Earphones + Cables

Just like the iPhone 3GS and all new iPod models released since 2008, the iPad works with Apple's proprietary three-button remote controls, which are built into certain recently-manufactured earphones and sold as $20 adapters. The remotes add volume and a less than intuitive track control button, sometimes also a microphone. Apple's $29 **Earphones with Remote and Mic** fuse the remote to Apple's old iPod Earphones below your right ear; the classy, sleeker $79 **In-Ear Headphones with Remote and Mic** improve clarity but are surprisingly bass-deficient. Some third-party developers offer remote-equipped earphones, as well, but we've been concerned by reports of cable flimsiness; buying conventional earphones is a safer bet, particularly given iPad's built-in volume buttons and mic.

In-Home Wall Charging	In-Home Wall Charging	Use iPad With Monitors	Use iPad With TVs

Apple **iPad 10W Power Adapter**

If you need an extra wall charging cable for the iPad, Apple's $29 Adapter is actually a good value: it recharges iPads, iPhones, and iPods at their respective top speeds, has a 6-foot extension cable for 9 total feet of length, and includes a compact adapter with USB cable.

Griffin **Power-Block for iPad**

Priced identically to Apple's Adapter at some stores, the $30 PowerBlock can be had for $20 if you shop around - the only reason to prefer it. Griffin also lets iPods, iPhones, and iPads charge at top speed, but offers only 3 feet of cable and a larger wall adapter.

Apple **Dock to VGA Adapter**

If you want to connect your iPad to a SVGA monitor or projector, the $29 iPad Dock Connector to VGA Adapter is currently your only option - a small white cable that adds a female VGA port. It's only for video, and HD iTunes content won't play through it.

Apple **Composite AV Cable**

Two $50 AV Cables sold by Apple enable the iPad to perform Composite or Component video-out to TVs for videos, YouTube, and some apps. Besides their ridiculously high prices, their included wall adapters offer only half-speed iPad charging.

Finally,
Bluetooth Track Controls for iPhone

Jay bird

jaybirdgear.com/blutrax

iPad Camera Connection Kit

Though the iPad really should have had both features built-in, the fact that Apple's $29 iPad Camera Connection Kit includes a SD card reader and a USB adapter makes it the most useful accessory yet released for Apple's tablet computer. Though the SD reader's functionality is predictable - you insert a card from your digital camera so the iPad can grab all or some of its photos and videos - Apple's USB adapter is comparatively surprising: it connects to still and some video cameras via their included USB cables for photo and movie transfers, but also lets USB keyboards, headsets, and other audio devices work with the iPad. Both units are far faster than we'd expected, handily beating the iPod Camera Connector released five years ago. More importantly, the iPad does a beautiful job of thumbnailing and resizing pictures for direct emailing, while also letting you trim down some video clips for sharing, and storing the originals for syncing to a computer. All of these features work so well that our only real gripe is that the Kit has to exist at all; hopefully Apple will add both ports to next year's iPad model.

GAMES: THE BEST IPAD REMAKES

Most of the iPad's best games are updated versions of earlier iPhone releases - generally sold separately rather than offered as free updates to the prior games. Here are the ones that are most improved over the originals, or otherwise stronger than similar rivals.
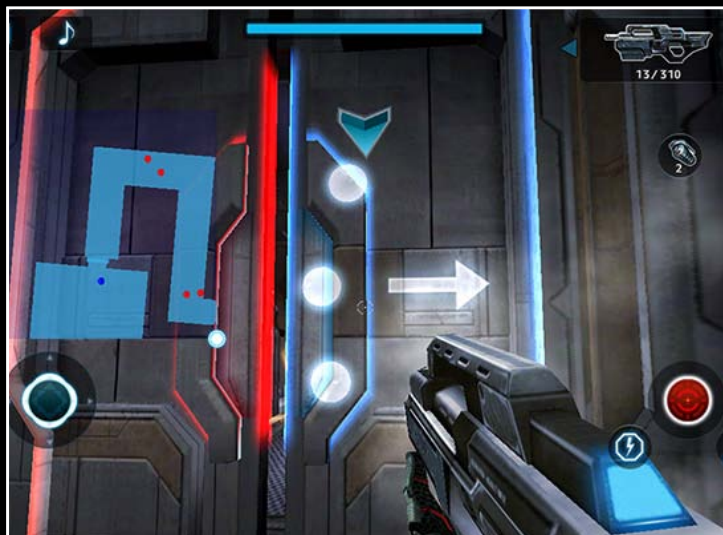
N.O.V.A. HD

Though the futuristic iPhone first-person shooter N.O.V.A. was a clear knock-off of Microsoft's Halo, Gameloft added new multi-touch features to improve the iPad version: some doors now challenge you with several finger pull and twist gestures, enemies can be selected and targeted as a group, and grenades can be swipe-tossed to different destinations. The high-resolution graphics look hot, too. $7

Need For Speed Shift, Real Racing HD, Let's Golf + Radio Flare Redux

Of all the 3-D driving games released thus far for the iPad, EA's Need For Speed Shift **($15, top left)** and Firemint's Real Racing HD **($10)** are the clear standouts: Shift carries over the impressive licensed soundtrack from the iPhone original, adding a bunch of premium licensed cars to the roster, and updating the graphics with higher-resolution textures. Real Racing HD takes the already impressive iPhone title Real Racing up to iPad screen resolution, and adds custom car skins based on your own photos or art. Gameloft's Let's Golf! HD **($5)** is essentially just a high-resolution port of the cartoony but charming iPhone title, with a very attractive price tag and 63 holes of golf as major assets. Finally, Chillingo's Radio Flare Redux HD **($5)** also offers a mostly visual upgrade to the prior touch-to-target musical shooting game, but benefits considerably from the iPad's larger display for pulsing background artwork, while challenging the player to twist his or her hands to eliminate numerous simultaneous enemies.

Plants vs. Zombies HD, Labyrinth 2 HD, and Pinball HD

Taking the best features from earlier Mac and iPhone versions, PopCap's comical tower defense game Plants vs. Zombies **($10, left)** lets you target hordes of zombies at once on the big, detailed screen. The ball-tilting maze game Labyrinth 2 HD **($8)** has all-new iPad mazes, plus hundreds of iPhone ones, and Pinball HD **($3)** includes 3 full, realistic pinball tables.
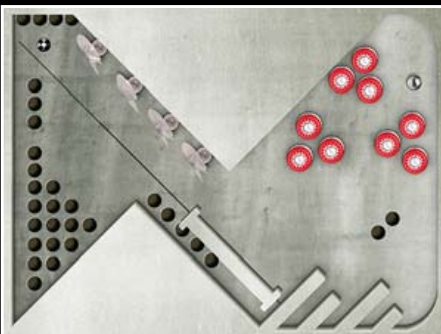
## Strategy and Puzzles: Galcon Fusion, Cogs HD + Tetris for iPad

Though it started life as a PC game, the action-strategy game Galcon came into its own on the touchscreen iPhone and iPod touch, allowing players to tap on planets to launch conquering fighter ships. Galcon Fusion **($10)** bundles new game modes and multiplayer features from developer Hassey Enterprises' past releases, along with spacey music and high-resolution artwork. Previously released on computers and the iPhone, Chillingo's Cogs HD **($5)** is a multi-surface puzzle game where you shift gears and pipes into place on the sides of shapes until they're fully assembled and brought to mechanical life; the iPad version unlocks all 51 levels from the start, and features even more detailed steampunk art than its iPhone predecessor. EA's Tetris for iPad **($8)** is a big-screen update to the prior enhanced iPhone version, largely bolstering the resolution, but also adding superior joypad-style controls, a little extra music, and a marathon mode.
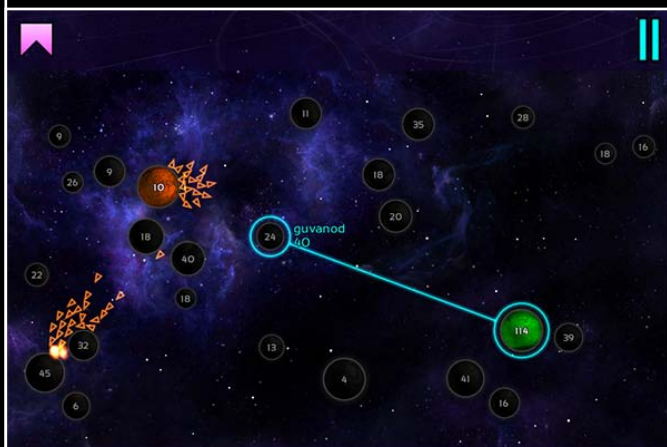
ONLY ON IPAD: ORIGINAL GAMES

Though today's iPad releases are largely high-res re-releases of iPhone titles, many future iPad games will be exclusive to the platform or full-fledged sequels to earlier titles. Here are just a few of the better ones we've been playing early on.
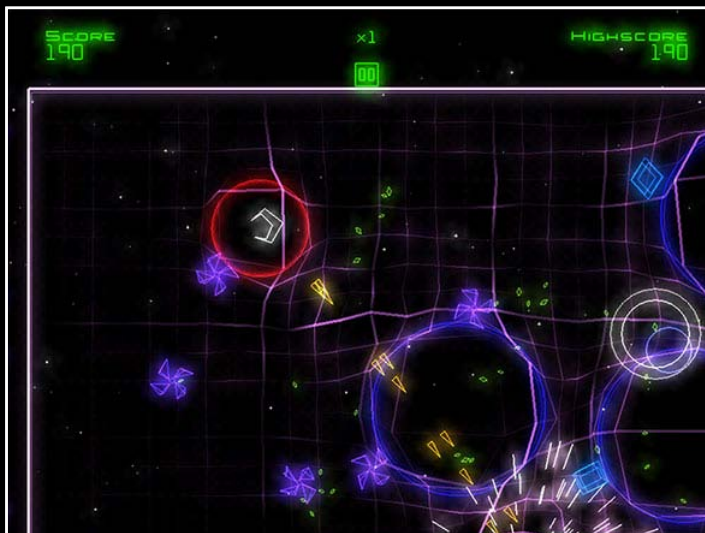
Geometry Wars: Touch for iPad

Though similar titles were released for the iPhone, Activision's successful console shooter Geometry Wars never made an official appearance. On the iPad, it glories in the sort of detail and real estate that enables players to see beautiful, pulsing vector artwork that explodes with particle effects and light as you blast through waves of enemies. A techno soundtrack and many modes make it worth revisiting, often. **$10**

Mirror's Edge for iPad + Zen Bound 2

Though it's not the staggeringly ambitious first-person platformer released for consoles last year, EA's iPad version of Mirror's Edge **($13)** preserves the core concept of parkour - running and treating real-world environments as surmountable obstacle courses - while shifting the camera to a dynamic side-scrolling perspective. Gunplay and fighting are gone in favor of considerably more running, jumping, climbing, and controlled falling, but the pace remains fast, and the 3-D artwork is surprisingly complex. By comparison, though Secret Exit's Zen Bound 2 **($8)** has a lot in common - including most of its levels - with the original Zen Bound for iPhone, it's billed as the official sequel, and features a new paint bomb play mechanic, twice as much music, and higher-resolution artwork. You're still wrapping ropes around various wooden objects, attempting to cover as much of them as possible. It's relaxing action, set to a mellow trance beat.

IPAD- + IPHONE-READY GAMES

Developers have taken several different approaches to releasing games that work on both the iPad and pocket-sized Apple devices. These three titles demonstrate the variations, which have sometimes favored but more often burned past customers.

Shanghai Mahjong, Scrabble + Pool Pro Online 3

MobileAge's Shanghai Mahjong **($3)** is a free update to the iPhone game, letting players enjoy its puzzles on iPad's big screen. EA's Scrabble **($10)** works alone or lets iPhones/iPods act as tile racks for the iPad board; Namco's Pool Pro Online 3 **($7)** is just like the cheaper iPhone game.

The Year's Best iPod and iPhone Products, All In One Place.

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The 2010 iPod + iPhone Buyers' Guide From iLounge.com

OUR FAVORITE IPAD APPS

Thousands of new iPad apps have been released over the past two months, many as updates to prior iPhone and iPod touch tools, and others as distinctive standalone products that couldn't have been done on a small screen. Here are the best we've tried.

The Elements
A stunning display of how books can evolve on the iPad, this presents the periodic table with animated 3-D models of elements + products. **$14**

Solar Walk
Explore the solar system on iPad or iPhone as a series of 3-D planet, moon, and sun models with light and shadows, plus educational info. **$3**

Distant Suns
For iPad and iPhone, this richly-featured astronomy app can use the iPad's compass to show you real constellations and planets. **$9**

Epicurious
Capable of winning chefs over to the iPad on first sight, this app presents recipes with great layouts, photos, and very smart sorting tools. **FREE**

Fish School
As a great early edutainment release for iPad, this app teaches the alphabet, numbers, shapes, and colors with voices and a song. **$3**

Keynote
Based on Apple's Mac iWork app, Keynote lets you create attractive animated slideshows with a fairly easy touchscreen interface. **$10**

NewsRack
Formerly called NewsStand, this is the best RSS newsreader app we've seen, with a list of sources on the left and RSS or web content at right. **$5**

Dr. Seuss's ABC
One of several Seuss books now in iPad/iPhone format, this app shows how voice narration and tappable art can enhance a classic. **$3**

Readdle Docs
Unlocks the potential of the iPad's PDF, Office, and other document reading features by downloading and storing a library of files. **$5**

ABC Player

Watch current and prior season, ad-supported TV shows on demand, using HD resolution over Wi-Fi, downgraded over 3G. Awesome. **FREE**

Kindle

Amazon's device-agnostic digital book reading software is a rival for Apple's iBooks, with a larger store but more limited interface. **FREE**

Numbers

Apple's Mac iWork spreadsheet program gets an iPad version with dynamic switching keypads and some of the prior templates. **$10**
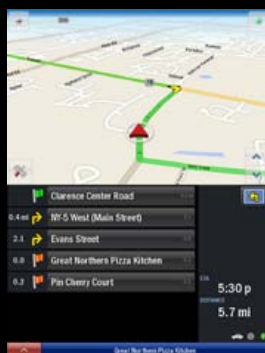
Pages

Another Mac iWork app, this word processor has multiple fonts, pre-made page and poster templates, and PDF export abilities. **$10**

Twittelator

Currently our Twitter client of choice for iPad, this manages multiple accounts, shows photos in your timeline, and includes a browser. **$5**

CoPilot Live HD

Aggressively priced and frequently enhanced, this app turns the iPad with Wi-Fi + 3G into a big GPS, with live Facebook + POI updates over 3G. **$30**
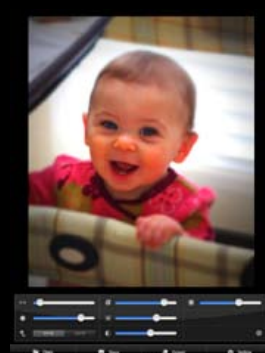
TiltShift Generator

Smart, simple post-processing transforms flat digital photos into stunning pieces of art with depth of field, contrast, and vignetting tweaks. **$3**

AIM for iPad

This instant messaging client works on the AOL/iChat network, and gathers Facebook, Twitter, and other updates for easy viewing. **FREE**

Marvel Comics

Though buying comics from a device-specific app isn't wise, Marvel's reader interface is great, as is its library of famous $2 past issues. **FREE**

NPR

From text and photos to podcasts and radio shows, this app offers an engaging interface for consuming news, feature stories, and audio. **FREE**
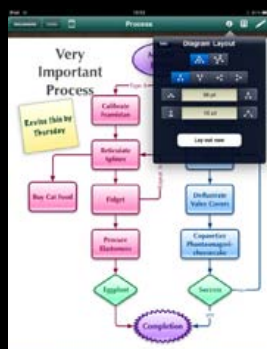
NetFlix

Manages your DVD rental queue and, for $9/month, offers unlimited streams from tens of thousands of movies + TV shows over Wi-Fi or 3G. **FREE**
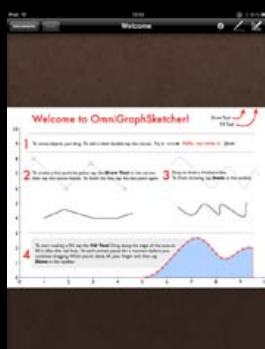
Instapaper Pro

If it's on the web and you want to save it for offline viewing, this app grabs it, reformats fonts and backgrounds for you, and adds a dictionary. **$5**

IPAD BUYERS' GUIDE

OmniGraffle
The power of the popular desktop pro diagramming app comes to the iPad with gestures such as object rotation + multi-item selection. **$50**
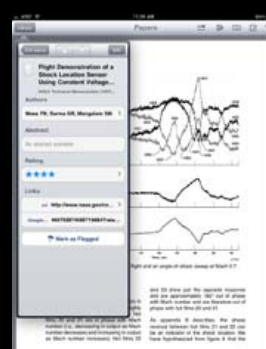
OmniGraph Sketcher
Create professional-looking graphs and charts by drawing on the touchscreen rather than crunching numbers; compatible with the Mac version for imports and exports. **$15**

Dropbox
The popular cloud-based storage client arrives on the iPad with support for uploading photos and sharing files with other iPad applications. **FREE**

Papers
Indispensable for academics, this app provides online access to research papers and scholarly publications, focused on science. **$15**
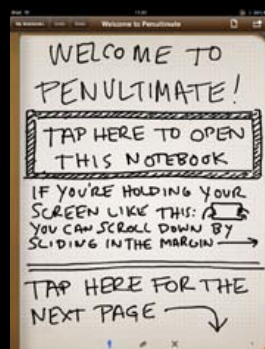
Air Sharing HD
File sharing and management; lets you connect to third-party servers, view documents and PDFs, and even print to Wi-Fi printers. **$10**

IMDb Movies & TV
Search and browse the Internet Movie Database with a redesigned app that uses the iPad's larger screen and UI enhancements to speed your research. **FREE**

Penultimate
A stylish, powerful free-form notebook to jot and sketch ideas using impressive digital pen technology. Lets you share notebooks and pages via PDF. **$3**

iTeleport
View and take remote control of your Mac or PC from your iPad, including simultaneous screen view and full screen view in landscape mode. **$25**

Photogene
The intuitive iPhone photo editing app adds new effects and tools that take advantage of the iPad's larger screen and processing power. **$4**

1Password
Securely stores secret info and passwords, with a built-in browser so you can auto-login to web sites and fill them in. Syncs with Mac + PC. **$7+**

Wikipanion Plus
A powerful research app that allows users to store pages for offline reference and queue up links for later while reading an article. **$5**

Evernote
Completely redesigned for iPad, this app stores bits of information in text, audio, or photo format, and offers a map view for geotagged notes. **FREE**

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iFolio™

**Available in:
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iPad not included.

Transport your iPad in the ultimate luxury and craftsmanship. Handcrafted in the US from premium imported Brazilian leather, the NewerTech iFolio is the ultimate in luxury and craftsmanship for the protection and transportation of your iPad.

- Fashionable red or black
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- Go strapped or strapless
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AND DOMESTIC RESOURCES
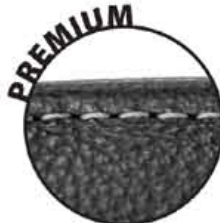
iPad not included.

"A First Class, Beautifully Constructed Device Like the iPad Deserves a First Class Carrying Case."
- John Martellaro, The Mac Observer

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EFFECTIVE

NuGuard™ Clear

Clear polycarbonate hard shell protective back casing

- Lightweight and durable
- Simple snap-on protection
- Precision molded
- Doesn't add bulk to the iPad's form
- Displays the natural beauty and style of your iPad

Only **$24.99**

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NuGuard Gel

Premium Gel protection for iPad.

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Pick your flavor: Blue, Pink, Graphite, Purple, Clear, Orange, Red, and Black.

Note: color may vary slightly from example shown

NuGuard Leather

Hard shell protective leather-backed casing

- Lightweight and durable
- Simple snap-on protection
- Precision molded
- Doesn't add bulk to the iPad's form
- Displays the natural beauty and style of your iPad

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NuVue™ Anti-Glare

Anti-Glare & Screen Protector

- Reduces glare for easier readability
- Protects your screen from scratches
- Peel-and-place easy install
- Reusable
- Static cling (no adhesives)
- Smudge reducing

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iPad not included.

NuVue Privacy

Hides your screen in vertical orientation without blurring or distorting your direct view

only **$39.99**

NuVue Clear

Clear Screen Protector
- Protects your screen from scratches

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iDES

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ADDENDUM

In 2008, iLounge published the iDesign series, a collection of profiles of the most consistently impressive designers in the iPod and iPhone accessory world. Today, we expand iDesign with looks at six more firms.

Apple's ballyhooed release of the iPhone threw third-party accessory vendors into chaos: after years of creating solid, sometimes even great iPod add-ons, companies suddenly needed a level of electronic engineering expertise that few already possessed and only a handful could afford to develop. Many small players left, but others refocused on cases, and thousands sprouted up to create apps.

Thus, while there are fewer new speaker, car kit, and dock releases than before, the app and case markets have flourished: engaging little pieces of software have become the next big thing for iPhone and iPod touch users, as well as a launching point for the iPad platform, while cases have literally become canvases and high-tech design experiments. The case customizes the exterior of a device, and apps, its interior.

Our 2008 series sought out industry best practices - the smartest and most universally admired industrial designs across genres. The new iDesign celebrates creative idiosyncrasy and diversity, spotlighting companies with unique styles that may polarize potential users. Incase, for instance, has repeatedly tailored cases to very specific niches: in 2005, one marked the opening of Apple's new Shibuya, Japan store with a design featuring Hachiko, a locally famous dog. It was sold only in that one Apple Store, and became one of history's most targeted iPod cases. Then Incase repeated the feat for other stores.

Inside, we discuss and interview six noteworthy, design-focused companies that have remained different from their rivals. Read on to learn what motivates them to create beautiful, distinctive products.

Apple's Favorite Case Maker

No case designer has as consistently dominated Apple Store shelves as Incase, but then, few companies riff so successfully on iPod, iPhone, and Mac designs.

There's no single "right" way to design a great case, but when a company repeatedly creates popular options year after year, the details are worth exploring. Before we interviewed Incase's design chiefs, it was obvious that great look and feel were important - products that could have been Apple's, but took one or two personalizing steps beyond Cupertino's neutral, universal philosophy. Take for instance Incase's earliest iPod cases, which could have been Apple's own, but for the custom art specific to a single Japanese neighborhood, U.S. college football mascots, dinosaurs, or a fleur-de-lis, each picked to appeal

strongly to a narrow niche. More recently, Incase has released iPhone cases with art tailored to individual flagship Apple Stores; an earlier series saw Incase partner with DC Shoes for camouflage ballistic nylon iPod cases. But the company's successes transcend mere micro-marketing: it has aggressively followed fashion trends over the years, debuting soft neoprene and leather iPod and iPhone cases when those materials were popular, shifting to a diverse array of textured and colored hard plastics for its most recent iPhone 3G/3GS lineup. And yet it has remained consistent over the years: rather than

expanding to sell everything Walmart might buy, Incase has limited itself to cases and power solutions, most notably hybrid chargers that have evolved from iPod-complementing gray to soft touch black and white plastics. It also sticks with looks that work: its 2010 flip-style iPad case has plenty in common with its 2005 iPod wallets, and its branding remains impressively subtle from product to product. See if you can spot the company's name or leaf logo in each shot below; it's a testament to Incase's confidence that they're all but hidden. Gawdy branding isn't necessary when designs speak for and sell themselves.

1 Perforated Snap Case for iPhone 3G/3GS.

2 Slider Cases for iPhone 3G/3GS.

3 Incase Charger (2004).

4 Handcrafted Leather Sleeve for iPod mini, a 2004 girls' fashion case.

5 Incase Combo Charger (2009).

6 Shibuya Hachiko Case.

7 iPod Wallet Case (2005).

8 DC Shoes | Incase Folios for iPod 5G + nano.

9 Convertible Book Jacket for iPad (2010).

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1
2  3       6  7
4  5       8  9
```

Joe Tan
Chief Design Officer

Markus Diebel
Vice President, Design

THE iDESIGN INTERVIEW

↑ **The Incase Philosophy**

More than anything else, we were curious about the overarching set of rules - if any - that governed the company's designs. "Incase's design language has always been about being simple, intuitive and innovative," explains Diebel, "and I think that is what makes our design philosophy resonate well with the Apple user." The mission statement-like explanation might sound corporate, but the words actually say a lot: "create a better user experience through combining essential functionality with beautiful design simplicity, which in turn complements and elevates Apple's products rather than overpowering or detracting from their unique beauty."

↖←↙ **Laser-Focused Limited Editions**

Many accessory makers have - intentionally or inadvertently - produced small-run, "limited edition" products, but no one has done so as strategically as Incase. "We work to reach target demographics that are influential to mass market trends - early adopters in technology, design, art and fashion communities to name a few," Diebel discloses. "In regards to our Apple Exclusives, we feel that fans and members of the Apple community that attend new store openings are an essential group within our target demos. It is a privilege to be able to design commemorative products for Apple Store openings to reach our target demographics in every way we can, whether by sheer sales volume or through limited-edition products."

←↙→ On Perforated Snap Case

Clothing and furniture inspired the rendering (left) and custom-tooling of a unique iPhone case. "We do our best to create something for every type of user while designing products that enhance and celebrate the device form," says Tan. "The Perforated Snap Case captures that essential functionality by protecting the back, the sides and the corners but also the iPhone screen by overlapping the case edge around the iPhone bezel to prevent the screen from getting scratched while facing down on a table surface. You essentially have an all-round protection but in the most minimal way possible. The perforated pattern is not only beautiful to look at but it also creates a great tactile sensation, reduces material and completely pushes the boundaries of manufacturing, which can be appreciated if you study the case closely. Sometimes these almost invisible, hard-to-replicate details are what excite us and push us to innovative further as a design team."

→ Choosing Colors and Textures

"Our creative team strategically maps out our colors and surface finishes based on informed intuition and what we see in the worlds of technology, art, design and fashion as well as manufacturing," Tan says. "The basic functionality and form factor of the Slider Case has proven to be very successful and resonates with many different types of consumers. As the audience of iPhone increases and broadens, our selection of cases reflect this growth to suit a range of tastes without losing the essence of its design simplicity."

→ The iPad Challenge

How does a company with a minimalist spin on iPod and iPhone protection and maximalist approach to Mac coverage handle the iPad? By adapting ideas from both sides of its prior range. "The iPad is a unique, multi-dimensional device in that it does so many things all at once," notes Diebel. "This has resulted in completely new user behaviors and needs that continue to evolve, since iPad has attracted, and continues to attract, a wide variety of users that integrate iPad into their lives in many different ways. For iPad, as with all devices we design for, we create products that follow our core design philosophy while offering a variety of products to suit different user needs."

From Plastic To Fabric + Back

Speck Products was one of the earliest iPod case developers, and evolved its designs first with whimsy, then with novel spins on fashion.

Unlike the other case makers profiled in this Book, which have stayed with or moved more towards plastic designs, Speck started as an all-plastic case maker and evolved over time to become a leader in fabrics - a process that wasn't without its own challenges. After creating some of the earliest cases with flip-open Scroll Wheel and Dock Connector covers, designs that enabled iPod owners to alternate between protection and access to their devices' controls and accessory ports, Speck toyed with something totally different in Canvas Sport: cases that looked like colorful Converse sneakers, made to match full-sized iPods and iPod nanos. Then, after a clumsy experiment in leather called TechStyle-Classic - a case that introduced plaid, Burberry-like fabric to the company's lineup - something changed. Speck had figured it out.

iDESIGN

1 6
2 3   7
4   8 9
5

What followed was Fitted, an iPhone 3G case that had the beauty and high fashion appeal of plaid, pinstriped, and houndstooth fabric, wrapped around hard plastic shells that were as strong and practical as the ones sold fabric-free by other companies. At $30 per case, Fitted made a better impression and impact than the expensive but forgettable fabric designs of well-known fashion houses, providing Speck with a new artistic canvas for future products: a brilliantly playful limited edition case transformed the houndstooth pattern into a classic Galaga video game, and Artsprojekt cases have given over a dozen artists the chance to exhibit their designs in users' pockets. The iPad version of Fitted ups the ante with even more interesting fabrics, including fadeaway patterns, contrasting with PixelShield, an all-fabric iPad purse.

None of this is to say that Speck has abandoned the plastic cases - or the related innovations - that it helped to pioneer. The early 2009 release of CandyShell was a bona-fide breakthrough for iPhone 3G cases, pairing a soft rubber interior with a hard plastic exterior and screen film so masterfully that nearly complete device protection was achieved - with style. Small tweaks to CandyShell's rubber and colors later brought the case to near-perfection, followed by iPod touch and iPad versions, the latter the first to feature an Apple iPad Dock-compatible flip-open Dock Connector cover. Other designs such as the rugged ToughSkin have given way to svelte, smarter rethinkings of its transparent SeeThru cases. Rare is the company with such a broad backcatalog of distinctive designs, all ready to be refreshed - or to inspire.

1 Limited Edition Fitted (Galaga).

2 Fitted for iPad.

3 TechStyle-Classic.

4 Canvas Sport.

5 PixelShield.

6 Skin Tight 4G, one of several Speck designs with a flip-open bottom for Dock Connector access.

7 SeeThru for iPhone 3G/3GS.

8 ToughSkin, a ruggedized case design, appeared in many iPod and iPhone versions.

9 CandyShell for iPad.

← **The Evolution of Speck**

Though Speck's designs have always been impressive, they've become far less male-focused over time. "We've gone from utilitarian [accessories] to an actual accessory, fashion," notes Weis. "I mean everything was ToughSkin, black and tough, now we've got options of substrates, materials, designs... I think we recognize there's more than one type of customer now." "We're not moving away from functional," adds Hynecek, "we're expanding."

(✱) speck

THE iDESIGN INTERVIEW

Jarret Weis
Senior Engineering Manager

Dan Xiong
Industrial Designer

Bryan Hynecek
Lead Designer

David Law
Founder & Co-Owner

↑↗↘ **A Fight Over CandyShell**

Speck's best iPhone and iPod touch case was developed to resolve a user conflict over earlier alternatives. "People preferred silicone to the 2-part hard case, because of simplicity of installation," explains Hynecek, "but the big problem with silicone is removing it from your pocket." So the designers wanted to wrap a hard case layer around a silicone interior. "We were told the 360 degree undercut could *not* be done," recalls Weis, "flat out refused by our manufacturers... but we just fought to do it." After prototyping CandyShell with the early physical renditions here, skipping the early sketching process, Speck finalized the design and went to work on color choices. Up next is a version for the next-gen iPhone, which will incorporate elements from the iPad design.

iDESIGN

→↓ On iGuy, Speck's iPod Mascot

Speck's Dan Xiong and her husband HaoYu Feng together created iGuy - "the first product to publically express the fun-trip that we've always been on at Speck," as Law puts it. "People [talk] about Apple products having personality," says Weis, "so we sort of gave the iPod a body... it was almost like it was asking for a body and personality." The design was a hit, which Xiong ascribes to its functionality and humor. "He fits in different use scenarios," she says, "legs can be a stand, arms as cable management, the most funny is when he sits on the dock." So will he return? "He's not dead," hints Hynecek, "but how he re-emerges might be slightly different than what we originally did."

← Designing For Female Users

Though cases such as Fitted might suggest otherwise, Speck doesn't view its most female-friendly products as girly. "We've never even made a case specifically for the female market," says Xiong. "Changing the color is a cost-effective way to change the agenda of the product, make it more female oriented." So what about PixelShield, the iPad purse? It started out neutral and gained a handle during the design process. "PixelShield did turn out more feminine," Xiong says. "Honestly it wasn't the real intent."

↑ Color Choices + iPod nanos

Two years ago, iPod nano cases such as Speck's PixelSkin came in every color imaginable, but the latest version is solely black. "People do want choices in accessories," says Weis. "They are looking for more than a black case. Even if they do settle on the black one, they want choices, they want to know they have options." So why cut back? "I think nano users just stopped using cases, period," Weis suggests, as iPod nano prices have dropped considerably. "The nano has become an accessory in itself," adds Hynecek. "It's not your *valued* product - you just run with your nano... and Apple came out with so many colors, you don't need the color play that the case offers. You already bought the color you want."

↑ On Speck Electronic Accessories

Speck once produced distinctive SpeckTone Retro speakers and car chargers, but has gotten out of the electronics business. The "product cycle timeline for cases versus electronics is extremely different," recalls Xiong. "Electronics brought us some trouble, it was... an experience. We are now really focusing on being a case company."

Kings Of The Frill

For five years, SwitchEasy has thrilled iPod and iPhone owners with affordable, attractive cases - and tons of pack-ins - while experimenting with wild designs.

It's possible to design a case that does nothing more than add a high-gloss layer of protective plastic to an iPod, iPhone, or iPad. SwitchEasy mastered that long ago, and still offers cases of that sort - accompanied by such generous arrays of pack-ins that one can only be impressed by the thoughtfulness. A video stand? Screen-protecting film? Headphone and Dock Connector port protectors? Custom-sized Universal Dock Adapters? How about two of each, sometimes, with a headphone port adapter tossed in for good measure? Not every SwitchEasy case ships so well-appointed, but most

1 Colors for iPod nano 4G.

2 CapsuleRebel M for iPhone 3G/3GS has an awesome array of pack-ins.

3 ChocoShuffle.

4 SiliconBiscuits for iPod nano 3G.

5 KuroDock for iPod nano 1G.

6 CapsuleClassic in clear and black.

7 ThumbTacks iPod microphones with a real thumbtack.

8 Nude, a thin hard shell, has precisely molded openings.

9 RunAway Crystal, designed to attach the Nike + iPod Sport Kit Sensor to any pair of sneakers, and protect the receiver when not attached to the iPod nano.

do, at great prices. But the other key to the company's success is a truly unique sense of sophisticated whimsy that stays on the right side of the fun/goofy line. Two types of Biscuit cases for the third-generation iPod nano pointed out the device's cookie-like shape; ChocoShuffle designs for the third-generation iPod shuffle turned the device into a wearable candy. Meanwhile, edgier CapsuleRebel iPhone and iPod touch designs add spines - flat, snake-like, or bony - to these devices, increasingly hinting at just a little wickedness under the surface. The key to its success appears to be targeting three types of customers: color-switchers, fans of sleek protectors, and fun-seekers, sometimes individually, sometimes overlapping. To that end, it offers so many options, with up to 11 colors per model, that it's hard to choose just one. Even its rare forays into electronic accessories have been stylish: thumbtack-shaped microphones in three colors, an illuminating iPod nano dock, and a rotating iPod shuffle dock were all impressive at the time they debuted, but took a back seat to the company's expanding case collection. If SwitchEasy grows further, we're hoping for more of those cool little gadgets, which it clearly has the talent to create.

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↑↗→ Inspirations

Like other top Apple accessory developers, SwitchEasy incorporates and evolves contemporary design trends rather than fighting them. "We simply took the pages from the design playbook of Apple and Ikea and color choices from many Japanese phone vendors, and sort of mixed them up," says Clarke. "With Cubes, we started off wanting to make a fashion statement with the case. During one of our trips to Japan, we saw the info.bar phone from Naoto Fukusawa and it was love at first sight! And the concept developed into something that resembles Chiclets chewing gum on a strip. Our intention is to create a case that our customers can play with a bit while enjoying their nano."

Andy Clarke
Senior
Designer

Steve Bau
Managing
Director

Dave Ryo Lau
Senior
Designer

THE iDESIGN INTERVIEW

↑ On Starting From Scratch

SwitchEasy began in 2005 as a one-person company with one product, the iPod shuffle PivotDock, and one goal: extend Apple's Mac computer Switch campaign to iPods, by teaching people to appreciate the value of aesthetically pleasing objects. "Steve ran the company solo for three years until Andy and I joined onboard," recalls Lau. "At first, we had to pick up a lot since we were in the graphics field, and we didn't know much about designing products. Steve was in an even worse situation, he was from the IT field and had to pick up Illustrator and Photoshop from scratch and had to do his own marketing and shipping... Nowadays, we have a team of 3D mold engineers and graphics people to realize our concepts."

iDESIGN

→ **The Value of Pack-Ins**

"The SwitchEasy product philosophy is very simple," explains Bau. "It's only one word: Fulfillment. I always like to use the Japanese bento lunchbox metaphor to describe what we try to achieve in our product. With a good Japanese bento, you always get your five food groups neatly compartmentalized in an elegant box. Then you get your little packets of Wasabi, soy sauce, wet naps, and chopsticks included in a carry bag. Everything is thought out for you, all you need to do is enjoy... It doesn't really cost us much to include the pack-ins, but the customer satisfaction level [is] great!"

← **Accessorizing the iPad**

"iPad is a different category all together," says Clarke. "Apple pretty much made a TV with no stand. We think the key... is to include some kind of features that would prop up the iPad. This would allow customers to view its content hands free and enjoy the iPad at its full glory." SwitchEasy's first iPad case, Nude, goes further: each case includes two stands, one white and one black.

→↘↓ **Organic Design**

Good ideas can become even better when their elements are rethought. "We are in this 'Organic' design phase," explains Clarke, "something we have identified from Apple in their design language for the last two years. One thing we want to do is to extend our Rebel design to make it more distinctive." CapsuleRebel started as the hybrid glossy and matte case with a spine at the top, then evolved into an almost reptilian texture that happened to match Aliph's popular Jawbone 2 earpiece. "We looked into making the plastic skeleton into bones, with a few failed attempts since it's hard to create organic structures with computer programs. So what we ended up with was to hand sculpt a model to finish the job." Shown below, the model looks like the back of a dinosaur, and two weeks later became the basis of CapsuleRebel M.
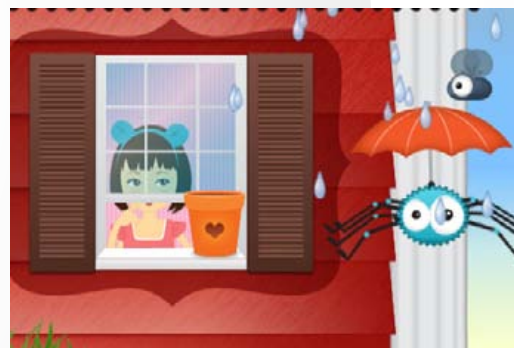
Nursery Rhymes, Redefined

Books? Singalongs? Children raised in 2010 will remember growing up with apps, and Duck Duck Moose's storybook-style creations will lead the way.
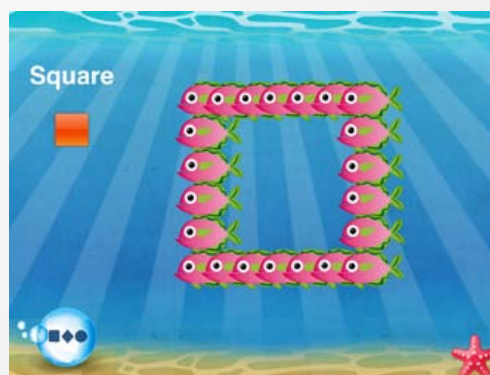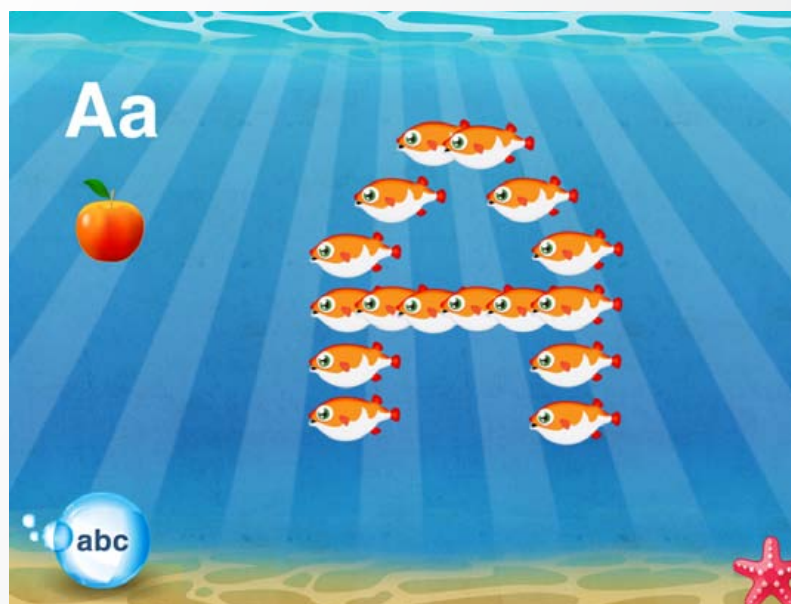

Though iPhone apps couldn't exist without the science of computer programming, standing out in the App Store requires something else: art, or more broadly, creative talent. Few small companies benefit as much from such talent as Duck Duck Moose, which creates apps that today's children may remember as "their" versions of classic storybooks - illustrated page-flipping singalongs with interactive animations. Duck Duck's initial three applications were purely adaptations of classic nursery rhymes: Wheels on the Bus came first, letting young players swipe to roll a school bus down the street, make its doors "open and shut," its wipers go "swish, swish, swish," and its driver say "move on back!" with a wink and a smile. Want to hear the song from a man? A woman? As gibberish? In five languages, or as a recording of your own voice to the tunes? How about orchestral versions with a cello, a kazoo, a piano, or violin? Wheels on the Bus had it all. Next, Old MacDonald preserved most of those audio options, adding even better artwork, animation, and depth. There was so much, all so charmingly executed, that Itsy Bitsy Spider was a small letdown: fewer screens, only one audio track, and less depth, modestly offset by easter eggs that appeared on the second play.

iDESIGN

1 Itsy Bitsy Spider.

2 Old MacDonald.

3 Old MacDonald.

4 Old MacDonald.

5 Wheels on the Bus.

6 Wheels on the Bus.

7 Fish School.

8 Wheels on the Bus demonstration screen.

9 Fish School HD.

10 Fish School HD.

So Duck Duck Moose was far more ambitious with Fish School, which uses the classic alphabet song as only an eighth of its content: here, fish form letters, numbers, shapes, and bunches of color, similarity or difference, teaching children to identify words and concepts. Consider that the core of each of these $1 downloads is a song in the public domain - one that anyone can build an app around - and it's especially impressive that this company's kid-friendly products have risen to the top of the App Store's education sales charts. There's a lesson here for adults, too: parents are happy to pay fair prices for beautiful updates of childrens' classics.

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			10

Nicci Gabriel
Design, Illustration + Web Development

Caroline Hu Flexer
Design, Music + Marketing

Michael Flexer
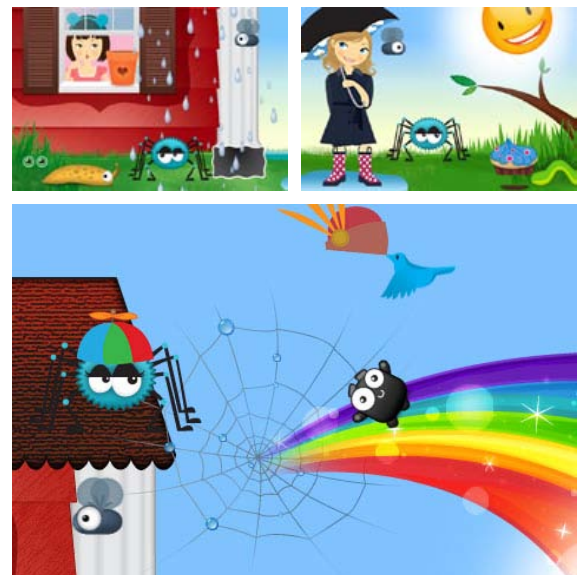Design, Music + Programming

THE iDESIGN INTERVIEW

↘ On Making Classics New Again

How does Duck Duck Moose tackle well-known subject matter from a fresh perspective? First, through observation: "children like to play peek-a-boo, collect things like eggs, and blow and pop bubbles," they note, elements that could be included in an app. Second, brainstorming: "We defer all judgment and encourage wild ideas," up through the end of development. "We don't just brainstorm once. We are continually brainstorming for new ideas and new refinements." Third, iteration, starting with wireframes like the one at right. "Because there are only three of us, we are able to continue to iterate until the end, and some of our best ideas often come at the end. We make sure that every pixel, interaction and sound effect is coordinated and resonates with children."
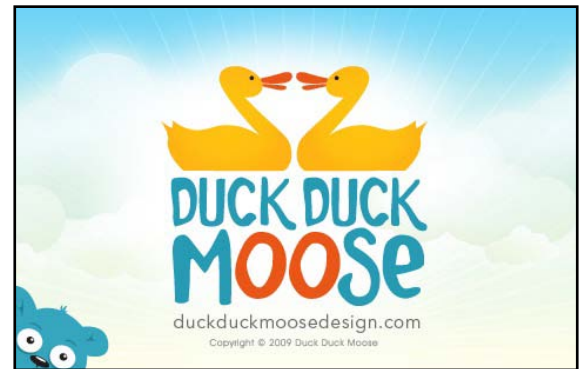
↑ One Year, Three People, Four Apps

After the Flexers purchased iPhones in 2008, "we noticed how our then-two-year-old, Caitlyn, was captivated by the iPhone and quickly learned to use it." So they decided to create educational apps that Caitlyn and other children could use while their parents were occupied. "We knew that we would need an outstanding designer and illustrator, and Michael immediately thought of Nicci, whom he had worked with at two previous startups." Wheels on the Bus launched in January 2009 and quickly raced up the charts. "This was Caitlyn's favorite song," they explain.
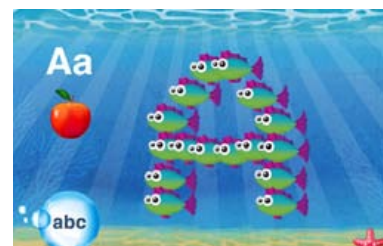
← Designing For Kids, Not Adults (Any More)

Though Wheels on the Bus was purely kid-friendly, Duck Duck Moose experimented with in-jokes for adults in Old MacDonald. "Some parents laugh at the Moo Yorker magazine, while others would prefer purely preschool content. The bulldozer and dump truck were included for those toddler boys who love trucks and digging." Going forward, the apps will be solely for kids: "we have decided to focus on humor for young children, rather than trying to amuse accompanying adults as well."

→ A Distinctive Style

"The visual style is all Nicci," the Flexers note. After spending 10 years designing interfaces for desktop and mobile software, "she has always loved to draw. She developed this style in graduate school while writing an illustrated car manual for young women." It was adapted for young children for the app. The music's home grown, too. "Michael and Caroline were trained as classical musicians, and play the cello and violin. Michael performs with a piano trio that produced our music with some good friends and Caitlyn's preschool teacher, who recorded the vocals."

←↘↓ On Fish School and Its Inspiration

"The kernel of the Fish School concept actually came from another app," says Caroline. "Michael was coding schools of fish in an underwater scene, and had a great idea to make the fish form different letters and shapes. At this point, we couldn't stop talking about the opportunities with schools of fish to teach the alphabet, numbers, shapes,


colors, and differences." Fish School debuted in iPhone- and iPad-specific versions in April, the latter the company's first $2 app. Its earlier and as-yet-untitled inspiration, shown below, is planned for release in June.

How iPhone Games Can Charm

Though PopCap made its name with the web game Bejeweled, its releases for iPod, iPhone, and iPad have the sort of character and polish that rivals would die for.

To suggest that PopCap's success with iPod, iPhone, or iPad games is due to anything less than great gameplay would be disingenuous: its tower defense title Plants vs. Zombies, pachinko-inspired puzzler Peggle and match-three Bejeweled games are all shockingly addictive. Yet even though the same might be said for competing App Store releases, PopCap's games have stood out for one reason, and it's not marketing - these games have polish. It's the difference between unfinished wood and a gorgeous lacquer, the sort of finishing touches that make something worth keeping around.
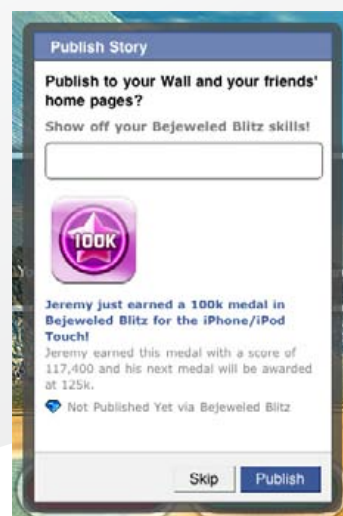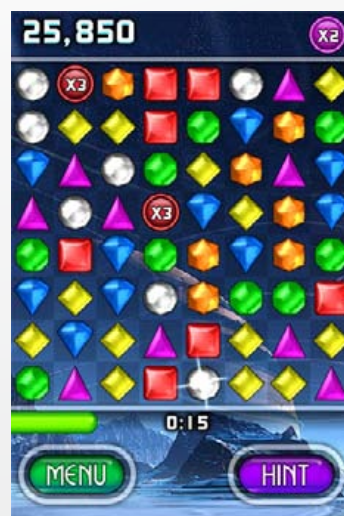
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Take Plants vs. Zombies, quite possibly the only tower defense game played by both women and men. It starts with a universally appealing premise: if you like gardening or zombies, you're intrigued. Then, as the crazy plant seeds stack up - popcorn cannons, melon-pults, and jalapenos - you're addicted, and the zombies (think Thriller) keep getting funnier, too. It's all just inside the boundary of family-friendliness, like the winking references in Peggle, which has players learn peg-clearing skills from Peggle Masters, animals whose quips are funny enough to elicit chuckles as you move from level to level. Peggle could

have been nothing more than a series of puzzles, but the characters made the game charming. So too did the dramatic Extreme Fever mode, filling the screen with sparks and sunshine as Ode to Joy plays out each stage. Then there's Bejeweled 2, a fun but less flashy puzzler that was getting crowded out by clones. In a free upgrade, PopCap added Blitz, a challenge mode that gives players one minute to top Facebook friends' scores, then posts results - essentially word-of-mouth ads in the form of bragging. Thus, nearly two years after its debut, Bejeweled 2 is better than it was, and amazingly, still an App Store top seller.

1 Plants vs. Zombies HD for iPad.

2 Plants vs. Zombies HD for iPad.

3 Plants vs. Zombies HD for iPad.

4 Bejeweled 2 in Blitz Mode.

5 Bejeweled 2 posts to Facebook.

6 Peggle for iPhone.

7 Peggle for iPhone: characters such as Bjorn made the game even more fun to play.

8 Peggle for iPhone: Extreme Fever slows down the action and puts on a fireworks display.

9 Peggle for iPhone: each stage ends with an explosion of stars and rays of sunlight.

Matthew Lee Johnston
Senior Producer

THE iDESIGN INTERVIEW

↙← **Converting Peggle for iPods**

As one of the earliest third-party iPod software developers, Popcap was invited by Apple to bring Bejeweled and Zuma to the Click Wheel iPod before the App Store existed. They were fine games, but Peggle was a breakthrough, released a year later. "The Click Wheel device was a tricky beast to tame," recalls Johnston, "but the unique interface made it a really great destination for Peggle." On the surface, the iPod was a perfect fit for Peggle's rotating cannon controls, but the game's physics engine - what moves the ball from peg to peg - was unusually realistic and hard to translate. "We could've cut a lot of corners and saved some time by making the physics simulation less robust, but we knew that it wouldn't be as satisfying and fun. So the programmers who worked on that title really went the extra mile to make sure that ball bounced like you would expect it to in real life," Johnston says. "All the intense physics computation that we could 'hide' behind the scenes on the PC, can't be done on the more constrained platform." So Johnston's team had to completely rebuild the game from the ground up, even giving Peggle a new iPod-only title screen (shown) that was changed before release. "We like to call everything we do in the Platforms group at PopCap an adaptation, not a port, because we really do strip everything down and take a hard look at how we can deliver the very best experience for that specific customer, on that individual platform."

← **On In-App Purchases**

They'll come, says Johnston, but not to current titles. "I don't want to have to pay to finish a game I already bought, because that's irritating... it can be done tastefully and in a way that allows people to extend the core experience if they really liked playing through the whole game... When it happens it will feel like an integrated part of the experience and you won't feel like you have to keep getting your 'wallet' out to feed the fun meter."
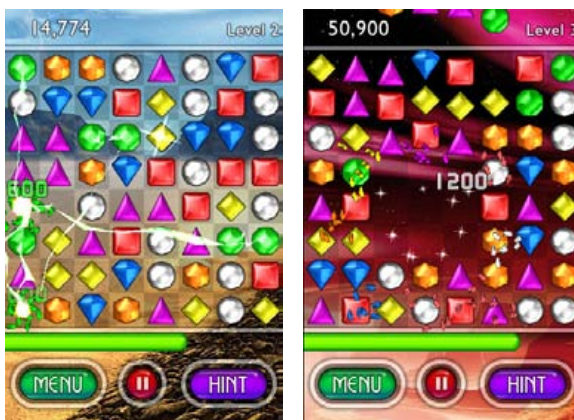
↙← "Adapting" Games for iPhones + iPads

While the transition from PC game to Click Wheel iPod was a serious challenge, PopCap has found iPhone and iPad development easier. "Adapting PvZ to the iPhone/iPad was actually a pretty natural transition because the mouse click controls lend themselves extremely well to the touch screen," says Johnston. "But it really does get tricky when dealing with things like audio, graphics, and performance across all the devices." Thankfully, the iPad's additional power and capabilities make things easier, and more interesting. "The iPad really offered us the opportunity to make better use of the multi-touch interface, so we found some really fun ways to show that off like in the new Buttered Popcorn mode. We also took the time to go through all of the art by hand and make sure that the game looked great," a process that led to a massive redrawing for the iPhone version, preserving the zombie and plant "faces."

→↘↓ Polishing to Perfection

More than anything else, what sets PopCap's games apart from rivals is the polish: unlike most App Store developers, PopCap only releases games when they're completely smooth, bugtested, and as close as possible to perfection. Mirroring top Nintendo teams, Johnston explains that PopCap is "able to work on a title until everyone feels like it's worthy of release. Nothing gets rushed out the door." And games receive a lot of internal attention before they hit shelves. "Everyone here loves games, and the first line of defense against mediocrity has always been our own internal review process. Sometimes the peer feedback can be harsh, but everyone's just trying to help you make the best game possible. It's not personal. We don't fear failure either." But there's more to it than just testing, right? "As for the Secret Sauce recipe," quips Johnston, "no one person has the entire formula. It's contained in 3 separate decoder rings that are worn by our founders, who are not allowed to ever be in the same place at the same time."

The Tool As Work Of Art

You're not supposed to have fun keeping track of your weight or converting miles to meters. But Tapbots finds ways to make numbers and data fun to play with.

When the iPhone and iPod touch first grew the ability to run third-party applications, people scrambled to find replacements for their favorite Mac and PC widgets, including unit converters, quick translators, movie listing tools, and package trackers. Good enough options quickly became numerous and cheap. Then Tapbots came along and tried something different: what if the widgets had style and were actually fun to use? Would they be worth a small premium? Many people - enough to take Tapbots' two designers out of their jobs at Oakley and turn them into full-time iPhone developers - said yes. All it takes is a minute with any of their three apps, Weightbot, Convertbot, or Pastebot, and you'll understand why. The main screens of Weightbot and Convertbot are revealed by sliding metal doors that open in layers before exiting the display; Convertbot then gives you a wheel to spin with different types of conversions it can perform, buttons to press with satisfying clicks and confirmation chirps, and results that appear as clean, simple

numbers at the top of the screen. Competing apps that looked plain before seem downright ugly after using this interface. Weightbot tracks your weight loss and gains over time, using a futuristic metal console to let you select weights and dates, then splitting in half to reveal either a chart or a numeric progress indicator depending on which way you rotate the device.

Pastebot lets you create an iPhone or iPad clipboard with multiple text and image files, wirelessly sending them to a Mac, but also letting you edit them before the transfer. All of these tasks are handled so effortlessly that you'll want to play with them. Yet they're just tools. Tools. Sold for $2-$3 each. Their look and feel - particularly their animation - makes them feel worthy of every dollar.
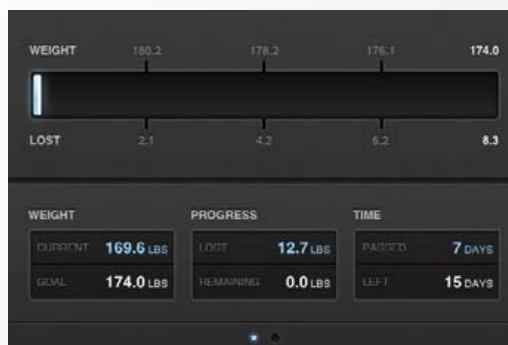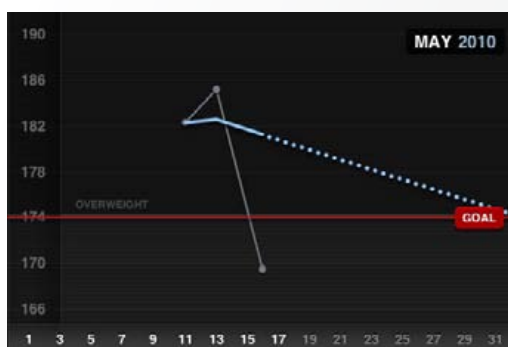
1   Convertbot.

2   Convertbot opening screen.

3   Convertbot opening animation.

4   Convertbot.

5   Weightbot.

6   Weightbot.

7   Weightbot.

8   Weightbot explains its orientation flip.

9   Pastebot.

10 Pastebot Sync for Mac.

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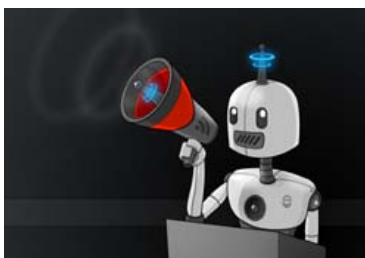
Paul Haddad
Founder + Programmer

Mark Jardine
Founder + Designer

## THE iDESIGN INTERVIEW

↑ From Oakley to Tapbots

Long hours spent on a rushed web project for sunglass and apparel maker Oakley inspired Haddad and Jardine to see how they could do in the App Store. "We'd been reading the various reports of people having huge successes on the App Store and started talking about maybe doing an application," recalls Haddad. "I had been working on losing some weight and wanted a good way to track my progress." A two-week project to develop the app extended into a few months, resulting in the birth of Weightbot - and Tapbots as a company.

← Metallic UIs with Hints of Japan

Though the grey, metallic interfaces of Tapbots apps may seem familiar to fans of Oakley's rugged, masculine designs, brighter accent colors and manga-style art give the Bots their own style. "A lot of my influence came from living part of my childhood in Japan and Korea," explains Jardine. "I never felt confident enough in drawing to pursue it professionally so it's always been a hobby. Building a brand around Tapbots really gave me the opportunity to hone my drawing skills and have a little fun at the same time. It works great because we are able to create a fun world that our apps live in, without forcing users to acknowledge it. However, this world/art style actually provides a lot of art direction. Having a strong concept to work with keeps us inspired and focused."
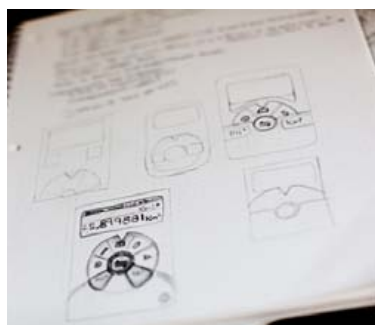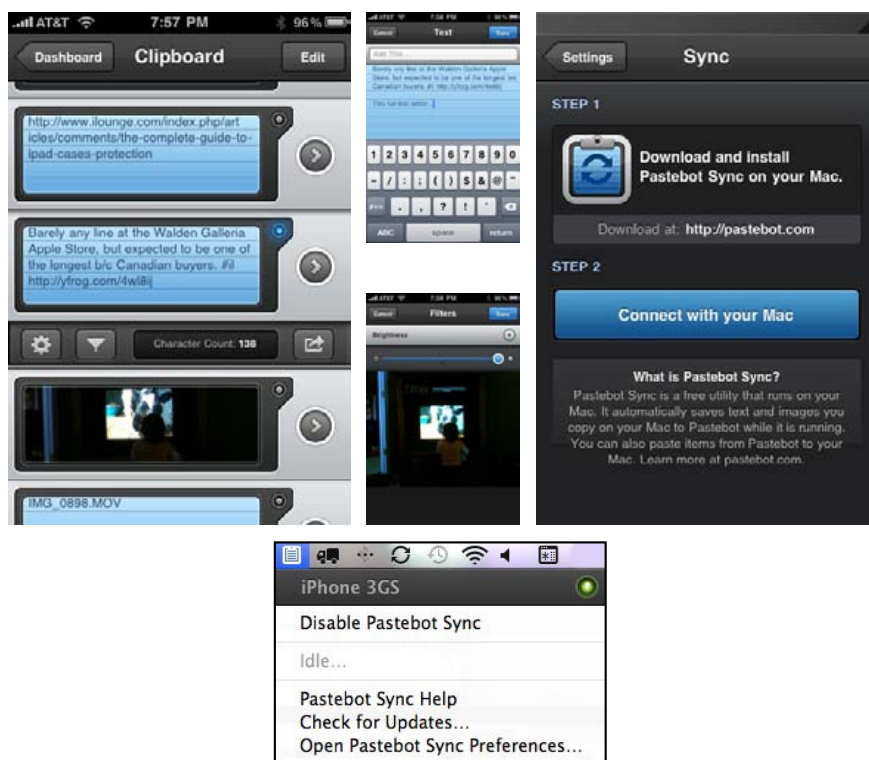
↙← **Creating PasteBot**

Unlike its earlier apps, Pastebot was based on a prior software release. "Paul's PTH Pasteboard is a very powerful (and useful) app on the Mac," explains Jardine. "However it's very much tailored towards power users. I always thought giving it the Tapbots treatment could make it much more popular." So the company rebuilt it for the iPhone. "Our first two app interfaces were designed specifically for the purpose of that app. Pastebot was our venture into a more common iPhone interface. We agreed that if we went this route, we would put the same amount of work that went into our other apps. That meant completely designing and coding the interface from scratch. Our biggest fear was that some of the fun of using our apps would be lost by being a bit more traditional. So we put a lot of thought into how common gestures and tasks work in other standard iPhone apps and how we could make them more enjoyable."

↑ **On the Importance of Apple's iPhone SDK**

Tapbots' apps animate in ways that would have been unimaginable on pre-iPhone smartphones. "Our way to stand out is to try to make applications that have a unique and fun look and feel," says Haddad. With nearly 20 years of NeXTStep and OS X development experience, "there wasn't a huge learning curve going to the iPhone OS. We make pretty extensive use of Core Animation and pretty much all the other iPhone OS frameworks... without all the iPhone tools our applications wouldn't be as cool as they are."

← **What's Next: Tweetbot + More**

When Twitter decided to release its own iPhone app, Tapbots put Tweetbot - its own Twitter client, with the company's signature interface touches - on hold. "There's probably something coming before Tweetbot," says Haddad, "hopefully in the next few weeks. It'll be a much simpler app than our other ones. We wanted to take a break from Tweetbot and try to do an app that didn't take 3+ months to complete." But it looks like the Twitter client is still alive. "Once that's done, we'll go back to work on Tweetbot."

The iLounge Pavilion @ CES

In January, 2010, 100 iPod, iPhone, and Mac vendors debuted their latest products at the iLounge Pavilion, an Apple-focused showcase at the International Consumer Electronics Show (CES) in Las Vegas. At front and center was iLounge's booth, which offered iPhone and iPod recharging stations, a History of iPod and iPhone display, and a stylish seating area for visitors. We look forward to seeing you and the latest Apple gear at CES in 2011!

The iLounge Pavilion occupied a large slice of the Las Vegas Convention Center's mammoth North Hall in 2010, and will double in size for 2011. Leading companies from the iPod, iPhone, and Mac ecosystems will be joined for the first time by iPad exhibitors.

Exhibitors interested in signing up for the iLounge Pavilion should contact Tira Gordon at tgordon@ce.org for details on available space and participation requirements. iLounge does not in any way profit from or sell space for the Pavilion, and organizes it as a service to the Apple community.

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ALL THINGS IPO

IN THE NAME OF MINIMALISM, APPLE SHIPS IPODS AND IPHONES WITHOUT DETAILED MANUALS; YOU'RE SUPPOSED TO FIGURE OUT HOW TO FILL THEM, FIX THEM, AND EXPAND THEM ON YOUR OWN. WE'RE HERE TO HELP! THIS 16-PART GUIDE WALKS YOU THROUGH THE ENTIRE IPOD AND IPHONE EXPERIENCE, FROM FIRST CONNECTION TO YOUR PC OR MAC THROUGH ACCESSORIZING, APP INSTALLATION, AND EVEN SELLING YOUR OLD UNIT TO BUY A NEW ONE. SINCE YOU'RE GOING TO WANT HELP ALONG THE WAY, WE'VE INCLUDED SECTIONS TO GUIDE YOU TOWARDS RELIABLE ASSISTANTS, INCLUDING OUR OWN FORUMS, AND TOP WEB SITES IN OTHER COUNTRIES. DIVE RIGHT IN AND START LEARNING HOW TO ENJOY ALL THE GREAT FEATURES OF YOUR DEVICE!

D+IPHONE

As with all of iLounge's editorial content, the All Things iPod + iPhone section of this book was produced without any influence from the covered companies, who were selected on merit.

iPod, iPhone, and iTunes features are subject to change in future releases. Detailed guides to past versions of these products can be found in our earlier Free iPod + iPhone Books.

1 **Installing The Right Software.** Apple expects all iPod and iPhone users to download and install its free iTunes media management software. But you may need third-party utilities to fill iTunes' gaps.

Get iTunes from Apple
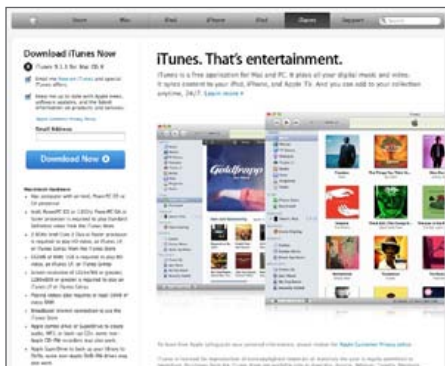
iPods and iPhones require but don't include iTunes, so you'll need an Internet connection and web browser visit to **itunes.com** in order to snag it. After hitting the "Free Download" and "Download Now" buttons, Mac users will get a clickable DMG installer file, and PC users will get iTunesSetup.exe. Click on the installer, wait for installation to finish, then connect your device.

iTunes9.1.1.dmg

iTunes.mpkg

iTunesSetup.exe
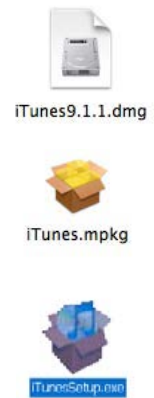
Apple frequently updates iTunes, and offers software updates for iPods and iPhones every few months, sometimes more often. Keeping your software up to date is generally a good idea, as Apple uses most updates to fix bugs, and occasionally adds new features, as well.

Updates Come Via iTunes

Apple has made software updates easy to find: they're all handled in iTunes. Get iTunes updates with **Check For Updates** in the iTunes menu (Mac) or Help menu (PC), and iPod/iPhone updates with the **Check for Update** button under the Summary Tab you'll see after connecting an iPod or iPhone to your computer. iTunes auto-checks for updates, but you can turn this off in iTunes' Preferences menu under the General tab. In either case, you always get to approve updates.

Updating iTunes + Adding Extras

Copy iPod/iPhone to PC/Mac

At some point, you'll eventually want to transfer content off of your iPod or iPhone back to your computer, something that iTunes doesn't allow you to do. For a detailed guide, see **ilounge. com/index.php/articles/comments/copying-music-from-ipod-to-computer** - the shortcut for iPhones and iPods is to download **Music Rescue** for Mac or PC (£10, kennettnet.co.uk), or **Yamipod** (free, yamipod.com) for iPods only.

2

Charging + Synchronizing. You don't *need* anything more than a USB port and Apple's cable. But you may *want* a way to dock your iPod or iPhone on a flat surface, and/or expand its abilities further.

Easy: Free USB 2.0 Cable

Every current iPod and iPhone connects to a computer's **USB 2.0** port, a rectangular hole (left) found on every computer shipped for the past several years. This port generally provides both power and the ability to transfer data back and forth between connected devices. Transfer speeds vary: certain models are faster than others, and computers with nothing else connected take less time. Expect two songs to transfer each second, except on the slower shuffle.

Moderate: Simple Docks

A "dock" typically mounts an iPod or iPhone upright, preventing scuffs and scratches, while offering audio output and a connector for synchronization and power. Apple's **Universal Dock** ($49) does both and comes with an Infrared remote control, but doesn't include cables or a power source. SendStation's **PocketDock Line Out Mini USB** ($30) provides the same audio and connector functionality, but drops the mounting and remote, to achieve a tiny size.

Advanced: Deluxe Docks

Many companies combine docks with other features. Vestalife's **Firefly** ($130) adds speakers and a remote control to iPhones and iPods, while including a USB port for syncing. Atech Flash's **iDuo** ($30) is a 10-in-1 media card reader with iPod/iPhone dock, reducing desktop clutter. By comparison, BlueLounge's tray-shaped **Refresh** ($80) is solely for charging purposes, but has twin Dock Connectors and USB tips for all sorts of accessories and non-Apple products, too.

3

Filling It Up. iPods and iPhones arrive empty - you'll need to stuff them with goodies to enjoy on the road. Here's how to easily add audio, video, photos, books, maps, apps, and plenty of other content.

Music

Rip CDs yourself. Have someone rip CDs for you. Pay for music downloads. Or download music for free. Here are your best options.

iTunes converts ("rips") CDs easily, but needs help with settings. These steps will improve speed and quality, saving you from re-ripping CDs in the future.

Transfer Your CDs Yourself

In **Preferences**, under **General**, beside **When you insert a CD**, choose "Import CD and Eject."

Click **Import Settings...** and choose the **MP3 Encoder** under **Import Using** and one of the pre-defined quality settings or "Custom."

This is the "Custom" window. Use a **Stereo Bit Rate** of 128kbps if audio quality isn't vital to you; go higher (256kbps) if you may use good speakers or earphones.

Use a Professional CD Service

Converting your CD library into MP3 format is the hardest part of the iTunes experience. With a fast computer, rips take 6-10 minutes per full-length disc - 10-17 hours for 100 CDs - not including the time you'll spend organizing the songs. If you're willing to spend a little money, there's an alternative. Professional CD ripping companies such as **RipShark** and **MusicShifter** will do all the work for you for $0.70-$1 per CD, even adding track, artist, and album names to each song. The process includes shipping your CDs out, waiting a week, and then receiving both the CDs and converted files back on data DVDs via UPS or FedEx. At that point, all that's left to do is copy the converted files into iTunes, and then transfer them to your device; some companies will do these steps for you if you supply a hard drive. More details are available from iLounge's Reviews section, in CD Ripping Services.

Download From the iTunes Store

In iTunes' **Source List**, select **iTunes Store** and this window will open. Over 11 million songs are sold for $0.69 to $1.29; most are $0.99.
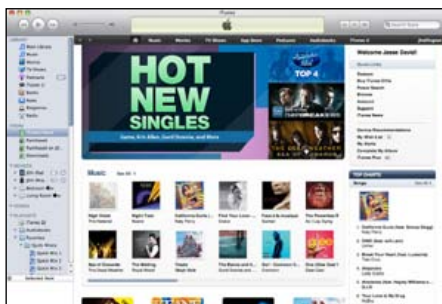
iPod touch and iPhone users can download music with the iTunes application on each device's Home screen.
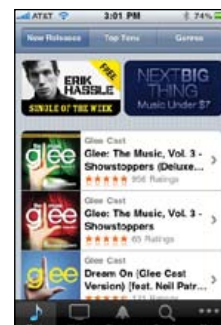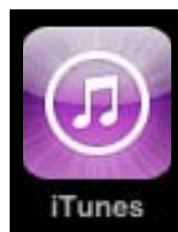
Download From Amazon, eMusic, Napster, or Rhapsody

Amazon MP3 uses the familiar Amazon.com interface to sell 256kbps MP3 tracks that play on virtually any digital device - a smarter purchase than most of iTunes' audio tracks. Songs sell for $0.89 to $1.29, sometimes lower than Apple's tracks, and albums often sell for less, too. A downloader application saves your files and imports to iTunes.

The down side? Amazon's MP3 store is currently only available to U.S. residents.

eMusic.com sells indie audio; unlike Amazon, it's available in the UK and Europe, but a membership is required. **Napster.com** offers 10 million music tracks, and **Rhapsody.com** rents a 9-million song catalog for $10 per month to iPhone/iPod touch users, selling tracks for $0.69-$1.29.

Download Free Live + Studio Music

There are a number of legal sources for free music online. The Internet Archive maintains a free audio section at **archive.org/details/audio** containing live concert recordings and music from virtual record labels. Separately, **3hive.com** offers free music from artists and labels in an effort to entice full-album purchases and win new fans for smaller bands.

Podcasts

Download hundreds of thousands of news, opinion, comedy and educational audio or video broadcasts - all for free.

Download With iTunes

More free content for your iPod or iPhone? Yes. Available through iTunes, podcasts are like subscription radio or TV - audio and video that's ready whenever you are. Downloading podcasts is easy with iTunes. Click **Podcasts** on the **Library** list off to the left of the iTunes window. Then click **Podcast Directory** at bottom right. You'll see Apple's featured podcasts and the most downloaded podcasts. The Podcasts drop-down menu at the top lets you choose specific categories, or you can browse options by clicking **Browse** under the **Features** section at the bottom of the page.
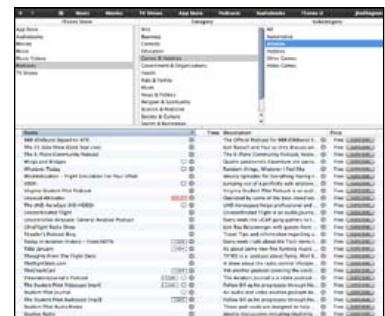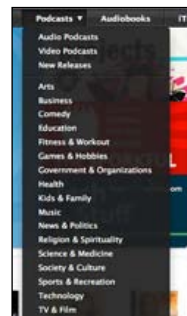
Adding podcasts to your iPod or iPhone is easy: drag and drop files from your Podcasts Library onto your device if you're managing content manually, or select your device and use the **Podcasts** tab to auto-sync unplayed or recent episodes.

Can't find your favorite podcast in iTunes' Podcast Directory? No problem. You can subscribe to any podcast by URL directly from within iTunes. Simply choose **Subscribe to Podcast** from the **Advanced** menu in iTunes, and paste in the URL.
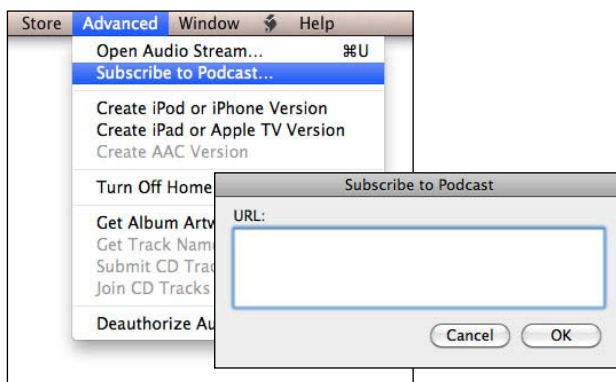
Grab Podcasts Elsewhere

Many podcast providers also have their own Podcast DIrectory listings, with links to subscribe to podcasts directly in iTunes or download individual episodes right from their web page.

ALL THINGS 📱 + 📱

Radio

Thanks to web sites, inexpensive hardware, and new software, it's easy to transfer current, classic, and Internet radio to your iPod or iPhone.

Record AM/FM Radio: Radio SHARK 2

Griffin Technology's **Radio SHARK 2** ($50) for PCs and Macs is a great option for recording radio for your iPod or computer. The black and chrome fin serves as a large AM/FM antenna, and lights glow blue for normal reception and red when you're recording. Included software gives you time-shifting capabilities: activate it to gain TiVo-style pausing and rewinding of live broadcasts, plus scheduled recording of stations. The down side: Radio SHARK 2 hasn't been updated for Windows 7 or Snow Leopard; the hardware works, but users will need to find other software options.

Download "Old-Time Radio"

Programs from the "Golden Age" of radio are now available online for free, including Batman, Buck Rogers, Dragnet, and Flash Gordon. Visit **oldtimeradiofans.com** and **radiolovers.com** to download the shows for yourself; see **ilounge.com/index. php/articles/ comments/free- old-time-radio- otr-for-your- ipod/** for more information.

iTunes Tagging

With the built-in FM radio on the iPod nano 5G or certain compatible speaker accessories, you can "tag" tracks that you like while listening to the radio for later purchase on iTunes. Exciting? No, but more details are at **ilounge. com/index. php/articles/ comments/ the-complete- guide-to- itunes- tagging/.**

Record Internet Radio: StationRipper + More
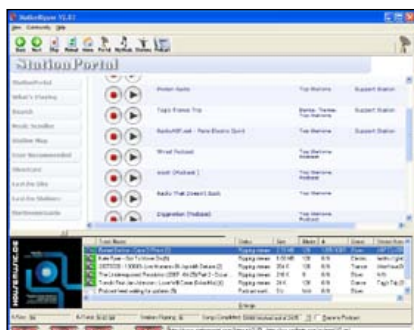
Thousands of stations broadcast free Internet Radio. **StationRipper** for PCs ($20, stationripper.com) records up to 600 stations at once, and auto-tags songs. For Mac users, Rogue Amoeba's **RadioShift** ($32) can schedule recordings of Internet Radio, as well as AM/FM radio if you attach Griffin's Radio SHARK 2.
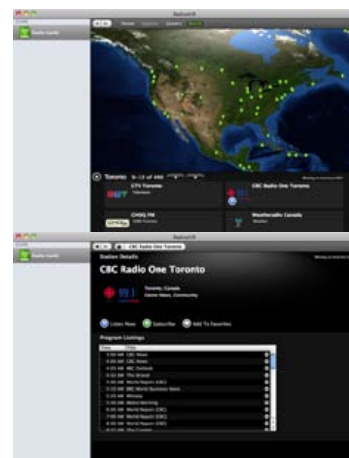
Videos

Good: iPods and iPhones play videos. Bad: the videos often cost money or require conversion. Worse: conversion takes time. Here are some options.

Buy Apple's Videos

The iTunes Store sells TV shows for $1.99-$2.99, with movies at $4.99-$19.99. HD videos are at the high end.

In the top navigation bar for the iTunes Store, you'll find **Movies** and **TV Shows.** Pick one, then the artist, studio, series, or film you want to see. **Music Videos** can be found in the **Music** section, organized alongside their respective artists and albums, or in a dedicated Music Videos area. They sell for $0.99 to $1.99.

You can preview 30 seconds of a video or view the trailer for a movie, then **Buy** it individually, or as part of a season ("**Season Pass**") or **Video Album**.

After a purchase, the video downloads, then appears in your **Library** under **Music, Movies,** or **TV Shows**. You can sync it to your device or double-click to watch.

Rent Movies from iTunes

Movies can be rented from iTunes for $2.99-$5.99 depending on release date and quality. Standard Definition movies are at or slightly under DVD quality (720 x 480 resolution); HD rentals are 720p (up to 1280 x 720). To find rentals, go to the top right of the Store's Movies page and pick **Power Search** to find a specific title. Not all movies are available in all formats, and some HD movie rentals are only available on the Apple TV or iPad. The **Rent Movie** button is all you'll need. Once rented, you have 30 days to start watching the video, and 24 hours from the start time to finish watching in the U.S., or 48 hours if you're in Canada or the U.K.

You can transfer the movie to your iPod, iPhone, iPad or Apple TV; this won't affect the rental duration.

Download Free Videos + Video Podcasts

The iTunes Store mixes video and audio podcasts together into one Podcasts page. Use the **Video Podcasts** link at the top of the page, or search "HD" to find high-definition videos, which are more impressive visually but can't be played on your iPod or iPhone, only on the Apple TV, iPad or your computer.
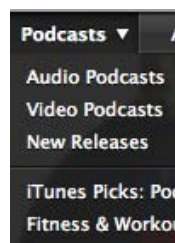
Also, **Videora** (free, videora.com) can sometimes convert YouTube videos into iPod/iPhone format.

Create iTunes-Ready (Home) Movies

Whether you're using a digital still camera or recent camcorder, there's a very good chance that its videos won't play back on an iPod or iPhone without time-consuming conversion. But there are a few noteworthy exceptions. Apple's fifth-generation iPod nano and iPhone 3GS both record 640x480 H.264 videos that work perfectly. Recent Canon PowerShot cameras, including the $400 **S90**, also save 640x480 videos that can be transferred directly into iTunes and watched on any current iPod or iPhone. Sanyo sells $300-$1000 **Xacti** video cameras, and many of Samsung's recent **TL series** cameras, as well as its **SMX/HMX series** camcorders, record natively in the H.264 format. Videos shot in standard resolution mode will generally play back on the iPod or iPhone without conversion; using HD resolutions will force you to convert your videos. You can also use video editing tools, such as **Apple's iMovie** ($79, part of the iLife bundle), to produce iTunes-compatible video files from the output of any other camera. Selecting **Share > iTunes** will create a H.264 video, taking roughly three times realtime.

Create Videos Directly From TV

If you want to convert TV shows for iPod or iPhone, we'd suggest a device such as Elgato Systems' **EyeTV Hybrid** ($150), a tiny Mac USB add-on with remote that tunes over-the-air and cable stations when paired with the company's EyeTV 3 digital video recording software. EyeTV 3 has scheduling tools, automatically converts shows into H.264 when they're finished, and can even stream content to an iPhone or iPod touch over Wi-Fi or 3G. An iPhone app also provides remote scheduling capability. Equinux's **TubeStick Hybrid** ($99) is similarly sized, including an over-the-air HD antenna and an attachment for external devices, but no remote; the included software works on PCs or Macs, but is more basic than EyeTV 3.

Convert Other Videos... Slowly

Apple doesn't include a DVD ripper in iTunes, and iPods and iPhones are extremely format-limited: you'll need to convert virtually any video you buy or download from a source other than Apple. This takes a long time, and the iTunes files may fall short of DVD quality; if so, you may want to re-convert them for new iPhone, iPod, and iPad models. If you can deal with this, read on.

DVD Conversion: Legal Issues

In the U.S., it's presumably illegal to turn DVDs into iTunes video files, because conversion removes the discs' copy protection - the reason iTunes doesn't rip DVDs. In other countries, ripping DVDs is entirely legal, and consequently DVD conversion software is widely available online. To be safe, follow your local laws.

Free Mac OS X Converters

Handbrake (handbrake.fr) has become the de facto standard for converting downloaded videos and DVDs on the Mac, but now requires free additional software to deal with copy-protected DVDs. **Select the DVD or folder** to convert, press **Open**, select an appropriate preset at the right, hit **Start** and that's it. Detailed settings are available for advanced users, but the presets work great for most.

Free PC Conversion Utilities

Windows PC users have many free iPod-format video conversion options; read our latest Video Conversion tutorial (ilounge.com/index.php/articles/tutorials/) for what's best. For most Internet-downloaded videos, **Videora's iPod Converter** (videora.com) is free and works well, but doesn't rip DVDs. **HandBrake** (handbrake.fr) does, with assistance.

Something Worth Paying For?

If you're willing to buy software, such as Corel's **VideoStudio Express 2010** ($40, PC), you'll get a nicer user interface, modestly superior speed or video quality, and wider support for video formats. **Elgato's turbo.264 HD** ($150) is a Mac USB attachment that delivers up to a 5X increase in H.264 encoding times and superior performance for HD videos.
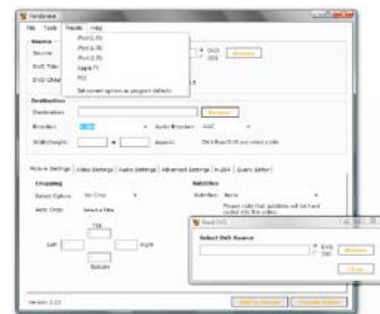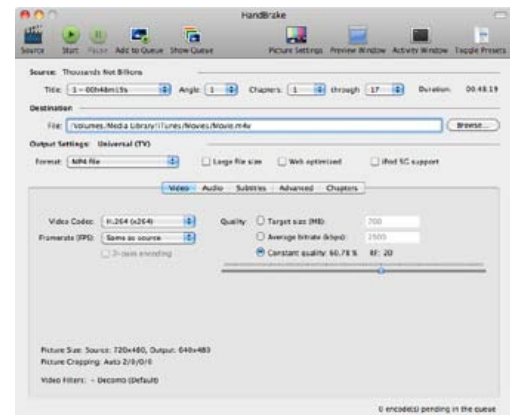
iTunes Digital Copies

Because of the questionable legality of converting DVDs to other formats, Apple's **iTunes Digital Copy** program is an alternative supported by a number of major movie studios, whereby iTunes can import an iPod/iPhone-formatted copy stored on certain "Digital Copy" marked DVDs, and lock it with a serial number to your iTunes Store account. You'll pay around $6 extra for most DVDs with Digital Copy; most of these videos are also sold through the iTunes Store.

TiVo Desktop, Roxio + iTivo

Though TiVo has struggled for years to gain market share, it still makes the best digital video recorders around - and some of its recordings can be transferred into iPod/iPhone format. The company's PC program **Ti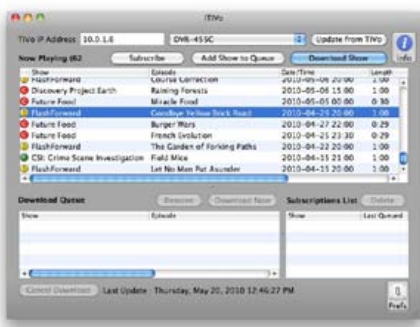Vo Desktop Plus** ($25, tivo.com) can transfer Series 2 and some Series 3/HD recordings and convert them into iTunes-ready formats, albeit slowly; a more sophisticated Roxio program called **Creator 2010** is also available to TiVo users for $70. Mac users have a great free solution in **iTivo** (above), and an official Roxio option called **Toast 10 Titanium** ($80), both of which handle TiVo file transfers and conversions, while Toast also creates CDs, DVDs, and Blu-Ray discs. Official solutions are resolution-capped at 480x360, enough for iPhone-quality video, but iTivo offers higher-resolution output; HD content, however, is frequently locked out from being transferred off a TiVo box.

YouTube on iPod + iPhone

iPod touch and iPhone users can also use the pre-installed **YouTube app** to find and play videos currently on the popular site. They consume no space, but must load before playing, and can't be saved. Keep in mind also that if you're using a cellular device such as the iPhone, iPhone 3G, or iPhone 3GS, YouTube videos will be shown in lower quality to reduce network bandwidth. The results are tolerable on the iPhone screens, but won't look hot on bigger and better ones, such as the iPad.
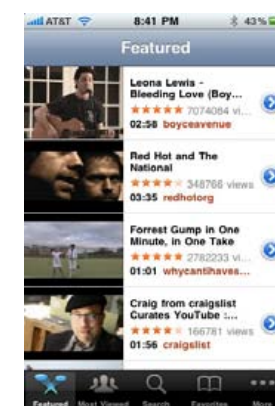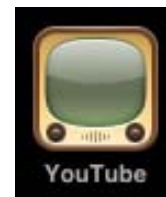
Photos + Art

If you know where to look in iTunes, it's easy (and wise) to add photos and album art to any Apple device.

Photos on iPod, iPhone + Apple TV
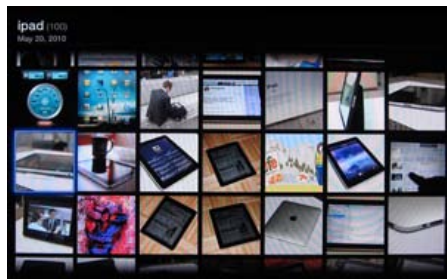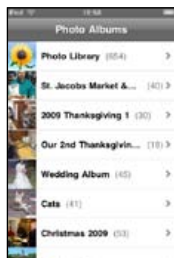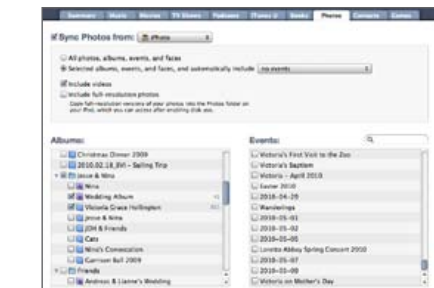
Every current Apple media device except the iPod shuffle is capable of storing and displaying photographs, using **iTunes** as a conduit. Unlike music, videos, and podcasts, iTunes only syncs photos rather than managing them; find photo settings by selecting your device from the **Devices list**, then pick the **Photos Tab**. "Sync photos from:" lets you tell iTunes where to find your photos. On a PC, select your **My Pictures** folder or **Adobe Photoshop Elements** if you have it, and on a Mac, pick either **iPhoto**, **Aperture**, or the **Pictures** folder. Any photos you drop into those programs or folders will then be transferred; they can be digital photos from your collection, or images you've found online. You can also use **Choose Folder** to select any other folder where your photos are already located. iTunes shows you individual photo albums or folders and you can choose to sync everything or only selected content. iPhoto users can also sync **Events and Faces**, and Places information automatically transfers to supported devices. Click Wheel iPods - not iPhones - can also store printer-quality versions of your pictures using an **Include full-resolution photos** checkbox. Leaving it blank saves space, but the photos on your iPod will be low-res and non-archival.

Users of Apple's newer video-capable devices such as the iPod, iPod touch, iPad and fifth-generation iPod nano can also sync short video clips to the device's photo library, although these need to be in the compatible H.264 format.

Add Album Art to Individual Songs

Without album art, songs look boring on Apple's devices; thankfully, art is easy to add. Select a song, and drop any picture from your computer into the square box that reads **Drag Artwork Here**. (Look at the bottom left of iTunes under **Playlists**. If nothing's there, use the fourth button from the left to open it.) Or right-click a song or songs, then hit **Get Album Artwork**; iTunes downloads it. You can add more than one piece, too!

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Apps

Even if you don't have a huge budget - or any extra cash - you can add new features to your iPod touch or iPhone with just a few finger taps or clicks.

The App Stores: iTunes + iPhone OS

Three years ago, iPods and iPhones were limited to playing back media and running simple "extras" - including games - released by Apple. Today, the App Store enables touchscreen iPod and iPhone users to download free and paid applications, presently over 200,000 in number and spanning every conceivable genre. We've already picked the best ones for iPhone and iPod touch in our **2010 Buyers' Guide**, and our iPad favorites in the **iPad Buyers' Guide** section of this Book; the pages that follow contain a handful of additional selections that may be of interest. Explore new releases by visiting the App Store in iTunes, found in the iTunes Store's App Store section, or tap the App Store icon on any device.
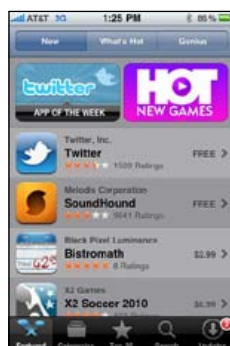
Downloading Apps

Adding apps to your iPhone or iPod touch is as easy as buying new audio or video content from the iTunes Store. From the Home screen, you click the App Store icon, browse for something of interest, and then click on either its price tag or "free" box, depending on the app. The tag will switch to either a "buy now" or "install" box to confirm your download, and then you'll be presented with a keyboard to enter your iTunes Store password. A new icon will appear on your device's screen with a progress bar showing "Loading" and "Installing" phases, then the app's name once installation is finished. That's it. If you buy on a PC/Mac, iTunes will sync the app on your next wired connection.
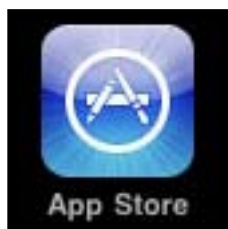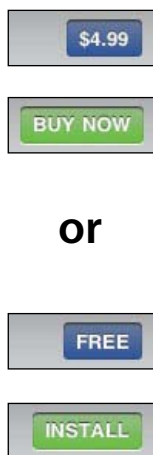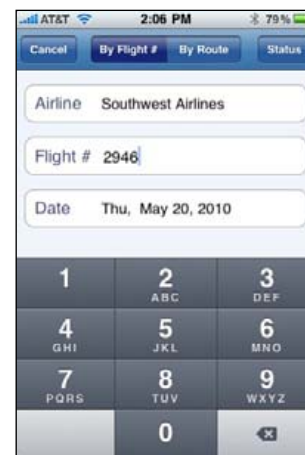
Travel Goodies

Even if you don't have an iPhone or iPod touch, maps and translation aids are available.

Subway Maps + City Guides

Whether you're visiting or living in a major city, the free subway maps at **iSubwaymaps.com** are worth seeing. Some of the 22 famous subways are in separate formats for different iPods and iPhones; others are in multiple languages.

A text-based alternative called **PodCityGuides** (podcityguides.com) brings simple lists of attractions, hotels, and restaurants to pre-2007 iPods, as well as the current iPod nano and iPod classic. Each city's list may not be long, but it's free, and a good starting point for exploring the 300+ cities covered by developer Wcities.

Translation Software
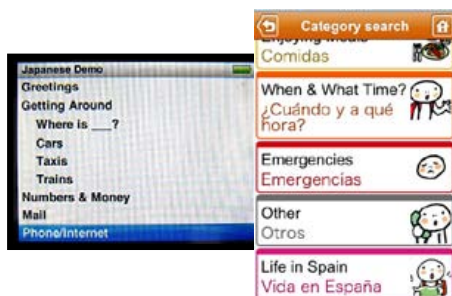
Like PodCityGuides, Talking Panda's **iLingo** ($40 for Asia pack, $50 for Europe pack, talkingpanda.com) works with Click Wheel iPods using the Notes feature to display linked text and voice files; single-language iPhone apps are also available for $10 each. iLingo translates over 400 English phrases and words into French, German, Italian, Spanish, Portuguese, and Russian in the Europe pack, and Cantonese, Mandarin Chinese, Japanese and Korean in the Asia pack. Numerous iPhone/iPod touch app rivals, such as the **Yubisashi** series (shown), are available for $3 and up.

Tours, Maps, and Driving Directions

In addition to a half-dozen third-party GPS apps, notably including ALK's **CoPilot Live**, iPhone and iPod touch owners can use **Google Maps** and **Safari** for maps and tours. For freebies, see **apple.com/ipod/tours/**, or search for "tour" in **iTunes' Podcast section**. For $12+, **Soundwalk.com**, **AudioSteps.com**, and **iJourneys.com** offer U.S./E.U. city audio tours. **iGadget** ($20, purpleghost.com) for PCs and **iSpeak It** ($20, Zapptek.com) for Macs create nano or classic driving directions.

Education

Thanks to the App Store, the iPod touch and iPhone are great for educational software - iTunes U makes iPods useful, too.

iPhone/iPod touch Edutainment

The App Store has radically expanded what used to be very limited educational options to encompass a wide array of different ways to learn from an iPod or iPhone. Young children will enjoy classical music, color flashcards, and videos from Disney's **My Baby Einstein** ($4), which includes a small collection of content from the Baby Einstein DVD series and the ability to add additional videos for $1 per themed pack of three. Fisher Price's several apps include a fantastic version of **See 'n Say** ($2), using two screens to represent the classic spinner toy that points to 12 total animals, playing kid-friendly videos for each one. Oceanhouse Media provides a collection of $3 **Dr. Seuss** apps for kids, most notably interactive versions of popular titles such as Cat in the Hat, Grinch and Dr. Seuss ABC, each with both manual and self-play reading modes; kids can tap on objects in the book to have the app tell them what or who they are. High school and college-aged students can benefit from the **Kaplan SAT, GRE, MBE, MCAT,** and **NCLEX-RN** apps, which start at $5 - quickly going up in price - and offer flashcard-based studying and sample tests for exam-takers. Kaplan used to make Click Wheel iPod versions of SAT applications, but hasn't updated them since 2008; they're still sold for $5 each.
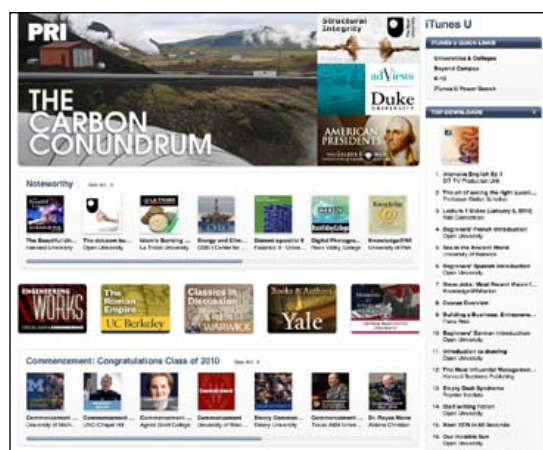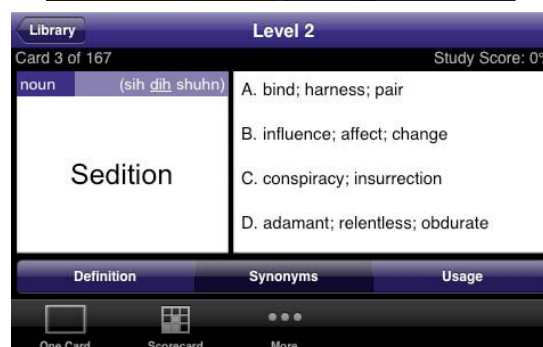
iTunes U: University Audio + Video

Though the iTunes Store's music and app collections are better known, **iTunes U** offers free, podcast-like access to over 250,000 audio and video downloads from leading universities, colleges, museums, and even some K-12 schools. Lectures, audiobooks, tours, and films are amongst the offerings, which also include commencement addresses and promotional videos. iTunes U is the last item on the iTunes Store section bar.

Books

Whether you like your books to be packed with words or full of colorful pictures, iPod/iPhone books of various types are only a click or two away.

eBooks + Test Prep for iPods
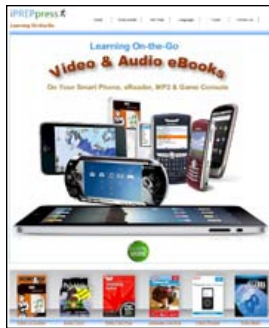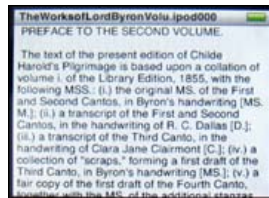
Manybooks.net has grown its collection of free books to over 27,000 titles, including Sun Tzu's The Art of War, Lewis Carroll's Alice's Adventures in Wonderland, Mary Shelley's Frankenstein, The King James Bible, and much more. The books can be downloaded in Notes format for Click Wheel iPods, PDFs for pre-iPhone OS 4 iPod touch and iPhone models, and ePub format for iPads and iPhone OS 4 devices. Click Wheel iPod users will need to add them manually: enable your iPod's Disk Mode (see Personal Data + Files a few pages forward), download a book, and then just drop its folder into your iPod's Notes folder using Windows Explorer or the Mac's Finder. You can find it under Extras > Notes. PDFs can be e-mailed, and ePub books can be synced to iBooks using iTunes. **Gutenberg.org** has over 30,000 titles in ePub format. If you're willing to pay for Click Wheel iPod books, **iPrepPress.com** sells dictionaries and test preps, **TalkingPanda.com** has **iBar** ($30), a 1000-recipe iPod bartender, and **Notescasts.com** provides iPod notes packages on topics ranging from Disney World guided tours to classic works of fiction.

eBooks on iPhone + iPod touch
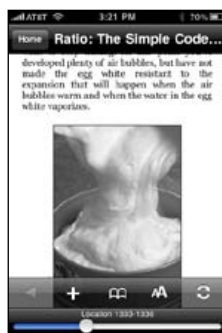
Soon after the App Store opened, iPhone and iPod touch eBook reading solutions appeared, including everything from self-contained single-book apps to full electronic book downloading, managing, and reading apps such as **Barnes & Noble eReader, Stanza** and **Amazon's Kindle**. They're about to be challenged by Apple's **iBooks**, which is coming this summer to iPhones and iPod touches running iPhone OS 4.0. iBooks users can also download thousands of free books from sources like **Project Gutenberg** (gutenberg.org) or **Feedbooks** (feedbooks.com). Since Apple's devices support PDFs, they're also able to display digital publications such as **iLounge's Buyers' Guides** and **Books** - including this one, with help from apps such as **GoodReader** (shown) and **Readdle Docs**.

Comic Books

If you want to read comics on your iPod or iPhone, **Clickwheel. net** is a great place to start. Combining free and paid comics offered individually or via subscription, Clickwheel's extensive collection includes titles for the iPod classic and nano, iPhone and iPod touch. iPhone and iPod touch users can also choose from a wide variety of comic apps of different genres, including **iVerse Comics, Marvel Comics, Archie Comics, Star Trek Comics** and many more. Most apps are free and include two or three titles to get you started; additional comics are bought via In-App Purchase for $1-$2 each.

Audio Books and Text-to-Speech Web Page Options
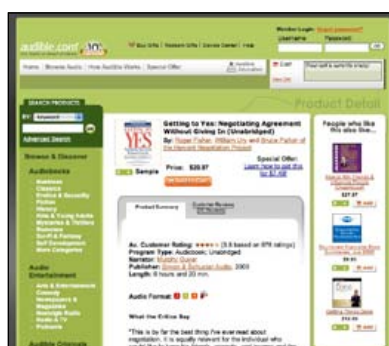
Prefer to digest your books in audio form? Amazon subsidiary **Audible.com** sells audiobooks at prices comparable to their print versions, and subscriptions ($15-$23 monthly) that entitle you to any one or two books each month. Apple also sells audiobooks through the iTunes Store - sometimes cheaper - but you'll do better with an Audible subscription if you buy in bulk. To create your own audiobooks, Zapptek's Mac **iSpeak It** ($15, zapptek.com) can convert document or web page text into audio files. **2nd Speech Center** (zero2000.com, $40) works similar magic on PCs.

You can also easily convert your own CDs into audiobooks. Importing your CDs into iTunes is the first step - they come in as audio tracks that you can easily re-classify as Audiobooks, enabling bookmarking. Choose **File, Get Info** and visit the **Options** tab. For more advanced audiobook converting options such as joining tracks and adding chapter markers, check out **Audiobook Builder** (splasm.com) for Mac or **MarkAble** and **Chapter Master** (ipodsoft.com) for Windows.

Calendars + Contacts **Your personal and business lives, organized.**

There was a time when two iPod menus, **Calendar** and **Contacts**, were only there for reference. But today, contacts are critically important to touchscreen iPods and iPhones, and calendars do more, as well. iPod nano and classic users still have less need for both features, which haven't been as fully updated for their devices. All of these devices do best if you start by syncing data from separate calendar and contact/address book programs. To do this, you first have to connect your iPod and select it under the **Devices** list. If you're using the iPod nano or iPod classic, calendar and contact synchronization settings are both currently found under the **Contacts Tab**. Your options are limited: iTunes can import PC contact information from Microsoft's Outlook or Outlook Express; on the Mac, it pulls contacts solely from Address Book. On the PC, you first select the checkmark next to "**Sync contacts from:**" and then choose which program's list of contacts you'd prefer to use. On the Mac, you pick "**Sync Address Book contacts**." You can also choose to include or exclude your contacts' photos. Calendars are similar: iTunes can only sync calendar data from Microsoft's Outlook on PCs, or iCal on Macs. If one of these programs isn't installed, iTunes will refuse to let you play with the synchronization settings, which are simple: **Synchronize All** or **Selected Calendars**.

Sync to iPod nano or iPod classic

Sync to iPod touch or iPhone
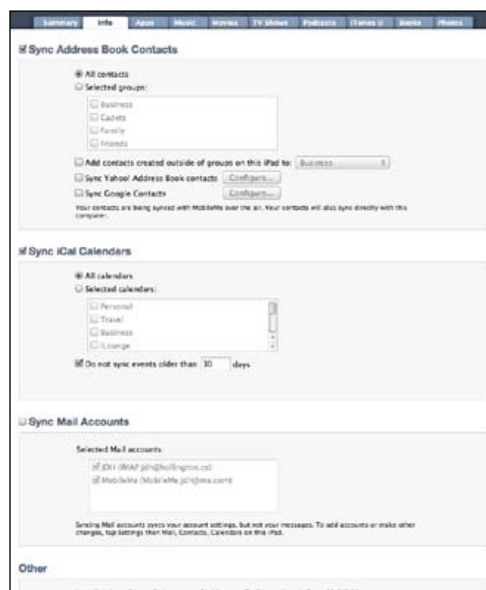
Bringing calendar and contact data to the iPod touch and iPhone is similar, with the same options clumped under **a tab called Info** instead of Contacts. With these devices, you can also sync contacts from an online Yahoo! or Google Address Book. And, because you can create calendar Events and Contacts directly on these devices, iTunes lets you choose additional settings for the contact groups and home or work calendars you want the new entries to appear in. The Info tab also handles e-mail, notes and web bookmark synchronization, and lets you sync back or wipe out on-the-road data.

Create Contacts on iPhone + iPod touch

If you meet a new person, get together with a friend, or just have some spare time when you're not near your computer, you can use either the iPhone or iPod touch to create fairly complete Contact entries, complete with name, company, address, date, and photo content.

Open the iPod's **Contacts icon** or go into Phone/Contacts on the iPhone, and **look for the + icon** on top of the screen. Hitting it will bring up the New Contact page, which lets you **touch different fields** to create your new contact. In addition to using the on-screen keyboard to enter name, company, phone, e-mail, and other text information, you can use the **Add Field** screen to add a birthday, another special date, or notes for the person. At the present time, these dates unfortunately don't appear on your Calendar. By clicking on the "**add photo**" box, you can choose a picture from your library or take one on the spot. Hit **Done** to save.

Create Events on iPhone + iPod touch

iPhone and iPod touch users can create calendar Events while on the road, an easy way to make appointments that - like the Contacts you create on the iPhone or iPod touch - can later be synced back to your computer, or wirelessly synchronized with a corporate Microsoft Exchange Server.

Open **Calendar** on either device, then hit the **+ icon** in the top right corner. The Add Event screen will appear, complete with **text fields** for the Event's title, location, and notes, plus an easy-to-use time and date setting feature. As with the Contact's date system, **the calendar is represented on wheels** that you spin to set start and end times for the event. You can also **set the Event to repeat** daily, weekly, bi-weekly, monthly, or annually, as well as **create an beeping and on-screen alert** that will go off minutes, hours, or days before the Event's starting time. As with Contact creation, just hit **Done** to save. Afterwards, you'll notice that the event is marked as a dot on your month-long calendar view, a blocked-off area of time on the day view, or a text entry on your list view. Use the day view to make sure you have your hours right.

Personal Data & Files

Certain iPods can hold and transport data, too.

iPods as Hard Disks

Most iPods - except iPod touch - can double as a hard disk to store files. If you're using an iPod shuffle, nano, or classic, open iTunes, and select it under the **Devices** list. Under the **Summary Tab**, you'll see the **Enable disk use** checkbox. If you manually manage music, it's already selected and gray; if not, select it and hit **Apply**. You can now drag files to the iPod icon on your desktop. If you think you'll be using the disk often, uncheck **Open iTunes when this iPod is attached**. Then iTunes won't load every time you connect the iPod to copy files. Be safe: always eject the iPod before disconnecting the cable.

Add Disk Mode to iPod touch or iPhone
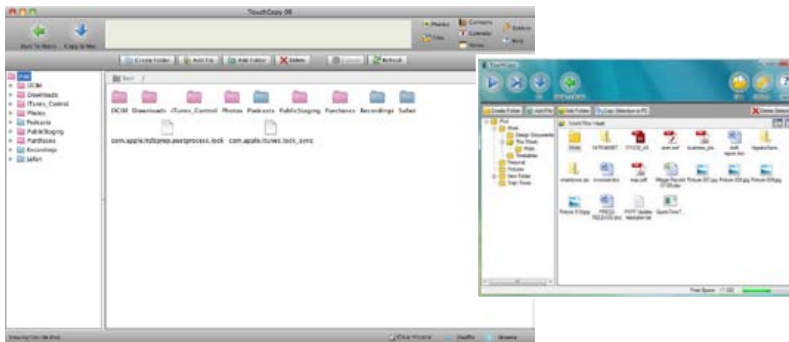
If you absolutely need to use your iPod touch or iPhone as a hard disk, there's a hack - if you're willing to live with the threat that Apple may break compatibility. **TouchCopy** ($25, wideanglesoftware.com) lets you store files on these devices, but you'll need it installed on each PC/Mac that you want to access files from. So far, the developer has updated it for new iPhone OS releases; iPhone OS 4 may break it.

Notes on VoiceOver and Storage Space

Certain iPod models - including the current iPod shuffle and nano - support VoiceOver, a feature that adds voice prompting for menu navigation, enabling users to select songs, playlists, albums, and artists without a screen. VoiceOver consumes a small amount of storage space on iPods, growing as your on-device media collection grows; you can save space by disabling the **Use system voice instead of built-in voice** option, only on iPod nanos.

Make Your Own Fun

Create your own iPod classic and nano books and games.

Create iPod nano + classic Notes
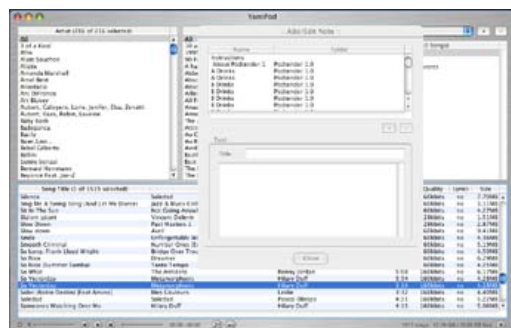
An iPod nano and classic feature called Notes - the same one discussed earlier in Books - lets you read text files with audio and video links inside. Despite the popularity of the App Store, many companies still produce Notes-based solutions for traditional iPod models, and you can also create your own using one of several PC or Mac applications. **Yamipod** (free, Mac, PC, and Linux, yamipod.com) is available in 28 different languages, and includes Add/Edit Notes, a simple Notes editor and synchronization feature. Tropical Software's **TopXNotes iPod** ($40, Mac) is a sophisticated option that makes Note creation and exporting easy, including creating a folder hierarchy so that whatever you create is organized. Wide Angle Software's **TouchCopy** ($25, PC & Mac) is primarily an iPod-to-computer transfer program, but also includes a Note editor with folder management and deletion features. If you're looking for tips on adding audio and video content to your Notes, Apple provides additional details on iPod Notes in a late 2006 document (search Google for "ipod notes apple developer"); the lack of updates since then suggest that the feature's been abandoned due to iPhone OS.

Create iPod touch + iPhone Apps
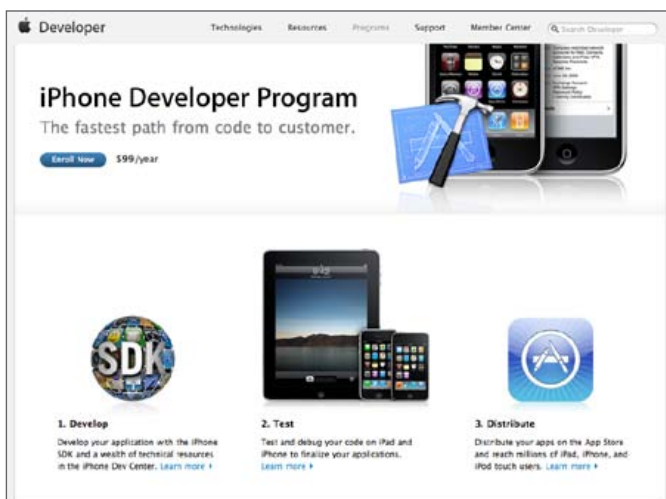
Though it's not open to everyone, Apple offers a $99 **iPhone Developer Program** (developer. apple.com/programs/iphone/) that allows skilled programmers to create software "apps" for the iPod touch and iPhone. Developers get access to Mac-based tools and sample simulators that let them create graphics, sounds, and interfaces based on the advanced 3-D audio and video chips in these devices, as well as their sensors and touchscreens. These programs are only distributable through the App Store, and Apple takes a 30% cut except for free apps. The iPod touch and iPhone can be hacked for other software, but these hacks can create problems for the devices and users.

4

Entertainment Everywhere. No matter where you go, your iPod or iPhone is ready to entertain you. Our Best of What's New guide looks at many ways to expand your device's abilities, starting **At Home**.

Tabletop All-in-One Speakers

All-in-ones continue to be the most popular iPod/iPhone speaker designs, reaching new visual heights with iHome's **iP1** ($300), a four-driver system built from a clear plastic frame with floating components. Bose's well-known **SoundDock II** ($300) and **SoundDock 10** ($600) have long struck us as overpriced, but feature neutral bodies and fine sound. Geneva Lab's **GenevaSound S** ($300) is the smallest in its series of boxy, museum-class speakers, with a radio and cool illuminated touch controls that appear on the top surface. Bowers + Wilkins' **Zeppelin Mini** ($400) uses a mirrored and black chassis redesigned from its pricier predecessor; both are highly distinctive designs.

Alarm Clock Radios

iHome dominates alarm clocks with a wide array of designs: **iP90** ($100) is its all-around star, a dual-alarm clock with AM/FM radio and iPhone/iPod dock. The rotating **iP41** ($90) drops one alarm and the radio, turning on its side for widescreen videos. But **iA5** ($100) is the most radical: it has a clock and alarm inside, but it's really made for iPhone and iPod touch users, adding multi-alarm, Twitter, and Facebook features with the free, powerful iHome + Sleep app.

Wireless Speakers

Though we discuss Bluetooth speakers later, there's a separate and seemingly shrinking category of non-Bluetooth wireless speakers that use radio waves to eliminate wires between their own components. Boston Acoustics' white or black **iDS3 Plus** ($500) is the rare example with both iPhone and iPod compatibility: it elegantly combines a large one-piece stereo dock with a powerful six-inch wireless subwoofer that can be placed anywhere you choose, each using its own power cord.

Component Speaker Systems

Due to iPhone shielding challenges, multi-component speakers have largely disappeared over the past two years, but iPod-only options remain: Microlab's very inexpensive **iM200** ($70, above) has a separate dock, satellites, and subwoofer, while U.K.-based Gear4's **CDM-100** (£89) has two two-driver speakers alongside a multi-purpose iPod, clock radio, and CD player dock. Focal JMLab's **Focal XS** ($600) is a French-made, iMac-matching 2.1-channel system with superior sound.

Boom Boxes

iPod boom boxes were a small but loud niche for years, fading after the iPhone's release. But higher-end options continue to appear, most notably including Harman/Kardon's **Go + Play Micro** ($300-$400), an iPhone-updated, slightly smaller, and less powerful version of the earlier iPod-only Go + Play, featuring sleek curves and a combination of four small drivers with one large one, and Altec Lansing's ultra-retro **MIX iMT800** ($300), which has a better balance of drivers for the price, but a boxier shape that will turn off some potential users despite its stronger power.

A Wi-Fi Scale + Video Cameras

Speakers are the most popular way to enjoy an iPod at home, but apps have enabled both iPod touches and iPhones to take on new roles that were previously unimaginable. Prime example: surveillance tool. Avaak's **Vue** ($300) is a home monitoring system that ships with two wireless cameras and can add more for $100 each, using the free VueZone app to let you see whatever's going on in various rooms - even when you're not at home. The Withings **Connected Scale** ($159) is a digital scale with Wi-Fi built in, storing multiple users' weights for progress and body fat tracking using the free WiScale for iPhone app. Both devices also have web interfaces.

On Your Own. If you're listening alone, good headphones are critical to making music sound "right." Here's an overview of the options; iLounge.com's Complete Guide to Earphones, reviews, and Buyers' Guide offer more details.

Why Do Headphones Matter?

iPods and iPhones come with free earbuds that sound fine, but strip many details out of your songs: the better an ear-sized speaker is made, the more detail and range you hear.

Old headphones used large speakers inside cups that covered your ears; now companies compete to make tinier ones that fit in your canals, often isolating outside noise using rubber tips.

Twelve Types of Headphones

Earbud
These place small "bud-shaped" speakers outside of ear canals.

Canalphone
Foam or rubber seals tiny speakers inside your ear canals.

Semi-Canalphone
These add rubber tips to earbuds, channeling and lightly isolating.

Premium Canal
These add better/more speakers and materials to plain canalphones.

Convertible
A kit enables earbuds or canalphones to add external supports.

Lanyard
Adds a necklace to earbuds or canals that holds your iPod, too.

Custom-Fit
Expensive canals made to fit only your ears, with extra speakers.

Waterproof
Designed to be safely used underwater and sometimes above.

Earcup
Old style headphones with ear-covering cups and large speakers.

On-Ear/Earclip
Medium speakers held on your ears by clips and a lot of pressure.

Over-the-Ear
Earbuds/canalphones held on/in your ears by lightweight clips.

Wireless
Any headphone that connects without wires to your device.

The Key Factors in Picking Headphones

With over a dozen different headphone designs, the choice of what works for your ears is up to you. The recent trend is towards smaller earbuds and in-canal earphones.

Sound: Listen for distortion, the ratios and ranges of treble, midrange, and bass, and the staging or sense of "being there."

Comfort: Make sure the eartips and foams, weight, and the cable design feel right.

Looks: A purely subjective factor, but today's earphones offer color and shape choices; you'll need to decide whether in-canal designs and wires will work for your ears and needs.

Price: $100-$150 is the sweet spot for music lovers; $250-300 for hard-core listeners. Expect so-so quality or performance for under $50.

Durability: Pick a reputable manufacturer and a store with a good return policy, just in case.

Additional Notes: Finding earphones that fit is critical to getting them to sound right, but it's hard to find places to try on earphones. Do research to find local stores with a few top picks, but don't trust every review you read - lots are fake, and some are from lunatics. Also, note that bass boosting, not accuracy, is more common, and spending more doesn't *guarantee* quality.

Recent Releases

Yamaha's **EPH-30** ($40) is a classic low-end canalphone with strong bass, chrome accents and three sizes of tips.

V-Moda's **Remix Remote** ($100) pairs metal housings with a strong cable, 3-button remote, and balanced sound.

Westone's **Westone 2** ($249) uses two drivers per earpiece for accurate highs and detailed mids, but little bass.

iLounge Editors' Picks: Our Favorites

Jeremy Horwitz

With access to $1000 phones, our Editor-in-Chief often uses **Ultimate Ears 700** ($200) due to size and convenience, but also loves Shure's **SE530**.

Charles Starrett

The iPhone-ready Etymotic **hf2** ($179) offers superior detail to same-priced rivals, adding a 1-button remote to the hf5 in our Gifting section.

Bob + Jesse

Bob still loves his Shure **SE530** ($500) with custom earmolds ($160), while Jesse uses SE530 with Shure's **MPA-3c** ($40) mic and remote add-on for iPhone.

At The Gym. Though the Nike + iPod Sport Kit for runners is probably the best-known sports accessory for Apple's devices, there are many other options for swimmers, cyclers, and other fitness enthusiasts. Here they are.
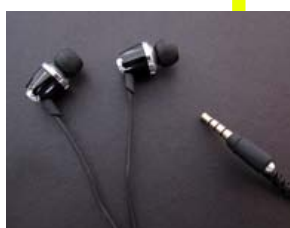
Sport + Underwater Earphones

Whether you're swimming or just concerned about sweating your earphones into failure, H2O Audio's **Surge** ($60, shown) and **Surge Sportwrap** ($60) headphones are fully water resistant and submersible, with excellent audio quality for the price; Aquapac's **100% Waterproof Headphones** ($40) are less expensive and a little less comfortable in the ear, but also sound good. By comparison, V-Moda's **Remix Remote** ($100) isn't designed for submersion, but uses unique cables and detachable earhooks to provide greater stabilization during workouts; it also has an in-line three-button remote and microphone compatible with recent iPods and the iPhone 3GS.

Sport Speakers

Though it originally debuted at too high of a price, MyCyfi's water-resistant, shock-resistant, and rechargeable cycle-mounted wireless **Cy·fi Speaker** now comes in two versions: one with a dongle for iPod nano and classic users, the other with Bluetooth for iPod touch and iPhone owners. Each is $100 and includes bike mounting hardware.

Armbands

Many companies make iPod armbands; Apple's white **iPod nano Armband** ($29) covers virtually the entire iPod and has a breathable perforated strap, while XtremeMac's **Sportwrap** ($30) offers more protection and a cord manager, but lacks Nike + iPod space. Marware sells both hard plastic **Sportshell Convertible** ($40-$45) and neoprene **Sportsuit Convertible** ($30-$35), each cases with detachable parts that let you add an armband or belt clip; Sportsuit adds a key pouch.

ALL THINGS 🔋 + 📱

Water-Resistant Sport Cases

Otterbox used to specialize in fully submersible iPod cases, but it now sells more stylish and only "splash-resistant" **Defender** cases ($30-40) that are safe to use in the rain, but not in the pool. Defender uses a mix of rubber, hard opaque plastic, and clear plastic to protect iPod touch and iPhone models, but Otter no longer makes nano or classic ones. H2O Audio provides truly watertight cases for the iPod nano, classic, and shuffle, rated for 12-foot depths: **Capture** ($80) is for the latest iPod nano, **iV6** ($100) is for classic, and **Interval** ($100) is for the shuffle. The first two come with armbands and impressively usable Click Wheel control covers, though waterproof headphones are sold separately; Interval has button controls and Surge earphones built right in. H2O also sells **Dive 300** ($260), a 300-foot-submersible pair of underwater speakers with an iPod and iPhone case that has buttons for music controls.

Nike + iPod and the iPod nano Pedometer

Now in its fifth year, the Nike + iPod Sport Kit ($29) remains one of Apple's most popular accessories: a dongle attaches to the iPod nano, and a Sensor goes inside Nike+ shoes, letting the nano track running statistics while playing music. The nano can sync Nike+ data with iTunes and display performance charts on the Nikeplus.com web site, letting users compare their stats against friends and rivals. Recent updates to the iPod touch and iPhone 3GS have added Nike+ wireless features to both devices, so the Sport Kit isn't necessary - a $19 Nike+ Sensor and compatible shoes (or one of numerous Sensor-holding shoelace attachments) will do the trick. Apple has interestingly added a pedometer to the fifth-generation iPod nano, capable of tracking the user's steps - not runs - even without the Nike+ Sport Kit or Sensor.
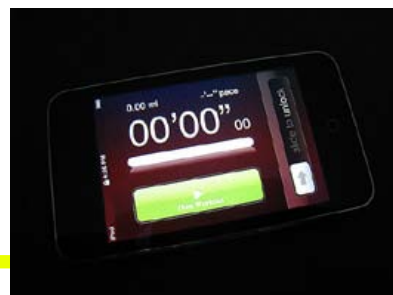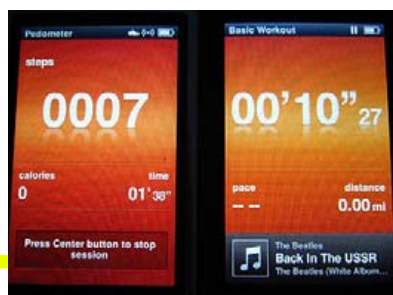
In The Car. Virtually every current car accessory works equally well with iPods and iPhones, except when iPhones fall back to EDGE mode. These are the broad categories of add-ons that you'll find helpful while driving.

FM Transmitters

If your car doesn't have an AUX port for line-in audio, you can broadcast iPod/iPhone music at low fidelity to the FM radio. Griffin's latest **iTrip** ($50) is fully portable and works either alone or with a free station tuning app, draining the iPhone/iPod battery. Belkin's **TuneCast Auto Live** ($80) is car-only and has a full charging cable, plus its own optional app. Griffin's **RoadTrip with SmartScan** ($100) combines an FM transmitter with a charger and an iPhone/iPod mount that sticks out of your car's cigarette lighter adapter; it doesn't support the iTrip tuning app, though.

Tape Adapters

Our top tape adapter is still Philips' **PH2050W** ($10), which connects to your iPod or iPhone headphone port or the audio-out port of an charging accessory, letting tape deck car stereos enjoy good sound quality; EDGE interference is an issue.

Bluetooth Wireless Headsets

Monaural earpieces help iPhone users safely take calls in the car. Though our top picks are in the 2010 Buyers' Guide, two recent options are worth noting: Plantronics' **Discovery 975** ($130) is bundled with a novel leather case that can fully recharge the sleek headset's battery - twice. Tokyoflash's **Kisai Escape C** ($100) is a circular pendant, worn with an included necklace and wired earphones, to take phone calls and listen to music: it adds a microphone to any standard earphones, and streams audio wirelessly from an iPhone or iPod touch in your pocket. Like other Tokyoflash products, it features an unusual integrated clock, as well.

Car Mounts

Vent-based iPod/ iPhone car mounts remain popular, but most new options we've seen recently are dashboard or windshield mounts: Kensington's **Dash/ Friction Mount** ($40) does both and passively amplifies an iPhone's sound; Just Mobile's **Xtand Go** ($40) does, too, with adhesive mounts for different encased devices, while MiTAC's **Magellan Premium Car Kit** ($130) is for use with a iPhone/iPod touch (!) turn-by-turn GPS app, packing a GPS antenna, speaker, and Bluetooth features.

Pure Chargers

Though just-released iPad-ready chargers are available at modest premiums, iPod/iPhone-only car chargers are a little less expensive and sometimes more useful. XtremeMac's **InCharge Auto** ($20) is a straightforward car charger with a clean design and a coiled cable, priced at the same general level as other iPhone-ready options. Incase's **Combo Charger** ($40) looks just like the iPad version except for its twin USB ports, which can charge two non-iPad devices at one time.

Bluetooth Wireless Speakers

If the idea of putting a Bluetooth headset in or on your ear isn't appealing, a wireless speaker for your car will be a better option. Scosche's award-winning **solChat 2** ($100) is the best in-car speakerphone we've yet tested, with strong monaural speaker and microphone quality, a battery good for 12 continuous hours of talk time, and a solar charging panel for in-car recharging. It has a text-to-speech feature that announces your callers' names

or numbers, and works with the iPhone 3GS voice control feature to let you speak the names of people you want to dial. By comparison, Avantalk's **BTSP-200** ($130) is a portable stereo speaker with speakerphone capabilities thanks to an included microphone, and the ability to run off of four AA cells or an included power supply. More a travel speaker than a dedicated in-car option, it sounds okay.
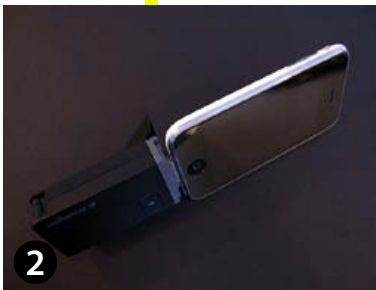
Out Of Town (Travel). These recent accessories are designed to follow you wherever you go, bolstering run time and enhancing audio/video playback.

Battery Packs

Thanks to improved chips, iPods don't need spare batteries as much as they did five years ago, but iPhone users still need help. Newer Technology's **NuPower Charge & Sync+** (1, $40) blends a 1400mAh battery - enough for a full iPhone recharge - with a wall adapter and iPhone/USB charging tips. Kensington's **Travel Battery Pack and Charger** (2, $70) doubles as an iPhone video stand and has similar battery life. Dexim's **P-Flip** (3, $55) has 2000mAh of power and acts as a stand for iPhones or iPod touches, adding a USB port and cable for syncing and charging. Griffin's **TuneJuice Universal** (4, $25) uses 3 disposable AA cells to offer 700mAh of power, enough for a quick boost, while Just Mobile's metal **Gum Plus** (5, $70) and plastic **Gum Pro** (5, $60) both have 4400mAh batteries - enough for 3 iPhone fill-ups. Mophie's **Juice Pack Air** (6, $80) adds 1200mAh in a thicker iPhone 3G/3GS or iPod touch case form.

An Interesting Airplane Mount

Even if you're flying in a plane with an entertainment system built into the seat, there are times when an iPod touch or iPhone's video library is more compelling. Recently price-dropped to a reasonable level, the Flightstrap PMP Seat Hanger ($20) uses an elastic strap and a hard plastic device-clamp to hold Apple's devices - and others - at a level for easy viewing, including a carrying case, earplugs, and a sleeping blindfold as extras. Though the execution seems iffy, it actually works, even with encased iPods and iPhones; in-car use is possible in some vehicles.

Travel Speakers: Bag and Pocket-Sized

i-Station Rotate
Logic3's $130 all-in-one has a rotating iPod/iPhone dock, remote control, wall adapter, and case, plus four speakers for well-balanced sound.

iHM77
iHome's first $50 Capsule Speakers offer fine stereo sound in a highly portable size, including a carrying bag and rechargeable batteries.

iHM79
Larger than iHM77, iHM79 offers louder, less distorted sound for the same $50 price, with slightly different cabling and carrying bag pack-ins.

LiveSpeakr
DGA's fold-open iPhone and iPod touch speakers can be had for half their $80 price if you shop around, and offer 16 hours of quality run time.

Ladybug II
Vestalife's $100 update to a popular kids' speaker folds up into a matte-finished ball, and features even better audio quality than Ladybug I.

Mantis
This bigger and sonically more powerful version of Ladybug II sells for $180, resembling a jewel box with black chrome accents.

On Stage IIIp
This dish-like $170 speaker from JBL includes a remote, runs off AA battery or wall power, and sounds good by iPhone portable standards.

Luna Voyager
XtremeMac's low-profile $80 alarm clock has side-firing speakers and a bright, modern-looking blue digital display on front.

Pure-Fi Anywhere 2
Tops on overall value, this $150 rechargeable system uses two active and two pressure drivers to create great iPhone or iPod sound.