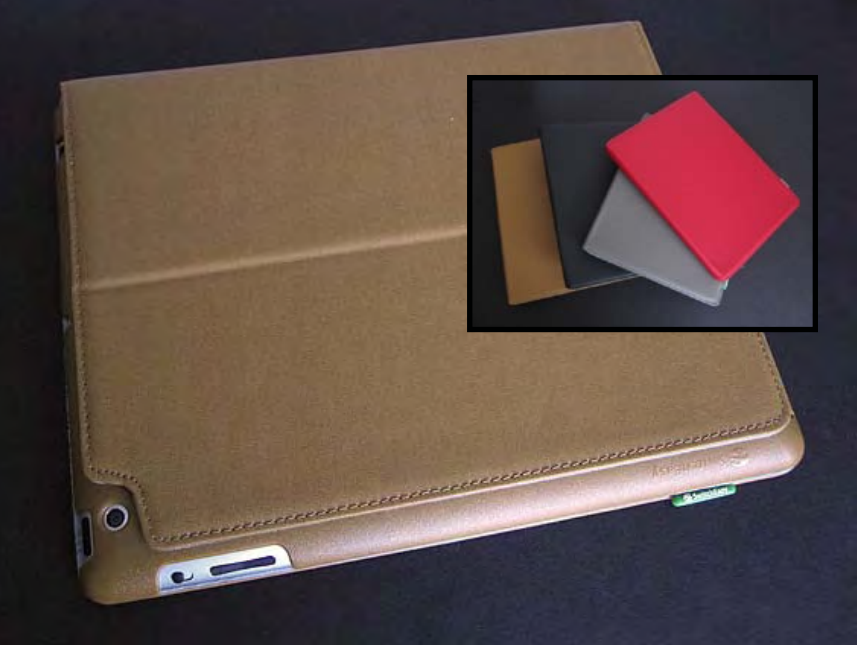
ThinkFast Sleeve360
Case. Stand. Rotating, detachable hand strap. That's Sleeve360, which actually does a good job with each of its chosen features. Opening with a side hinge for iPad insertion, the hard plastic case has nicely tailored holes for control and port access, plus video and typing stands. As of now, it's solely for iPad 2. **\$60**



Padded Spaces Prop'n Go
Now offered in four versions, Prop'n Go combines a bottom pillow with a multi-angle iPad stand. This has a large pillow with an iPad pocket inside; others slim the pillow and lose the pocket. **\$50**

FOLIO-STYLE CASES.

Within weeks of the first iPad's introduction, it was obvious that lidded iPad cases would appeal to many people; they offer screen protection and frequently double as iPad stands. Most of the folios we see now are clones of one another, made at the same few factories; here are the most distinctive variations.



SwitchEasy Canvas
Considerably improved from earlier versions, Canvas combines the benefits of a hard plastic rear shell with the fancier looks of a fabric folio, providing substantial iPad protection in a case that can be used as a video or typing stand. Bundled with screen film and port covers, the new Canvas stays closed with strong magnets, and automatically unlocks the iPad's screen when open. **\$50**

STM Skinny 3
While highly similar to a generic folio we've seen sold by other companies, Skinny 3 is distinguished by its handsome ripstop outer fabric and inner faux suede, offered in five color options. The plastic frame holding the iPad inside is nicely tailored to Apple's curves and ports, something that's rare in rivals; it doubles as a stand for video or typing. **\$40**



Speck CandyShell Wrap
Still one of our favorite iPad 2 cases, this folio has the rare ability to convert into a play-through design by simply pulling the lid off. Fold the lid into a triangle and it becomes a two-angle stand, as well. **\$60**



Uniq Creation Streak
Uniq openly notes that its cases are highly similar to OEM designs in shape, but novel in looks and theme; Streak has stripes, while a mustachioed, glossy cousin called Prim & Proper is legitimately funny. **\$59**



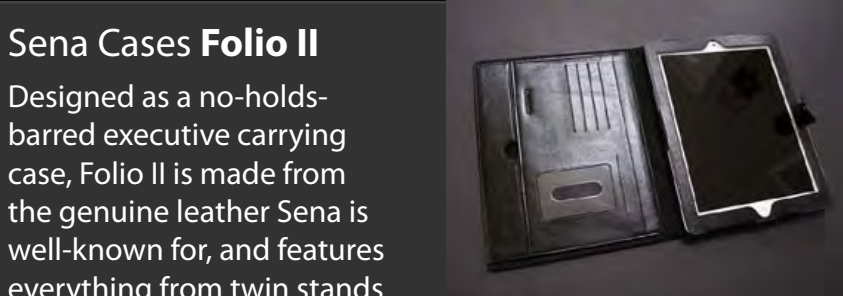
iFrogz Summit
Akin to SwitchEasy's Canvas but with faux leather on the outside, Summit adds a small card pocket to the interior and a loop for a self-supplied stylus or pen. It similarly doubles as a stand, with solid protection. **\$60**



STM Grip
Using a ribbed texture unlike anything we've seen elsewhere and a pop-out rear stand with video and (shaky) typing angle support, Grip is highly protective and very nicely iPad-tailored. **\$45**



Hammerhead Capo Case
Affordable despite its combination of hard plastic and faux leather, Capo Case breaks from the norm by using a mechanically segmented front lid that forms sturdy video and typing angles. Offering nicely tailored protection for the iPad, it's available in five different colors, and a very good value for the asking price. **\$40**



Sena Cases Folio II
Designed as a no-holds-barred executive carrying case, Folio II is made from the genuine leather Sena is well-known for, and features everything from twin stands to five card holders and a pocket for small pieces of paper. While it's not as protective on the sides as some of its rivals, it literally shines thanks to the quality of its materials and assembly. **\$100**



Incipio Flagship Folio
Deluxe in all the right ways, Incipio's top-of-the-line folio design adds a novel feature - an aluminum hinge - to a hard plastic shell coated in faux carbon fiber leather, accurate words that don't do justice to Flagship Folio's pro-caliber looks. The hinge enables a wide variety of video and typing angles, and looks fantastic, too. **\$70**

SMART COVERS + SHELLS.

Apple's ridiculously-priced Smart Cover is the accessory many people come to regret buying with their new iPads, but there's no denying that its stand functionality and screen protection are useful, even if it leaves the rest of the iPad bare. Here are alternatives we'd consider, as well as ways to fix its omissions.



Apple iPad Smart Cover

Advertised so prominently alongside the iPad 2 that some customers expected to find them bundled together, the iPad Smart Cover has been sold for a year as a \$39 (polyurethane) or \$69 (leather) magnetic lid, capable of converting into a video or typing stand, and automatically unlocking or locking the iPad's screen. Available in ten variations and compatible with the last two iPads, the Smart Cover was inspired by earlier Incase and Speck designs, but unlike its predecessors omits protection for the tablet's back, top, bottom, and sides. Quite a few "Smart Cover-compatible" rear shells fix this protection gap for \$25 or more; rival full cases offer similar functionality for \$40 and up.

• \$39+

Sena Cases LeatherSkin

Rare is the Smart Cover-compatible case made from something other than plastic and/or faux leather, but the genuine leather LeatherSkin bucks that trend, featuring your choice of four colors, five slots to hold cards, and a body design that permits the Smart Cover's magnets to work properly for auto screen locking.



• \$70



SwitchEasy Cover Buddy + Nude

Sold with (Cover Buddy, \$25) and without (Nude, \$30) a spot to attach the Smart Cover, these glossy hard plastic shells come in many colors; Nude includes screen film and two stands.

• \$25+



Miniot Cover Mk2

As a deluxe alternative to the Smart Cover, Cover Mk2 is handmade from your choice of genuine woods with integrated magnets, rolling into an iPad-supporting tube rather than a triangle.

• €69+

Choiix Wake Up Folio

Sold for the same price as an iPad Smart Cover, Wake Up Folio adds all the rear, side, top, and bottom protection Apple's lid leaves out. With seven different color options that stretch across the entire front and most of the back, ending atop a hard plastic rear shell, Wake Up Folio forms typing and video stands, and serves to automatically lock/unlock the screen.



• \$40



Uncommon Deflector

Just released for the iPad 2 and coming soon to the new iPad, Deflector is a rarity - a rear shell that can be customized with your choice of photos or artwork. Though it's expensive by shell standards and doesn't have ideal top-of-iPad coverage, Uncommon's inking process is better than alternatives we've seen for smaller iDevices.

• \$60



NutKase iExecutive

Merging a Smart Cover-style lid with a rear handstrap, iExecutive is a hard plastic shell with faux "eco" leather on the outside. While it's a little shy on top/bottom coverage, it's unique in features.

• €50



Skech Fabric Flipper

Exceptionally close to the Smart Cover in functionality, plus a substantially protective rear shell, Fabric Flipper gets its name from the choice of three colored fabrics Skech offers; it's an excellent value for the price.

• \$45



Macally Hardshell Clear Case + Detachable Cover

As budget alternatives to the iPad Smart Cover go, the Hardshell Clear Case with Detachable Cover is respectable, and exactly what it purports to be. Unlike most peer-priced rivals, you can use the hard plastic rear shell with or without the folding front cover, which mimics the Smart Cover's stand features with fewer magnets.

• \$40

IPAD BAGS + PURSES.

Given the iPad's laptop-like functionality, it's no surprise that laptop-like bags have appeared as case options - some are designed with unisex appeal to students, others are tailored to look like womens' purses, and still others mimic messenger bags for men. The most noteworthy bags we've tested are below.



STM Stash Shoulder Bag
Sharing a lot in common with STM's awesome Vertical bag for laptops, Stash is made from the same durable ripstop nylon, but resized to hold the iPad, missing the top flap, and priced lower, too. With substantial front accessory compartments, a shoulder strap for commuting, and a hand grip for carrying it around a home or office, Stash also has a rear pocket for folded papers - or the Apple Wireless Keyboard, if you're willing to let it hang out a little.

• \$55

Powerbag Instant Messenger
The exterior design's a little on the vinyl-riffic side, but there's so much to like about Instant Messenger's functionality that we let it slide. In addition to compartments for any MacBook, an iPad, and an iPhone, it packs a 6000mAh battery, a Dock Connector cable, and an extra USB port.



• \$180



Hex Fleet Cross Body
Made from soft, water-resistant fabric, Fleet Cross Body nicely provides instant access to your iPad's screen with a flip-open lid, plus compartments for a MacBook Air and accessories. Handy for quick iPad use.

• \$60



blueLounge Bonobo Series Sling
Minimalist yet interesting, the Bonobo Sling is made from recycled PET, using magnets to close its top flap, holding an iPad plus small add-ons. The strap runs across your body.

• \$69



iSkin Agent 6 Sling
Though it's a relatively simple iPad carrying bag with a single compartment, Agent 6 Sling's metal, heavy-duty nylon, and iPhone holder on the strap give it a military-styled toughness that guys will like.

• \$100



Pelican i1075
Made from hard plastic, i1075 is a briefcase for your iPad, complete with foam-lined spots for Apple's Wireless Keyboard, a charger, and add-ons. Opened, it looks like a laptop.

• \$60



Sena Cases Borsetta
Like all of Sena's cases, Borsetta has a price tag that seems disproportionately high given cheaper rivals, but makes up for it with luxurious materials. The diamond-stitched front unzips to reveal an iPad folio in the shape of a purse, complete with modest storage capacity, an armstrap, and two stands. The genuine leather here is accented by polished metal.



• \$150



iBackFlip Studios Somersault
As the latest dual-purpose case from iBackFlip Studios, Somersault features improved styling and the same general concept: it's made to be swiveled off your back towards your chest, with a front compartment that opens to hold your iPad upright towards your face, supported for easy typing. It's better used sitting than standing.

• \$100

Jill-e Designs E-GO Tablet Messenger
Of the iPad-ready bags we've seen from Jill-e, the E-GO Tablet Messenger's the best: an attractively designed and nicely assembled genuine leather bag with a dedicated iPad compartment and plenty of room for other items. Unlike some leather cases and bags, this one feels soft and fine-grained, befitting the price.

• \$189

IPAD-SIZED SLEEVES.

Seemingly under-engineered by comparison with virtually every other type of iPad case, the humble sleeve is nonetheless a common offering due to its simplicity: you put your iPad inside for safety when you're on the go, and pull it out bare - or mostly bare - when you're ready to use it. Here are good options.



XtremeMac Vintage Sleeve
Since their functionality rarely differs between designs, sleeves are distinguished more by look and materials than anything; Vintage Sleeve trades on classic military styling with a waxed canvas material and faux leather accents that look pretty close to real. The only frills here are a pull tab to ease iPad removal, and a loop that allows you to attach the Sleeve to something else.

• \$50

FrappeDesign Smart Sleeve
Offered in a collection of different colors and types of leather, the Smart Sleeve has a manila envelope-style tie and the unusual ability to double as a stand, with its top flap rolled up as a video or typing support. Four card slots and a passport slot are included. Prices range up to \$119 depending on materials.



• \$65+



Spigen SGP Leather Case Sleeve (Illuzion)
Fancier than most sleeves thanks to new polished magnetic snaps and genuine leather in one of three colors, the envelope-style design is executive-caliber, but simple.

• \$48



SwitchEasy Thins
Using heat-sealed bonding seen in Apple's early iPad Cases, Thins are simple but colorful and clean-edged neoprene and Velcro sleeves, bundled with screen film and stands. Four colors are available.

• \$40



Gone Studio Greensleeve
Embracing the simplicity of the sleeve form, Greensleeve is handmade from substantial-feeling wool felt using zero electricity or plastic - an environmentally-conscious response to cases that rely upon pollutants and/or disproportionate energy consumption during manufacturing. Two colors are available.

• \$30

Vaja Premium Leather Sleeve
Tricking out fancy leather cases with colors has been Vaja's forte for years, so the fact that Premium Leather Sleeve lets you pick two tones for its nicely padded sides and edging isn't a surprise, nor is the price tag, which reflects the superlative quality of the leather. Still, it's just a sleeve with no other frills to speak of.



• \$110



Beyzacases Zero Series
Rapidly establishing itself as a player in the high-end leather case market, Beyzacases has developed Zero Series as a snug, wonderful-feeling sleeve; contrast stitching and five colors help it stand out.

• €55



Helium Digital SlimJacket for iPad
If the idea of converting a sleeve into a stand appeals to you, but you don't want to pay a high price for the feature, SlimJacket's a good place to start. Three different colors of the same paisley, plasticity fabric are used on the outside, while the top opening splits into an L shape capable of supporting an iPad for videos.

• \$25



blueLounge Bonobo Series Sleeve
Like the Bonobo Sling, the simpler Sleeve is made from recycled PET, and given a fancy metal buckle to seal up its iPad and small add-on pockets.

• \$45

KEYBOARDS + CASES.

Apple acknowledged the value of iPad-ready keyboards early on by offering both an iPad-specific Keyboard Dock and Bluetooth-based Wireless Keyboard, but third-party options have since become dominant. Major keyboard quality improvements have rendered old picks merely so-so, and often combine solid keyboards with protective cases or useful stands. These are today's top picks.

**Solid Line Products
RightShift 2**

Mixing hard plastic with a soft rubber coating, RightShift 2 is far better than the rebranded case that preceded it, sporting a detachable keyboard with large hard keys and support for a variety of stand angles. While the keyboard looks like a PC laptop's, it feels quite like Apple's, and enables very fast, accurate typing.



• \$99



Helium Digital KeyCover Folio

Atypically thin and affordable by keyboard case standards, KeyCover Folio does away with certain frills: there's no detachable keyboard and the stand system is a little unusual, in service of a smaller case. Touch typists will find the keys easy to use despite modest shrinkage from a full-sized keyboard, and the design looks nice.

• \$80



Adonit Writer (2) Plus


The current king of the keyboard case hill is this much-improved sequel to an earlier design, now featuring a rechargeable, detachable keyboard plus a fashionably perforated fabric folio case-slash-stand. Sold in three colors for iPad 2 and one for the new iPad, the single biggest asset here is the metal and plastic keyboard, which makes accurate typing a breeze and holds a battery charge for two weeks at a time. The substantial protection of the case and small footprint are both major assets.

• \$100



Nuu KeyCase

Released early in 2012, KeyCase's appeal is in the versatility of the overall package: for the same price as some simpler cases, you get a detachable playthrough case, a folio, a detachable keyboard, and a stylus, all of which can be carried together or used separately. No single piece is fantastic, but they're all useful, with compromises.




• \$100



Logitech Ultrathin Keyboard Cover

Having tried twice before with less impressive results, Logitech scored a huge design win with Ultrathin Keyboard Cover, combining a hard plastic keyboard with an aluminum iPad screen cover. Borrowing the magnetic hinge concept from Apple's iPad Smart Cover and adding a magnetic stand feature that's equally cool, Ultrathin offers great typing, battery life, and style. The only hitch: it's not case-compatible, so you'll need to remove the iPad from a case to place it inside the stand.

• \$100



Kensington KeyStand

Sold in two versions that use the same hard plastic keyboard and general concept, KeyStand is best in this less expensive form: a folio-style enclosure that holds the flat keyboard on one side, with a folding triangular stand for any iPad on the other. Easy to carry and self-protecting, it's reliably good for typing, and very slender.


• \$80



Apple Wireless Keyboard

As the gold standard for Bluetooth keyboards, Apple's design was first sold for Macs, and lacks iOS-specific function keys. Unbeatable for typing and build quality, it's limited only by its use of AA batteries and size.

• \$69



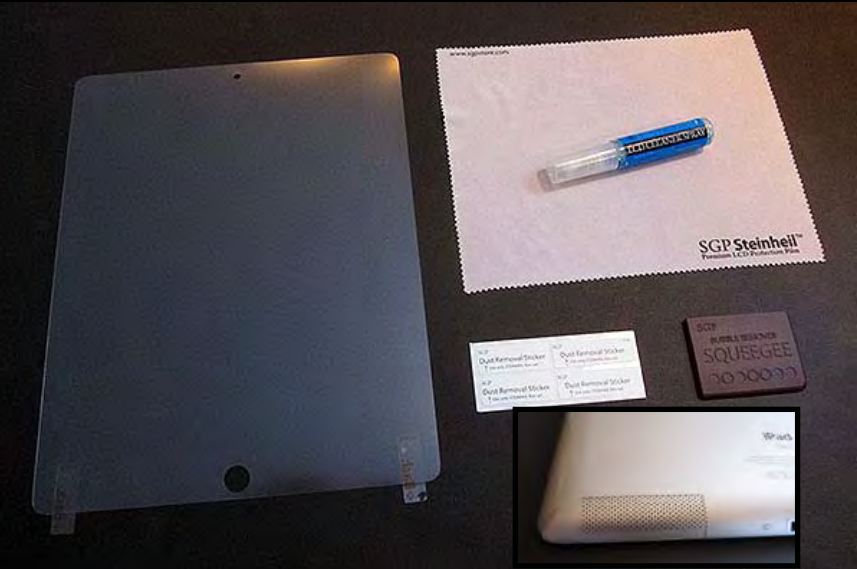
Belkin YourType

The accurate detachable keyboard, smart magnets, and fine folio-style iPad 2/iPad (3rd-gen) holder combine to make YourType a very good option if you prefer a soft fabric case.

• \$100

STICKERS + SCREEN FILM.

Easy to smudge and susceptible to surface scratches, iPad screens were simply fixed with anti-glare film - until the Retina Display came along. Between cloudy images and rainbow prismatic distortions, film makes new iPads look like iPad 2s. The film options here are caveated, but stickers remain viable as iPad decoration.



Spigen SGP **Steinheil Films + GLAS.t**

With a large lineup of film options, Spigen SGP offers separately-designed matte and transparent versions for iPad screens and bodies. The \$22 "Ultra Crystal" SQ screen film is new iPad-safe, and bundled with either matte or clear body film for \$34. Another option: though crazy expensive and thicker than any other screen film, the \$70 GLAS.t grafts a sheet of pristine, touch-through glass to the iPad, reducing smudges and preventing scratches.

• \$22+

BodyGuardz **UltraTough**

As the latest design from long-time film leader NLU - now known as BodyGuardz - UltraTough has a unique new liquid application process that uses small packets of gel rather than soapy water, making it easier to center the glossy film on your iPad. The body film's very good, but skip the prismatic distorting screen film.



• \$25+



Wrapsol **Ultra**

Using soapy water for application to the iPad's back, Ultra costs a little more than BodyGuardz' version, but has a matte texture rather than glossy. We liked the body film, and the screen film's not bad.

• \$30+



Moshi **iGlaze AG**

Reusable and very easy to install, iGlaze AG comes in white- or black-bezeled versions that work on those respective iPad colors, covering the tablet's face with a touch-through plastic layer.

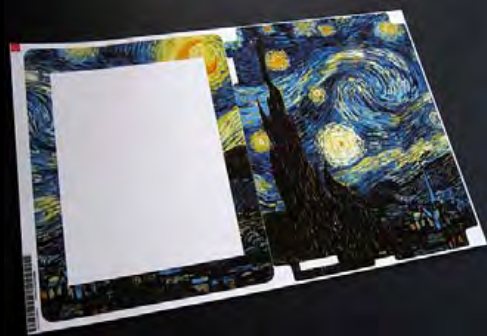
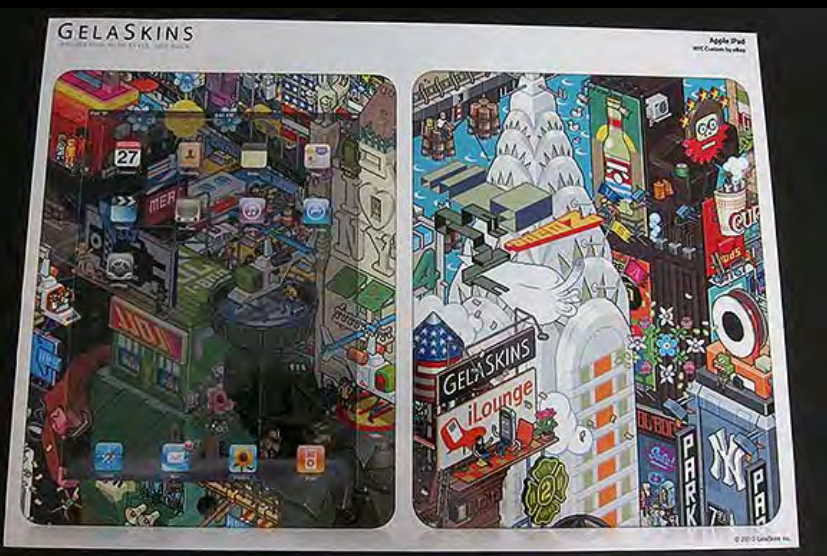
• \$30



GelaSkins **GelaSkins**

Thanks to its large collection of licensed art - 750 options at last count - GelaSkins are amongst the very best stickers we've seen for Apple's devices; if you can't find something you like, you can upload your own image, instead, for the same asking price. Unlike some competitors, GelaSkins each come with 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, they do more than we've seen from some competitors, and the quality of the art, inking, and stickers are all very strong; the adhesive is residue-free.

• \$30



SkinIt **Skins**

With art ranging from sports teams to Disney characters, Hello Kitty, military themes, paintings and photographs, the SkinIt collection offers a viable alternative to GelaSkins with highly comparable front and rear device coverage. Customized options are also available, albeit for \$35, a higher price than either of the alternatives shown here. Expect residue-free removal and relatively easy application, though no rear corner protection for current iPads.

• \$30

MusicSkins **Skins**

Cheaper than the others, MusicSkins stickers don't include screen film. But they do have some exclusive big-name licenses, including musicians, celebrities, and album covers. The size of the MusicSkins collection has become so huge that you're bound to find art, an artist, a TV show, or something else to appeal to your tastes. You also have the option of designing your own sticker for the same low \$20 price. Like GelaSkins, the MusicSkins stickers are scratch-resistant, but they don't offer quite as much coverage for the iPad's sides; consider these purely decorative, and enjoy the art.




• \$20

STYLUSES + BRUSHES.

Dismissed by Apple as foolish for phones, styluses have nonetheless become popular input tools for iPad users; women with long fingernails and people with thick fingers appreciate the superior accuracy, particularly for writing or drawing. Paintbrush-like accessories have appeared, as well, though with less success.

Adonit Jot + Jot Mini


Offering unparalleled accuracy, Jot (\$20) and Jot Mini (\$22) use novel transparent discs on ball joints to seriously enhance the stylus experience, letting you sketch with finer lines and write in smaller letters. Each is made from steel and aluminum, coming packaged with a protective cap for the tip; the short Jot Mini has a shirt clip built in.



• \$20+

Nomad Brush Compose


Few companies have created iPad paintbrushes due to the lack of screen sensitivity to actual brush hairs - results are akin to a thick-tipped stylus - but Compose does its best to approximate their feel, complete with detachable heads and a carbon shaft that come close to the tactile experience. The \$39 price gets you two of three tips, either long or short hair.



• \$39

Ten One Design Pogo Sketch Pro

Highly distinctive in shape - akin to an aluminum paintbrush with a rubber grip and a dome tip - this unique stylus is halfway between common options and Nomad Brush's Compose. The long length and comfort are closer to ideal for drawing and painting, while the tip is easier than a brush to accurately position.



• \$25

Just Mobile AluPen Pro

Similar in shape to the earlier, thicker, and shorter aluminum AluPen, this new Pro version incorporates a wonderful Pelikan ballpoint on one side, with a replaceable rubber dome tip on the other. Very cool.



• \$40

LunaTik Touch Pen

Sold in plastic (\$20) or metal (\$40) versions, Touch Pen follows AluPen Pro in melding a ballpoint pen with a rubber dome tip, but builds them both into the same side, letting you press a button for the pen.



• \$20+

WIRELESS HARD DRIVES.

iPads come in only three capacities - 16GB, 32GB, or 64GB - each less than any desktop computer, and most laptops. If you need a way to store movies, music, or photos that won't fit on the tablet, these drives offer access to additional media files using their own apps and Wi-Fi networks, some easier than others.

G-Technology G-Connect

Packing a 500GB hard drive and 802.11n Wi-Fi, G-Connect has the look and feel of an Apple wireless router, yet can form its own Wi-Fi network anywhere - so long as it's plugged into a wall outlet. A reasonable free app lets up to five users stream securely-stored videos at a time, and because a Hitachi drive is inside, we feel comfortable about its long-term reliability.



• \$200

Western Digital My Book Live

With larger storage capacities than G-Connect thanks to 1GB (\$160), 2TB (\$200) or 3GB (\$250) desktop-class hard drives, plus similar streaming capabilities, My Book Live offers better raw value for the dollar, but depends on both wall power and an existing wireless router; it has no Wi-Fi hardware of its own, and is bigger.



• \$160+

Kingston Wi-Drive Portable Wireless Storage

Now sold in three capacities (16GB/\$130, 32GB/\$180, 64GB/\$228), each at substantial street price discounts, Wi-Drive sacrifices additional storage space for raw convenience: flash memory allows it to be thin, and a four-hour rechargeable battery inside allows its integrated 802.11n Wi-Fi chip to create a network literally anywhere, regardless of whether it's connected to a power source. While it only supports two solid video streams at once, that's enough for most situations; the only question is whether it can store enough media for your needs.



• \$130+

MIC/MUSIC ACCESSORIES.

Thanks to GarageBand, Skype, and a number of accessories - including the USB adapter in Apple's iPad Camera Connection Kit - iPads have become highly capable music creation and communication tools. If you want to use your iPad as a telephone, audio mixer, piano, guitar, or voice recorder, here are your options.



Native Union **MM02t Curve Twin**

Just one in a large family of similar add-ons, MM02t lets frequent Skype/VoIP users rest an iPad and iPhone next to each other, sharing a telephone-style handset for making and receiving calls with more comfort than an all-glass and metal device.

• \$60



Griffin **StudioConnect**

Developed for amateur or professional musicians who prefer the iPad's portability and apps, StudioConnect is an iPad stand, full-speed charging dock, and MIDI audio interface. Featuring MIDI input and output, audio in and out, and separate gain and headphone monitor volume controls, StudioConnect works as a bridge between iOS apps such as GarageBand and standard MIDI instruments, mixers, and recorders.

• \$150



• \$40



• \$40



• \$100

IK Multimedia **AmpliTube iRig, iRig MIC Cast + iRig MIX Mobile Mixer**

Over the past two years, IK Multimedia has established itself as a leader in iOS-focused music add-ons, and these are just three of its many useful tools. AmpliTube iRig allows 1/4" guitar plugs to work with iOS devices while providing a headphone pass-through for monitoring; iRig MIC Cast is one of three voice recording solutions, featuring a unidirectional microphone and a stand; and iRig MIX is an affordable portable mobile mixer, capable of combining audio from two separate devices into a user-calibrated, high-quality stereo stream suitable for recording or live performances.



Samson **Carbon 49**

Requiring the iPad Camera Connector to work with any iPad, this USB-powered MIDI keyboard works with GarageBand and other iOS apps to let you play the piano and synthesized instruments. The 49 keys are velocity-sensitive, and a slot on the top holds unencased iPads while you play. Ports let you attach a foot pedal or connect to other MIDI/USB devices.

• \$125

Inspired Instruments **You Rock Guitar YRG-1000**

This easily disassembled, portable plastic accessory connects to the iPad with the Camera Connection Kit, AmpliTube iRig, or Studio Connect. Using apps, you can play digital guitar, bass, and other string instruments with actual strings, a touch-sensitive fingerboard, and a whammy bar; it also includes game controls, just in case you want to use it with console music games.

• \$200



iLounge: "Very slick design, and worthy of being placed on a designer's desk."

Encore™
The high-design iPad stand



UNIVERSAL REMOTES.

Turning your iPad into a universal remote for your home entertainment system isn't difficult at this point: quite a few seemingly similar dongles and standalone units work as Infrared blasters, enabling your iPad to control TVs, stereos, DVRs, and DVD/Blu-Ray Disc players. But some are more convenient than others.



Zero1.tv VooMote Zapper
Universally compatible with iOS devices thanks to a late 2011 redesign, this small but attractive IR blaster has one of the most thoughtfully designed remote control apps we've tested - built for iPhones and iPods, but equally attractive when used with larger buttons on the iPad. By walking users through the entire setup process, including selection of the right TV and other components in each of multiple rooms, plus customization of the remotes for personal needs, VooMote Zapper eliminates common frustrations from rival products. It even syncs everything to iCloud, sharing remote settings across iOS devices.

• \$70



Griffin Beacon
One of two top alternatives to attaching a dongle to your iPad is Beacon, which looks like a stone atop a small platform and sits in front of your entertainment center. After making a Bluetooth connection to the iPad, it works with a free app called Dijit that has a full iPad UI, including smart program listings, YouTube searching, and social features. While we found setup and remote customization a little challenging, frequent updates to the app have improved it, and the price has dropped to an attractive level.

• \$70

Gear4 Unity Remote
A little more expensive than Beacon, Unity Remote similarly connects to iPads with Bluetooth, and sits in front of your entertainment center. Though the slightly buggy app lacks Beacon's guide and social frills, it's very easy to set up and has a nice iPad UI; the unit runs on three AA batteries.

• \$80



ACCESSORIES FOR KIDS.

Parents with iPads already know that Apple's tablets are great entertainers - and educators - thanks to fantastic built-in and third-party apps. iPad-ready accessories go even further, ranging from toy tanks, trucks, and cars to fuzzy stuffed animals and kid-friendly headphones. Most are best enjoyed at home.



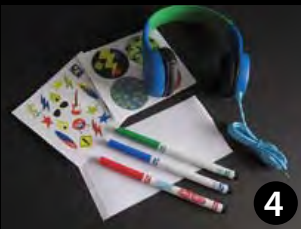
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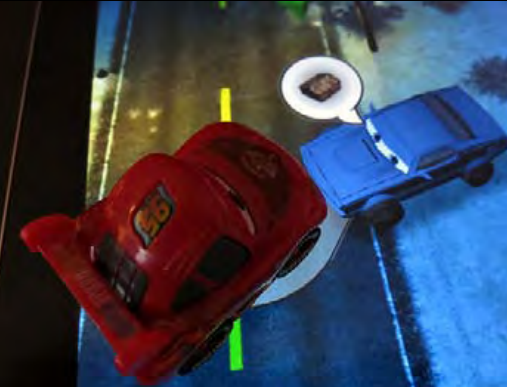


4

Powered by six AA batteries and controlled by an iOS app over Wi-Fi, Brookstone's **Rover** (1, \$100) is a toy tank with a camera built into its front, enabling it to go on spy missions throughout a house. Much smaller and less expensive, Dexim's **AppSpeed Monster Truck** (\$70, 2) has a rechargeable battery inside and works at 60-foot distances with an included RF dongle. Niche largely due to its price, Totoya Creatures' **YetYet** (\$80, 3) places your iPad inside a stuffed animal, using its screen for animated, interactive body parts and its speaker for sound effects. Griffin's **myPhones** (\$25, 4) were co-developed with Crayola - kid-safe headphones you customize with markers. Finally, Spin Master and Disney's **Cars 2 AppMATes** (\$13, 5) are real toy cars that interact with a novel, free iPad game.



5



iPads
Around the World
Photo Gallery

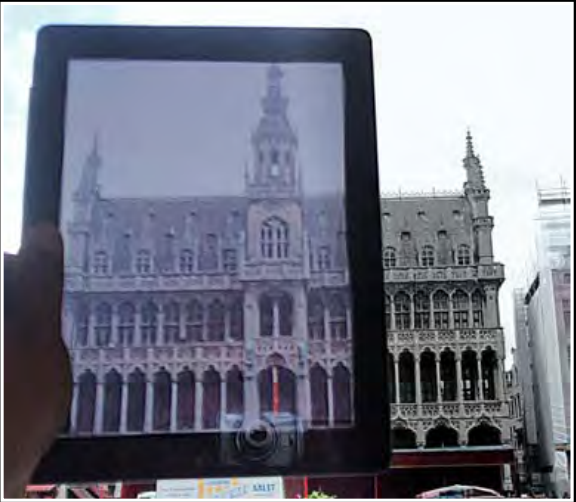
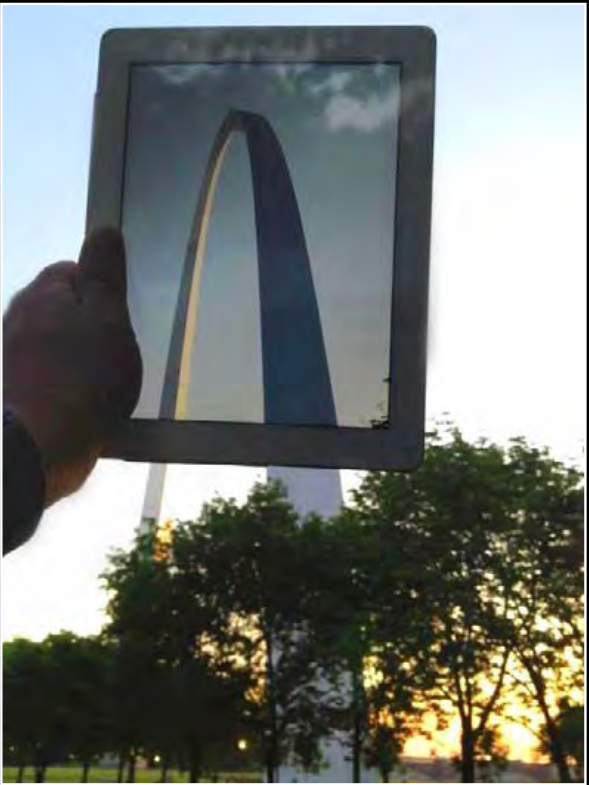
iPads are used as picture frames, cameras, and traveling companions all over the world. Here are our favorite reader-submitted images from our famous Around the World Photo Galleries.



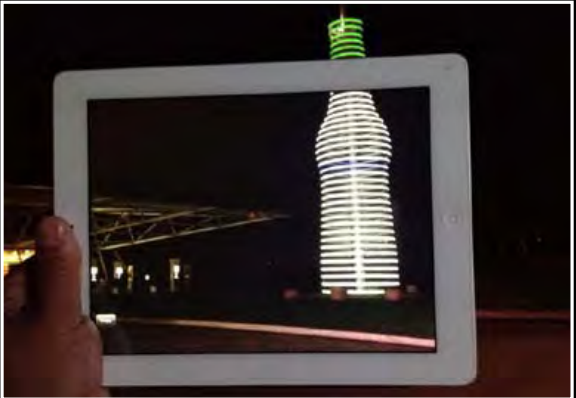
Above: At the Johnson Space Center
Houston, Texas

Left: iPad on vacation
Cancun, Mexico

Right: Third-gen iPad at the Gateway Arch
St. Louis, Missouri



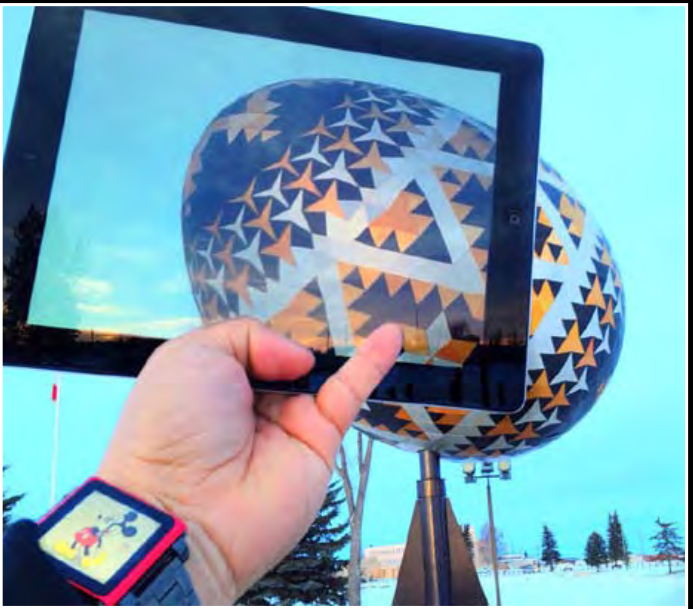
iPad 2 at the Grand Place
Brussels, Belgium



Framing POPS' 66-foot soda bottle
Arcadia, Oklahoma



High above Times Square
New York, New York



iPad 2 and iPod nano at the Vegreville Egg
Alberta, Canada



Overlooking Kennon Road, iPad serving as a flag
Baguio City, Philippines



I saw her holding the iPad, and followed...
Florence, Italy

New for iPhone + iPod.

As the iPhone continues to gain in popularity, the iPod continues its slow decline, offset only by continued iPod touch sales. Here's what's new and noteworthy.



Solid Line Slide & Type 2.0

iPhone keyboard cases have come and gone with unusual speed, as developers have released accessories only to realize that they weren't much better than Apple's virtual keys. Slide & Type 2.0 (\$75) tries to do better, adding a keyboard that works roughly as well as Apple's, but frees up half of the iPhone 4/4S screen for content. Unlike rivals, it doubles as a reclining video stand, too.



Incase Box Case for iPhone 4/4S

Borrowing an idea from Japanese case developer Power Support, which was the first company to use this designers' inside joke to square off rounded iPods, Incase's Box Case (\$30) turns the iPhone 4 or 4S into a soft rectangle with all the holes you'd expect for port, switch, and camera access. In addition to subtly etching its name on the back, Incase distinguishes its take with extruded +, -, and power button covers, plus a diffuser ring for the rear camera. Black, white, red, and translucent frost versions are available.



CalypsoCrystal CalypsoPad

While the price will wrinkle some people, others will appreciate this minimalist accessory's class. Sold for \$39, CalypsoPad is a genuine leather charging spot with a recess for your iPhone 4/4S, using a magnet clasp to hold your Dock Connector cable in place for easy connection. Suede's on the bottom, too.



Incipio OffGrid Pro

Now the best overall battery solution we've seen for iPhone 4/4S users, OffGrid Pro offers a rare combination of great looks and power. Thin but capable of swapping between two included 1600mAh batteries, the white, black, or gunmetal OffGrid Pro triples an iPhone's run time, recharging cells either inside itself or an included standalone charger. Smart.



SNK King of Fighters-i 2012

It's getting hard to find iPhone and iPod-only apps - most are thankfully either universal or available in iPad versions, too - but occasionally a small-screened app catches our eye. King of Fighters-i 2012 (\$7) brings Wi-Fi multiplayer and 32 different characters to the storied 3-on-3 fighting game franchise, letting players select from SNK Playmore's famous franchises: new Art of Fighting, Ikari Warriors, and Psycho Soldier characters join Fatal Fury and past KOF combatants.



LunaTik Lynk

Released just after our 2012 iPhone + iPod Buyers' Guide, Lynk (\$130-\$140) redefined the high end of sixth-generation iPod nano watch accessories, using anodized aluminum for both the nano holder and the attractive, substantial wrist band - an upgrade from its partially silicone predecessor. Sold in silver or black, Lynk would be the watch solution we'd recommend universally to our readers, save for its nano-matching price.



SwitchEasy Lux

Leather iPhone cases tend to have two problems: they're expensive, and frequently designed with annoying front flaps that impede your ability to make phone calls and use some accessories. SwitchEasy has solved both issues with Lux (\$30), an affordable thin genuine leather case with a playthrough face and full access to the top, bottom, side, and rear features of the iPhone 4 and 4S. Black, white, or brown versions are available.

New @ iLounge + Mac.

While the Mac accessory and app scene is a lot quieter than the iOS market, our editors love to check out the latest gear for Apple's computers. Here's what's cool.



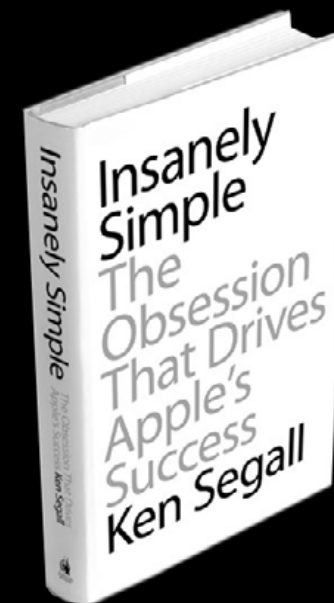
STM Compass and Nomad

Most laptop bags look as if they were designed by and for men, but STM's new Compass (\$100) is an exception, a purse-like bag made from STM's signature ripstop nylon, while Nomad (\$130) is a more unisex shoulder bag design. Despite their very different shapes, each features separate compartments for a laptop, iPad, and iPhone, plus whatever else you might want to carry around; a padded laptop sleeve's included for extra MacBook safety. Compass is sold only in black or blue and two sizes (11"/13"), but Nomad adds a 15" size and a mustard color, for three sizes and colors.



Western Digital My Passport

Diminutive portable hard drives have become so common that pricing and industrial design are now their major differentiators - along with reliability, of course. Western Digital's latest generation of My Passport drives (\$120-\$250) packs 500GB to 2TB of storage inside an enclosure with an actual passport-sized footprint, though with a 0.6" thick hard plastic shell. These are the second set of My Passports to support both USB 2.0 and 3.0, relying on either data connection for power rather than requiring a separate power supply. Five colors are available, with black or white sporting the neat dot pattern here; three others are solid.



Ken Segall Insanely Simple

Many books are going to be written about Apple in the wake of Steve Jobs' untimely death, and most will be light on value. Insanely Simple (\$26) is in the opposite camp, offering author Ken Segall's legitimate personal insights into Apple's and Jobs' defining characteristic: a fixation on elegance. Revealing behind-the-scenes details of how Jobs worked - including his willingness to fight for simpler, straightforward product names and ideas - this book is a must-read for Jobs fans and entrepreneurs alike.



Feral Lego Harry Potter: Years 5-7

Based on the final four movies, Lego Harry Potter: Years 5-7 (\$30) brings fantastically rendered toy caricatures to most recent Macs. With over 150 characters and plenty of spells - plus Lego buildings to build and destroy - the adventure game recreates J.K. Rowling's famous scenes with a softer, cartoony touch, adding a number of new areas that weren't in the films. One or two people can move through the levels at a time, dropping in or out in a cooperative mode.



Mission Workshop Sanction

iLounge tests hundreds of cases every year, so it takes a lot to get us excited about a bag of any sort, let alone a backpack with modest obvious connections to Apple's computers. But The Sanction (\$179) is seriously hard core, made from weatherproof military-grade fabrics that feel immune to everything save bullets, and equipped with pockets that can hold anything from an 11" MacBook Air to a 15" MacBook Pro. We use and love this bag.



Mobee Power Bar

Apple's Magic Trackpad is the best Mac input device for most Lion and Mountain Lion users, thanks to its support for multi-touch gestures, sleek design, and small profile. But it runs off of AA batteries - not for a particularly long period of time, either. Mobee solves this problem by inserting a rechargeable battery tube called Power Bar (\$30) directly into the Trackpad, equipping it with a Micro-USB charging port in the process. Leave it plugged in or run it for weeks off of battery power, great alternatives.

So Said The Haters.

Before each iPad launched, many readers predicted that Apple's tablets would be embarrassing flops - or huge disappointments. What can we learn from the spite?

2009

In September 2009, iLounge published the first specifics of Apple's upcoming tablet computer, calling it "iPad," suggesting its size, and pinpointing its use of iOS (formerly iPhone OS) rather than Mac OS X. Some readers saw the potential of such a device. Others - many others, actually - took to our pages to issue the dire predictions shown here.

"The HP Touchsmart TX2 laptop is a wonderful computer. Whilst using it I couldn't help but think, 'now if Apple would make something like this, it would be a truly perfect computer experience.' After using the HP, if Apple don't produce what I'm looking for, I'm jumping ship when it comes to my next purchase. They seem to be more concerned with riding evolving trends than they do making their existing product line better. Hell, if Apple has it's way, I'll be using a desktop at home, their 'tablet' for controlling it, my iPhone for calls and messages."

"A processor on battery power is by definition, for the next few years, not going to be powerful. Maybe it could handle a 30 second clip you shot and edit and then upload for sharing. It's much more likely the iPad could serve as an audio and video controller that communicates wirelessly with a computer running Logic or Final Cut."

"iPhone OS = FAIL. I'm looking for a next computer, and I definitely want it in a handheld form factor, but I also want it to be *an actual computer*, not a larger-sized iPod touch. Guess I'll be staying on the Windows side of things."

"The iPhone breaks like no other mobile. The large glass screen is very sensitive. Now imagine where this will place a 11 inch glass slate. It would need protection just like a laptop the minute you move it off your table. Why don't people see how unreasonable this rumored giant is? If I cannot put it in my pocket I will not buy it, period."

"Without the things that differ Mac OS from iPhone OS, it continues to be a WASTE OF HARDWARE. MARK MY WORDS: This baby either is going to have Snow Leopard with Cocoa Touch or FAIL."

"If it only runs iPhone OS it will be a flop. I predict it will have iPhone operability being a touch screen device, but will run OSX. This sets the stage for the next generation of laptops. The delays we've seen may be caused by Apple working on the software side of it, as much as the hardware. A big iPhone is not going to make it because people are looking for a full fledged, lightweight computer that will run current applications, such as photoshop for traveling photographers, etc."

2010

When Apple officially introduced the iPad in January, reaction was widely negative, with naysayers attacking everything from its name to its features and pricing. Some people who attended Apple's event were more positive.

"Underwhelming is the only thing that comes to mind. A tablet computer with a max of 64GB storage for \$700 and a max battery life of 10 hours? While I'm sure like everything Apple has done, it will be profitable, it's a joke product and definitely not revolutionary (or even mildly evolutionary). It's an overgrown iPod touch for twice the cost but with half the battery life and none of the convenience of fitting in your pocket."

"Well for the first time in 20+ years of using Macs, I was embarrassed for Steve. My little Apple has fallen into the trap of continuously screwing it's customers for every last dime they can. It is so obvious that the pad is going to be re-released in phases to milk us users for every last dime before we get the tablet we really want with the capabilities we need. Anyone who runs out to by the 1G iPad is a chump who deserves to have to upgrade repeatedly for big \$. Wait for 4 months and you will be able to buy these in pawnshops for \$100."

"No Flash, no multitasking, no USB port, expensive, extremely low memory. What were they thinking?"

"I think its just a swollen iPod touch for people with a swollen wallet. I would love to see and/or design an app for the iPod touch that creates a normal sized keyboard on the table along with a nice sized screen via holographic projection."

"No GPS, No cam, No multitasking... I can do more on my iPhone... this is step one...but a step backwards. It is very expensive for what you get... and not a netbook killer. Netbooks are popular because they can do the easy stuff well and a low price point... including video camera and multitasking. This is not a low price point."

"iPad? Sounds like a feminine hygiene product. Will they call the 12" version MaxiPad?"

"Priced \$200.00 less for each version (3G, wifi) with a starting pricepoint of \$300.00 would have had the makers of the Kindle jumping out of their office building windows today. Priced as it is...this will go the way of the ipod Hi-fi."

"Aside from the 'cool' factor, I don't know why anyone would have a real reason to buy this. It doesn't really bring any USEFUL, NEW concepts to the table. It doesn't do anything that would make most people I know say 'I'll pay \$700 for that!' It's also out of the price range of most college age people, who are a large part of Apple's most successful demographic."

"Bottom line, Folks: Despite what Apple would have us believe, it's been done before and it's being done now by others. And the others are doing it better. Look around for tablet options available right now. I'm sure you'll be surprised."

"Why even have a press event for MINOR hardware and practically NO software updates?! I'm SO SICK of Apple claiming "Total Redesign", "ALL NEW", "Unprecedented" whatever, like every product every year, it's slightly thinner, slightly lighter and has a camera, not even a good camera... I/Everyone would be just as happy with a usable camera/better battery life than a 33% thinner/up to 15% lighter iPad! No one was complaining about the original thickness, people wanted; a camera, anti glare...whatever, tons of things. this is s--, their incremental updates are getting way more meager. And their marketing is promoting a disposability that is bordering on offensive! SHAME TO ALL WHO BUY THIS AFTER BUYING THE iPad1 !"

2012

With the introduction of the third-generation iPad, Apple silenced almost all of the criticisms of its prior models, delivering a tablet with cutting-edge screen technology, a much-improved rear camera, and LTE networking. Only the new iPad's battery life, limited storage, and perceived future shortcomings remained as targets.

While hindsight is always 20/20, the iPad's incredible success is a particularly strong rebuke to critics - a stark example of how extreme views can fail to capture mainstream sentiment, trivializing or ignoring assets that millions of people will fall in love with. It remains to be seen how future iPads will evolve, but it's safe to say that they won't be so easily written off.

2011

By March 2011, when the iPad 2 launched, the tide was so overwhelmingly in Apple's favor that critics began to sound shrill. Residual negativity focused more on marketing and modest shortcomings than anything else.

"Wow - what a snoozefest. Sorry, but these things should be STARTING at 120GB. I love my original iPad, but the hype around the inclusion of vintage technologies being positioned as "new" and "groundbreaking" is getting nauseating."

While I am happy with the majority of the upgrades in the "New iPad", I still dislike the use of "revolutionary" to describe what is really just evolutionary. This is not a whole new animal. It is simply an improved product. I would say that the original iPad was very near revolutionary. The iPad 2 was rev1. And here we have rev2.

One thing I hoped to see and am a little disappointed was left out...Siri! With the success of Siri on the iPhone 4, and 5 months to see how it would be received/used, I was sure it would find its way onto the next iPad. I did not see it moving to Apple TV, but I did think it would be an "iPad 3" feature.

"So we get 4X the fill rate for the screen but only 2X the RAM even though we're talking the price of a cheeseburger at McDs difference to have put double that RAM (or probably more with the volume Apple works in)? And the processor remains the same, yeesh."

What's the deal with iTV?

Rumors of an Apple television kicked into high gear shortly after the death of CEO Steve Jobs, fed by a quote that he'd "finally cracked" TV. Here's what's most likely.



A Novel User Interface + Approach

Jobs wouldn't have considered the industrial design of a new TV to be as critical as the user experience. An Apple-developed TV would likely take control of cable and Internet-based content in a profound way, automatically sorting channels, shows, and web-based sources to let you find, play, or record whatever's available. Simplicity would be the goal - you ask, it delivers. Siri would be an obvious interface to deliver that, as would a Wii-like wand interface for pointing at things from a distance; both would be achievable with a hand-held iPhone, iPod touch, or iPad.

A High Price Tag

Apple's biggest challenge will be right-pricing the iTV; the company could sell millions and take market share from rivals, but it rarely does this with a first-generation product. More often, Apple picks a higher price that it later lowers, or prices to match the demand it can initially supply. The iPad was right-priced: critics scoffed, but prices held still for years. This will be more difficult for TVs, given aggressive rivals.



A Minimalist Design, Akin to iMacs

Jonathan Ive's most difficult choice in designing an iTV would be whether to go ultra-minimalist - think bezel-less screen - or with something softer, resembling an iMac or iPad. The technology exists to produce an ultra-thin, nearly bezel-free HDTV, but doing so would rob Apple of logo branding, as the set would always be viewed from the front. We'd expect the iMac and Thunderbolt Display to serve as visual references for the iTV; just like a television, these existing Apple products need to stuff speakers and a flat panel monitor inside an attractive chassis.

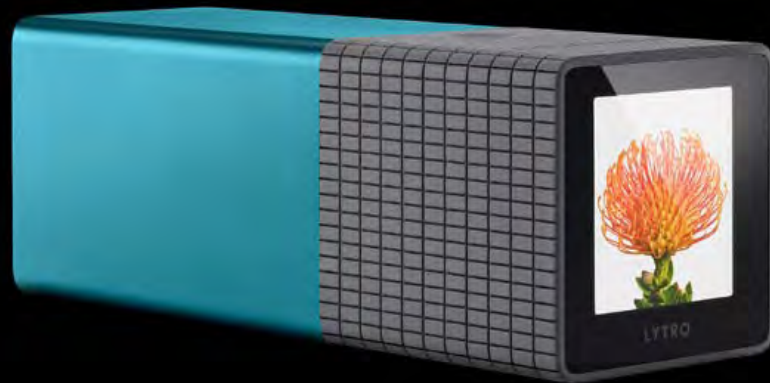
• \$1499

One More Thing?

Wireless streaming via AirPlay and iCloud are going to be big for iTV - bigger than today. Expect Apple to include 802.11ac Wi-Fi and sell new routers, likely to be unveiled well in advance of the TV itself, avoiding "I need THAT?" chatter.

Making the case for iSight.

Steve Jobs wanted to reinvent photography, but not with the tiny parts found in iPhones and iPads. Here's why Apple might go after the \$68-Billion photo market.



The Concept: Point + Shoot, Not DSLR

As much as iPhones (and iPads) have improved in camera technology over the past two years, Apple's goal is to keep slimming them down, which limits the light-gathering and zoom capabilities of camera sensors and lenses - image quality compromises. A standalone digital camera could accommodate a bigger sensor and integrated zoom lens, which Apple would select as a "satisfies most needs" option rather than offering detachable lenses. Lytro's minimalist body for the Light Field Camera shows how simple it could get, but Apple would want a much larger screen.

Why? Recall The iPhone

Today's cameras confuse users with way too many options based on legacy concepts - ISO, aperture and shutter speed hugely impact images, but most people don't understand what they mean or how they work. Just like the iPhone, Apple could disrupt the camera market with a simpler device that produces pro-quality results, continuing the instant photography mission of Polaroid's Edwin Land, a hero to former Apple CEO Steve Jobs.



Where's The Revolution Here? The Interface

Camera makers have tried and failed to create an intuitive touchscreen camera UI - that's Apple's forte. Legacy terminology and confusing controls would fade away in favor of simple words, clear icons, and intuitive gestures, such as swipes to increase background blur (bokeh), freeze time, or increase exposure brightness. iPhoto for iOS suggests how these features might work; now imagine how they could improve videos, too.



When Would Apple Launch A Standalone iSight Camera? After iTV.

Walter Isaacson's biography named photography as one of three industries Steve Jobs hoped to reinvent - along with textbooks and TV, both projects already in the works. Recent job listings indicate that Apple is currently recruiting camera engineers; one posting suggested that it is hiring people to work on standalone camera peripherals. We'd expect a camera only after the iTV launches.

THE NEW IPAD BUYERS' GUIDE

ISIGHT CAMERA

Anticipating The Naysayers

There are surely reasons for Apple to say "no" to this project: iOS cameras keep improving, iPhones have cut into traditional camera sales, and the company already has enough devices to juggle. But as iPhoto, iMovie, Aperture and Final Cut Pro demonstrate, Apple has long been passionate about photos and videos; moreover, the company creates products its employees want to own. iOS devices are great, but they can't replace the standalone cameras that are still sold in Apple Stores - or capture the \$68-Billion spent annually on photography. If Apple creates a camera with DSLR image quality, an iOS-like interface, and instant iCloud storage, everyone wins.



The Camera's Name: iSight?

Analysts and pundits ran through a half-dozen names for what became the iPad - "iSlate," "iTab," "MacTab," and so on - but none had an Apple-like cadence. There's an obvious option for cameras. In November 2010, Apple abandoned the slick, double entendre iSight name it debuted in 2003 for Mac videoconferencing cameras, adopting the term "FaceTime camera" instead. But in March 2012, Apple brought the iSight name back, explaining that when a rear-mounted "camera gets of such quality and capability that you're proud to use it as your everyday camera for photographs, we call it an iSight camera." Apple quietly re-trademarked the iSight name for still and video cameras in April 2012.

What About Lytro?

According to Adam Lashinsky's book *Inside Apple*, Lytro CEO Ren Ng met with Apple's Steve Jobs to discuss a possible acquisition, given the startup's groundbreaking work on a "light field" camera that allows users to refocus images after snapping them - a novel idea. While Lytro was clearly inspired by Apple's design philosophy and went so far as to release its first camera solely with Mac support, there's no evidence that Apple was ready to purchase the company; the technology isn't ready for prime time, currently yielding huge files and extremely low-resolution images, while requiring considerable depth for the lens and sensor system. Don't rule it out in the future, but for now, it's unlikely.

Pricing? Affordable.

In the early 1990's, Apple introduced a series of three QuickTake digital cameras, originally with a \$700 price tag, then \$650, then \$600. After selling poorly, they were amongst the products killed by Steve Jobs upon his return as CEO. Most point and shoot cameras sold today sell for \$400 or less, and though Apple would want to offer a premium and distinctive overall experience - sensor, lens, software, and body design - it would likely chase the middle of the consumer market.



INDEX TO ADVERTISERS

Gear4	3
iHome	43
IK Multimedia	13
iLuv	6
Just Mobile	55, 114, 139
Lunatik	119
Nuforce	121
Scosche	24-25
Simplism	14
Soundfreaq	115
Spigen SGP	10
Switcheasy	Inside Front Cover
Uniq Creation	107

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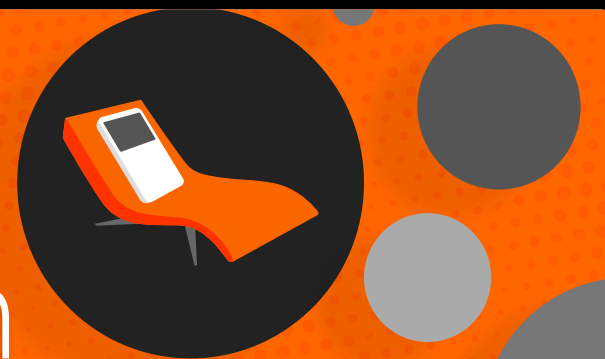
COLOPHON

The New iPad Buyers' Guide was created using Adobe **InDesign CS5** on two 11" **MacBook Airs** and a 15" **MacBook Pro**, two 27" **iMacs**, and a **Mac Pro** with a 30" Cinema Display. Music included Jay-Z's **Heart of the City (Ain't No Love)**, Lana Del Rey's **Born To Die**, Bonobos's **Black Sands**, and Explosions in the Sky's **First Breath After Coma**.



iLounge.com

Since 2001, the world's leading resource for iPod, iPhone & iPad news, reviews, forums, photos, guides, tricks, software, and much more.



Closing the Curtain.

Sources have tipped a new iPhone and new iPod touch for release in September or October, most likely featuring iOS 6, which will appear at WWDC in early June.



The New iPhone: 4" Screen + LTE

When rumors of a teardrop-shaped "iPhone 5" were spreading a year ago, we were seeing more evidence of an iterative "iPhone 4S" that looked nearly identical to the iPhone 4, but with a slightly larger screen. Neither device was released exactly as expected, but the final iPhone 4S turned out to be great, anyway, setting the stage for a distinctive sequel. The "new iPhone" we've heard about is 10mm taller and nearly 2mm thinner than 4S, with high-speed LTE cellular support inside and a partial metal panel on the back, reducing shattering risks. We expect that the new iPhone will sport a 4" screen with a wider aspect ratio - closer to 16:9 than the prior 3:2 - the first such switch since the original iPhone launched in 2007. Both it and a 16:9-screened iPod touch will also sport smaller Dock Connectors, a long-expected change to a key port that's remained the same since 2003.

iOS + Mac OS: Moving Closer

In late April, Apple CEO Tim Cook made clear that Macs won't be converging with tablets any time soon, raising the spectre of a combined toaster and refrigerator as an example of how some devices shouldn't be mixed together. But that doesn't mean they won't share features. The biggest additions to OS X 10.8 Mountain Lion come directly from iOS: apps such as Messages, Reminders, and Notes are being brought to Macs, along with Notification Center, Game Center, and features such as AirPlay Mirroring, deep Twitter integration, and superior iCloud integration. Old Mac apps are being renamed for consistency with iOS, too, another signal that Apple is trying to harmonize its two operating systems. The very fact that Apple is bothering to update OS X with these features suggests that an iOS/OS X merger won't happen any time soon, but the fact that innovations are debuting first on iOS and later coming to the Mac is surprising - a sign of the future?





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