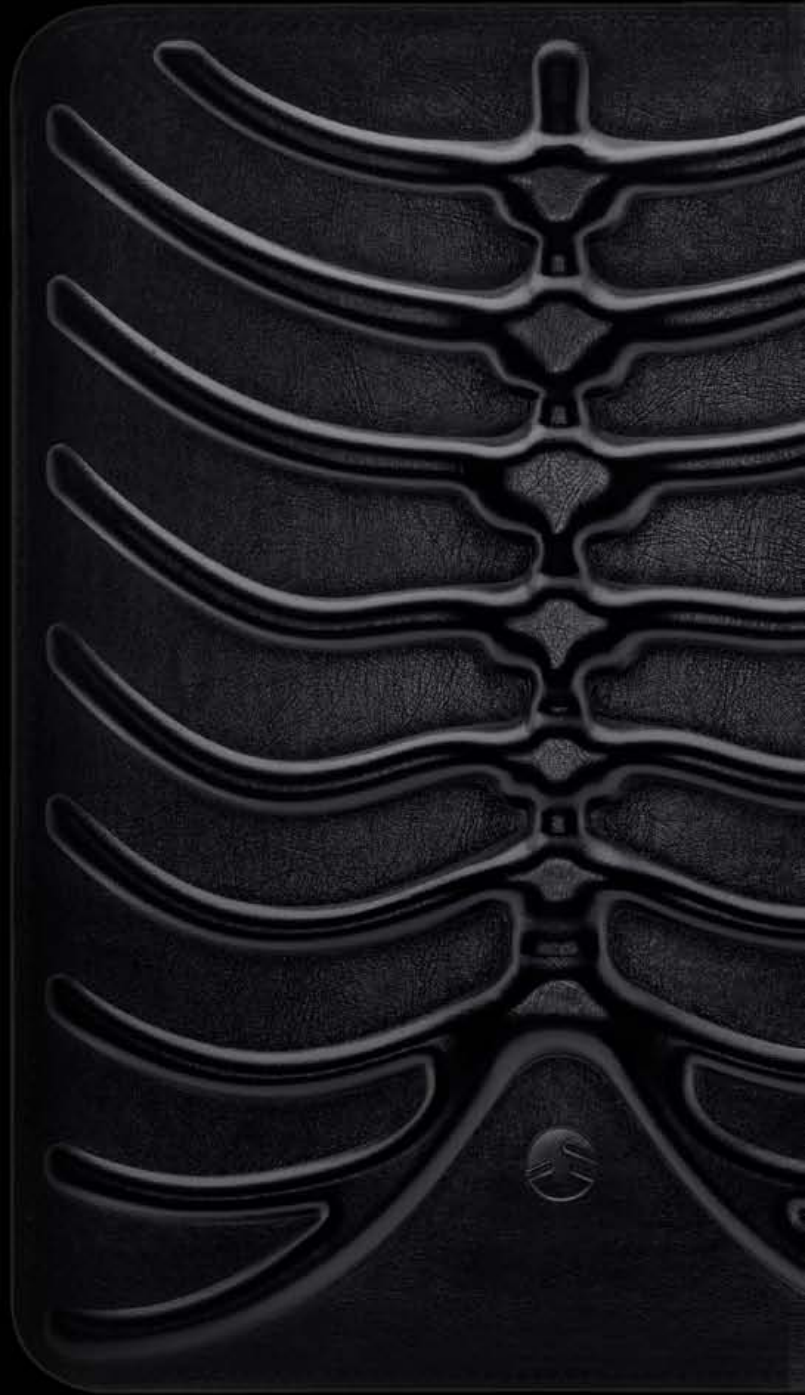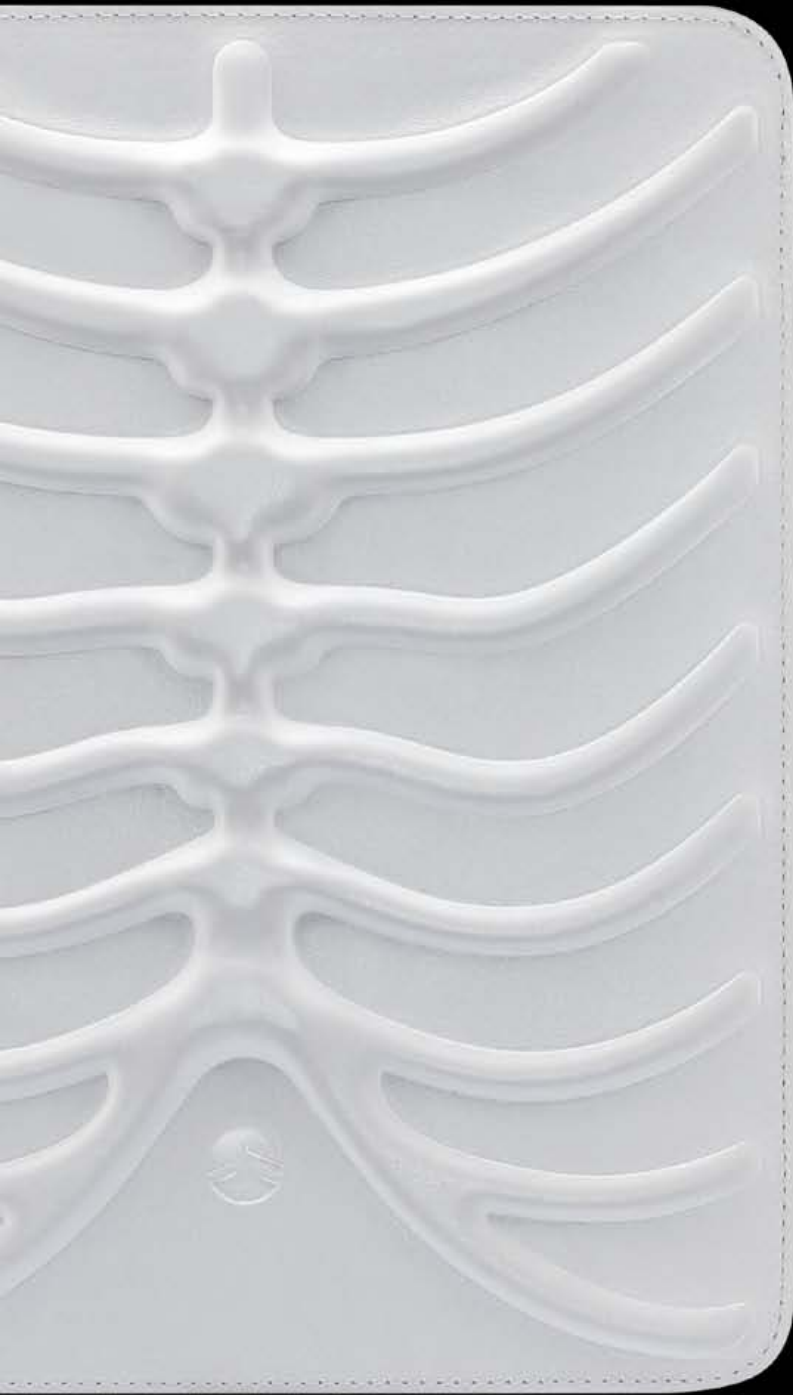# THE IPAD BUYERS' GUIDE

+

IPOD/ IPHONE BOOK 5

FROM ILOUNGE.COM

A COMPLETE LOOK AT ALL THINGS IPAD
+ OVER 50 PAGES OF IPOD AND IPHONE TIPS
+ IDESIGN ON SIX LEADING THIRD-PARTY DEVELOPERS
+ APPS + ACCESSORIES + MUCH, MUCH MORE

SwitchEasy

RibCage™

Protection Solution for **iPad**

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Foreword: Holding The Enigma. After years of rumors and speculation, the iPad should have felt obvious. Instead, it shocked the world - twice.

Three months ago, the iPad was supposedly the biggest introduction flub in Apple history - a tablet with a silly name, too few features, and a higher price than PC netbooks. The details had leaked months earlier on iLounge, but many people couldn't accept the concept: a bigger, more powerful iPod touch or iPhone, sold in two versions. They wanted a Mac. A camera. And so on. Yet despite such protestations, the iPad beat the first iPhone's sales record, selling over two million units in less than 60 days. Even skeptics were forced to ask: could iPads possibly be... important?

Our **iPad Buyers' Guide** explains why Apple's latest device is truly a game-changer, both for prospective iPad owners and current ones looking to make the most of their new touchscreen computers. We're not out to sell iPads - that's Apple's job - but the enthusiasm we feel for these new devices is palpable: they've already become bigger parts of our lives than the iPhones and iPods we've used every day for years. Accessory and app developers are working overtime to craft the first generation of great iPad add-ons, too, the best of which are discussed in the Guide.
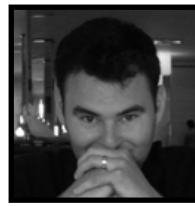
The bulk and balance of these pages are devoted to **The iPod + iPhone Book 5**, which shows you how to make the most of Apple's pocket-sized computers, ranging from iPod shuffles, nanos, and classics to the Internet- and app-ready touchscreen iPods and iPhones. Our 16-part All Things iPod + iPhone Guide walks through everything from getting audio and movies to customizing, repairing, and selling Apple's latest devices. Earlier editions of the Book still offer tips for older iPod and iTunes versions, and the iLounge. com web site and discussion forums do, too.

As is always the case with Apple, plenty will change in the weeks and months to come. We'll be back with a full update around the holiday season in our 2011 Buyers' Guide!

Dennis Lloyd (dennis@ilounge.com) was a graphic designer and DJ before creating iLounge, the world's most popular and comprehensive resource for iPod, iPhone, iPad, and iTunes users. Dennis recently returned to Irvine, California with his wife, daughter, dog, and cat after a year in rainy Seattle.

Dennis Lloyd
Publisher

Jeremy Horwitz (jeremy@ilounge. com) wrote for publications such as The New York Times and practiced law before joining iLounge. He lives in East Amherst, New York with his wife, daughter, dogs, and more Apple gear than a Best Buy store. They are expecting their second child in June.

Jeremy Horwitz
Editor-in-Chief

Jesse David Hollington is iLounge's Applications Editor, responsible for app news, Ask iLounge, and parts of the All Things iPod + iPhone Guide. He lives in Toronto with his wife, daughter, and two cats.

Charles Starrett is iLounge's Senior Editor, responsible for news and roundup reviews of iPhone OS creative applications. He lives in Orlando, Florida with his wife, dog, and goldfish.

Bob Levens is iLounge's Chief Forum Administrator. Based in Cambridge, U.K. with his wife and dog, Bob has been a TV and radio engineer, and has served in both the Royal Air Force and the Ministry of Defense.

iSnapshot. In an absolute sense, Apple's digital media products could hardly be doing better. But all the growth is coming from touchscreen devices.

As iPads and iPhones Surge, iPods and Apple TV Go Flat

Overall growth of family remains stunning, but non-touch devices decline; Apple doesn't mind

The numbers are in, and they're impressive: over 260 million iPods and 51 million iPhones have been sold to date - tallies that now grow in the double digits annually, eclipsing the unit sales of Apple's Mac computers. International iPhone shipments that hardly existed two years ago are now filling stores across every major territory in the world, winning fans from nearby Canada and far away China. Even the iPod shuffle, written off by competitors back in 2005 as a joke, outsells most of its major brand rivals, and the first two million iPads sold in under 60 days. It has half a year left to go.

Make no mistake, though: not all is well with Apple's lineup, as questions linger over the iPod family and the long-ignored Apple TV, sales of which have flatlined or shown modest delines. The hard disk-based iPod classic has sat without major modifications for three years, and the latest iPod shuffle has shaved off fat and bone alike in its quest to be ever smaller. Popular iPod nanos now sit at an uneasy $50 price difference from far more powerful iPod touches, which have sold 35 million units and do much more. Apple may be comfortable with current growth levels, but tweaks are needed.

The Next-Generation iPhone Leaks: Here's What You Can Anticipate Later This Month

Though the first prototype of the fourth-generation iPhone showed up in Chinese pictures back in February, several later leaks confirmed the details. First is a completely new body: iPad-like metal sides, a glass face, and a back made from black or white glass or ceramic.

Inside is a bigger, supposedly 5-Megapixel rear camera with 720p video recording and a flash, a decent front-mounted camera for video chats, a roughly quadruple-resolution screen, and a larger battery. Expect the new iPhone, possibly called iPhone HD, to be shown by Apple in early June.

Need more details? Get up-to-the-minute iPod news from iLounge.com, and an archive of news stories dating from 2001 to the present day at ilounge.com/index.php/news/archives/.

The Latest iLounge Updates. Many of our recent site improvements have given the iPad new prominence; other changes are noteworthy, too.

iPad Accessory Gallery

Choosing new accessories, particularly cases, has as much to do with looks as anything else. Our new iPad Accessory Gallery shows you exactly what to expect with tons of photos, linked to full reviews or quick bites of preview text.

iPad Highlights Tab

With Apple TV fading as the iPad becomes more important, we've replaced one with the other on our main page's highlights box. Click on the iPad tab to see editor-selected iPad stories.
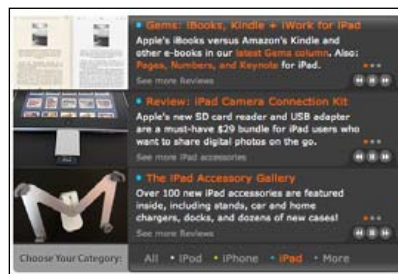
Twitter

Five iLounge editors now share insights via Twitter; a box on our main page shows ones you'll want to read.

iLounge Weekly

Once known as iPodweek, our weekly e-mail newsletter has grown to include so much iPhone and iPad coverage that a new name and design were in order. Sign up for iLounge Weekly on the left of our main page.

iPad Forum
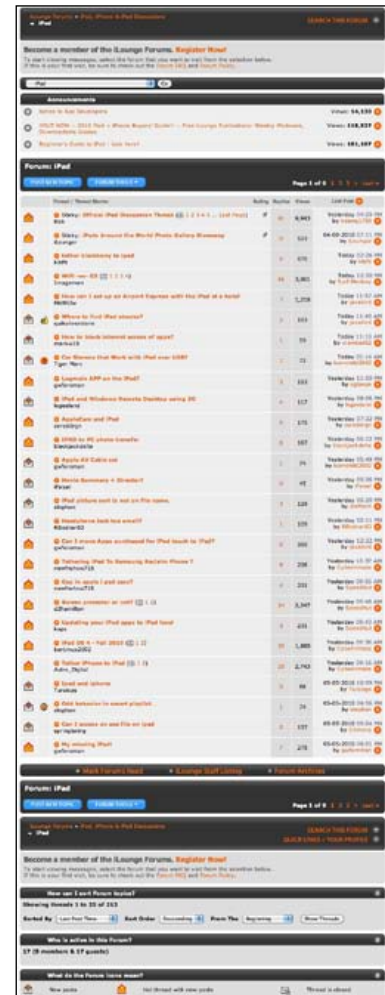
Our huge Discussion Forums have long been the place for useful and wisely moderated chats with iPod and iPhone users. Now we've added the iPad Forum so that you can talk about Apple's tablet computer, whether you're trying to get a question answered before making a purchase, or interested in helping other iPad users.

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Apple's new tablet computer sold its first two million units in less than 60 days - twice as fast as the original iPhone - even amidst questions as to how it would be used, and whether it was worth $499 or more. The answers are actually exciting.

IPAD BUYERS' GUID

If you've already purchased an iPad, you already understand what makes Apple's latest invention appealing: a beautiful yet portable screen, a super-simple multi-touch interface, a battery that outlasts virtually any laptop on the market, and a chassis that is light enough to hold in one hand. The iPad is a next-generation computer, capable of web browsing, e-mail, high-definition video playback, photo sharing,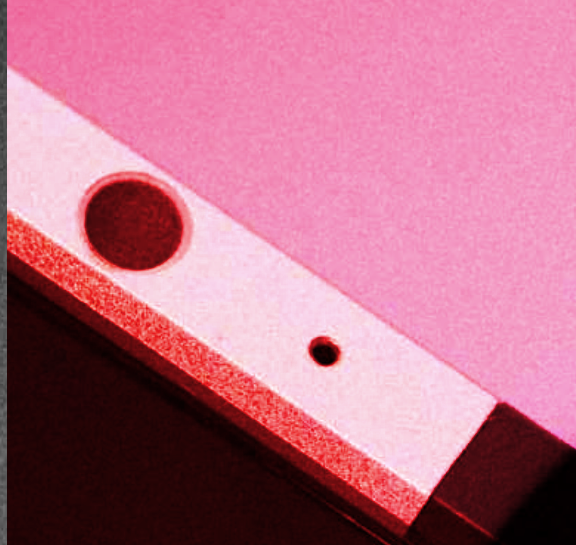 music discovery, mapping, and personal organization right out of the box - better yet, applications that add digital book and magazine-reading capabilities, games, edutainment, and numerous other features to the iPad are either free or relatively inexpensive. Units have already been spotted in the hands of heads of state, at major corporations, and even in restaurants. Forget the first

two million units; it's very easy to imagine a future in which iPads are everywhere, replacing laptop and desktop PCs. But unlike the iPod and the iPhone, which made sense from day one - limited initially by prices that many people balked at - not everyone "gets" the iPad quite yet. Some see it as an unnecessary fifth wheel of a device, an oversized iPod touch or iPhone that comparatively lacks for pocketability and telephone calling features. Time and in-person opportunities to use the iPad will define it as its own distinct platform; so will a quick glance at this new Buyers' Guide.

In the pages that follow, we discuss both versions of the iPad hardware, the basics of Apple's included iPad software, plus the top third-party accessories and applications that make this tablet computer even more useful and appealing. You can decide for yourself whether now's the right time to buy into the iPad family, but one thing's for sure: every iLounge editor who has purchased an iPad loves it. By the time you finish reading this, you'll know why.
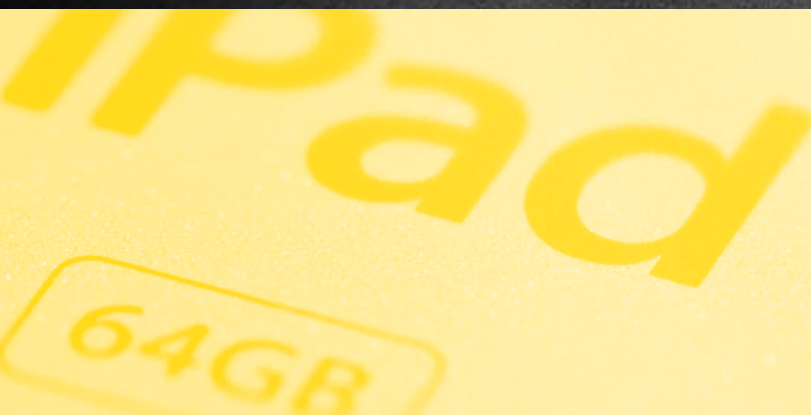
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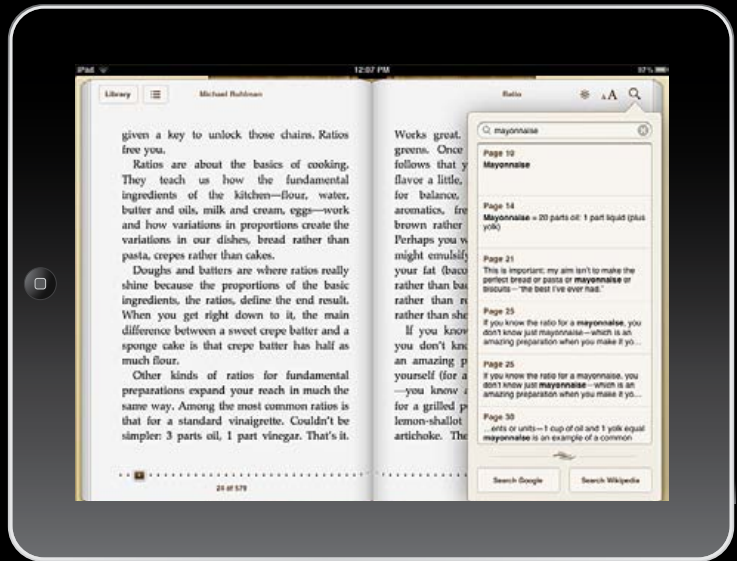
iPad with Wi-Fi

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

Also known as the iPad with Wi-Fi, Apple's basic iPad model is basically a laptop with a virtual as-you-need-it keyboard instead of a physical one. Shipped with a wall charger and USB cord - nothing else - it comes in three storage capacities ranging from 16 to 64 Gigabytes, all using fast flash memory rather than hard drives for storage. The most prominent feature is a bright, colorful 9.7" touchscreen with 1024x768 resolution - over five times the detail of an iPhone or iPod touch, and seven times the surface area. This screen lets you browse full-sized web pages, watch high-definition videos, and use gorgeous Google maps for between 10 and 13 hours, depending on how much you use its built-in 802.11a/b/g/n wireless card; it can also run virtually all of the 200,000 games and apps developed for iPhones, plus thousands designed specifically for iPads. Its biggest limitations: for now, it depends upon a full-fledged computer and iTunes for initial setup and synchronization, and doesn't offer true multitasking or video conferencing. But what it does, it does very well.

Highly Recommended

A-

iLounge.com

iPad with Wi-Fi + 3G

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

iPad
16GB

Recommended
B+
iLounge.com

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

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

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

Glass Front, Aluminum Back

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

Headphone Port + Mic

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

Screen Lock + Volume

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

Dock Connector

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

Speakers

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

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The hand strap allows secure grip

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Slim Profile

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

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

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

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

Country/Provider	iPad with Wi-Fi	iPad with Wi-Fi + 3G	Low-End Data	High-End Data
USA: AT&T	$499-$699	$629-$829	$15/250MB	$30/Unlim.
Canada: Rogers	$549-$749	$679-$879	$15/250MB	$35/5GB
UK: Vodafone	£429-£599	£529-£699	£10/1GB	£25/5GB
Australia: Telstra	$629-$879	$799-$1049	$20/1GB	$60/6GB
France: Orange	€499-€699	€599-€799	€10/200MB	€39/2GB
Italy: 3	€499-€699	€599-€799	€5/3GB	
Germany: O2	€499-€714	€599-€814	€10/200MB	€25/5GB
Spain: Vodafone	€479-€679	€579-€779	€15/250MB	€32/2GB
Switzerland: Swisscom	649-849CHF	799-1049CHF	19CHF/300MB	39CHF/2GB
Japan: SoftBank	¥48800-¥68800	¥61920-¥81840	¥4410/1GB	
Japan: SoftBank on 2-Year Contract		¥58320-¥77280	¥2910/Unlimited	

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

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

The iPad shares features with iPhone 3GS and iPod touch, besides the bigger screen and battery.

Memory

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

Battery

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

Wi-Fi

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

Bluetooth

Like the iPhone 3GS and iPod touch 3G, iPad supports Bluetooth 2.1 for stereo audio streaming to headphones and speakers, as well as wireless gaming between various iPhone OS devices. iPad adds support for Bluetooth keyboards - a huge benefit for word processor users.

3G/EDGE

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

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

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

Picture Frame. A little flower icon on the bottom right of the iPad's Lock Screen lets it display a slideshow while idle.
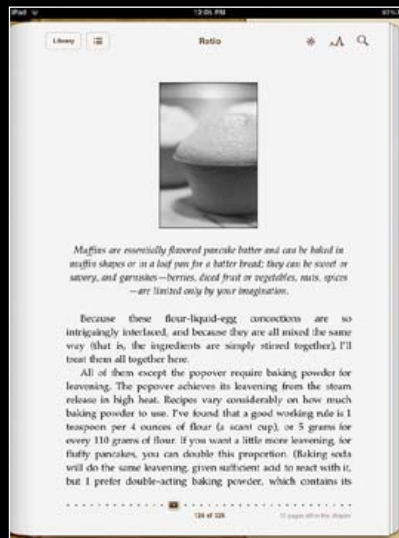
iBooks. Free from the App Store, Apple's competitor to Amazon's Kindle includes two halves: a nice book reader with the ability to display user-formattable downloaded books, and the iBookstore, which sells and gives away books from a sub-100,000-title library.

IPAD BUYERS' GUIDE

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

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

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

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

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

YouTube. Browse or stream free videos from the web.

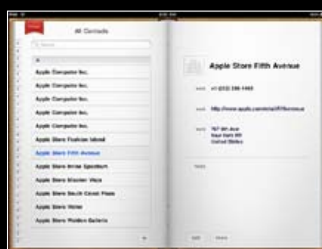**Home Screen.** Nearly identical to the ones on iPhones and iPod touches, the iPad's bigger Home Screen provides access to 13 built-in applications, adding your choice of background wallpaper, up to six docked applications, and the ability to rotate into portrait or landscape orientations. Scroll left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

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

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

iPod. Play music and audio books in an iTunes interface.

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

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

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

How the iPad Works: **iPhone App Emulation and Other Features**

Though it's based on the same operating system found in iPhones and iPod touches - and capable of running almost all of the prior apps - the iPad has a number of extra features, plus some surprising continued limitations. Here are some of the key differences and similarities between Apple's digital media products, some of which will be changed in future iPhone OS software and hardware releases.

Apps and games specifically designed for iPad, including Iron Man 2, use the full screen for highly detailed graphics. Apple's Safari (right) similarly can display complete web sites that don't have iPad apps, such as Facebook.

This is the iPad in "2X" mode, running the iPhone versions of Iron Man 2 and Facebook apps at near full-screen size. Art and text are chunkier, but controls, audio, and everything else work just as on an iPod touch.

If you need to run an iPhone app at close to original size, "1X" mode provides a substantially black screen with a framed pixel-for-pixel version of the app. Most apps do better at 2X, but you can experiment, and switch at any time.

IPAD BUYERS' GUIDE

Flash. Apple refuses to let Adobe's Flash plug-in work in iPad's Safari browser, claiming battery drain and stability problems. As many web sites - including Hulu - use Flash for video playback or UI elements, empty boxes appear when iPad users open their pages. Some sites, including The New York Times, have switched their videos to iPad-ready H.264 format and created Flash-free interfaces.
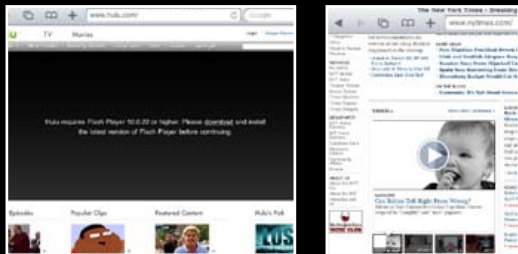
Easy On The Eyes. A number of separate software and hardware features make the iPad surprisingly excellent as a reading device. An ambient light sensor can automatically dim and brighten the screen in different environments, and apps such as iBooks include their own manual brightness and font size adjustments. For users with visual disabilities, system-wide Accessibility features provide text-to-speech and zooming capabilities for every iPad app.

Compass. Both iPads include a magnetometer, a digital compass that assists with orientation in Maps and other apps. It's at upper right, and maps spin to match it.
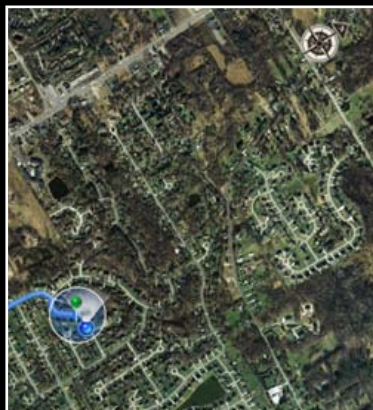
Choose Your Orientation. Apple requires iPad apps to be able to work in both tall and wide orientations; some look the same both ways, others divide the wide screen into panes. It's easier to use wide all the time, but you can turn as needed, or lock the screen against flipping.

Video-Out. The iPad can be used with certain cables to output video and sometimes audio to television sets and monitors, a feature that will grow in importance over time. Currently, video-out is largely for movie, TV show, or YouTube playback, but upcoming games will let the iPad serve as a virtual controller for on-TV action, and Apple's Keynote turns the iPad into a laser pointer for slideshows.

Video Formats and Aspect Ratios. Though the iPad's video support is primarily limited to MPEG-4 and H.264 formats, Apple enables the device to play H.264 videos at 720p resolution, downscaled modestly to the iPad's 1024x768 display. Because of the shape of iPad's screen, wide videos - particularly movies - are either clipped off at their sides or shrunken and centered, with black bars above and below. Apple also includes support for M-JPEG .AVI videos created by certain digital cameras.

Is iPad Right For You?

Even though they're only two months old, Apple's first-generation iPads have already turned out to be considerably more useful - and broadly appealing - than many people had expected in the run-up to their release. Here's just a sampling of the different ways that an iPad could improve your life, or the life of someone you really want to thrill with an amazing and powerful new gift.

Working + Creating

Apple now sells simplified, touchscreen-optimized versions of its Mac OS iWork word processor Pages, spreadsheet program Numbers, and presentation creator Keynote for $10 each, enabling iPad users to compose, edit, and store business documents with virtual or real keyboards.
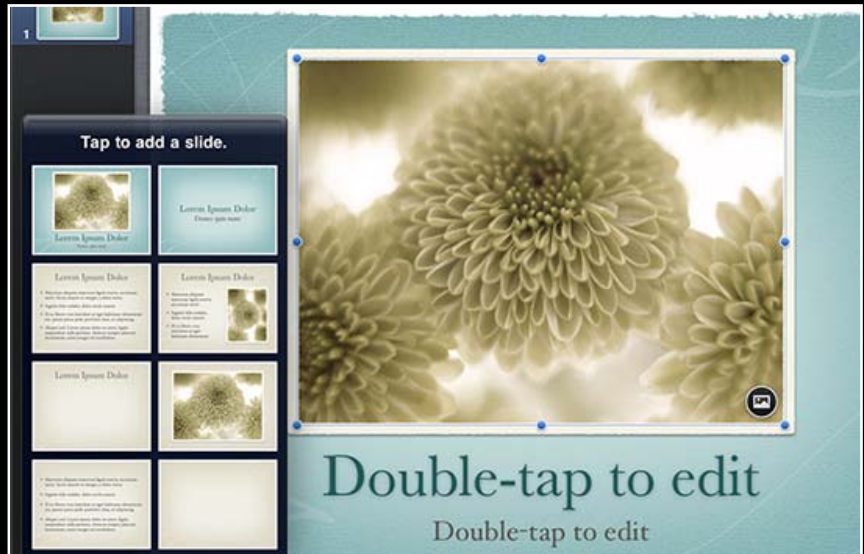
Social Networking

In addition to displaying full-screen versions of Facebook, Twitter, and other networking sites, the iPad runs old and new apps streamlined for major communication services.

Reading + Learning

iBooks and Kindle apps are only the beginning of iPad's book capabilities: amazing multimedia books such as The Elements (shown) go further, as do numerous edutainment apps for kids.

Gaming

In addition to running tens of thousands of iPhone games, the iPad has its own higher-resolution "HD" titles that are far more aggressively priced than on competing devices. Some are designed for toss-away play, others offer realtime online multiplayer and long-lasting solo games.
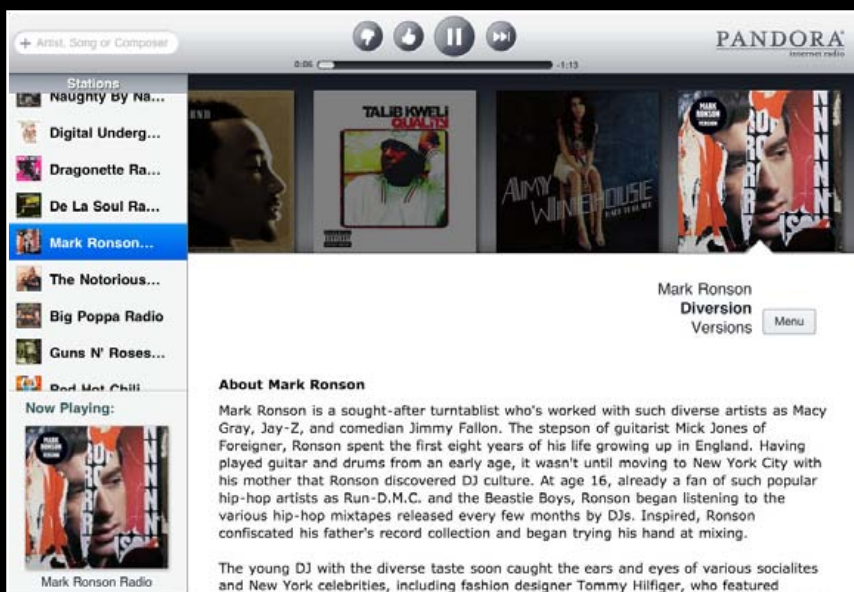
Relaxing

Using headphones, iPad's built-in speakers, a Bluetooth stereo or a Dock Connector-based audio system, the iPad can play music from its own library for up to 6 straight days on battery power, or stream audio wirelessly for 9-10 hours. Leaning back in a chair for video has never been better, either.

Empowering

Computer novices and visually or hearing-disabled users will find iPad's simple interface and accessibility tools to be considerably easier than any PC or Mac. Web pages and email can be scaled up for easy reading; zoom and text-to-speech work everywhere.

iPad Case Types + Tips

Developers learned long ago how to properly protect iPods and iPhones, but the iPad is a new device with its own distinctive characteristics: it really needs a prop-up stand for videos, attracts more fingerprints than Apple's smaller devices, and benefits from easy charging and speaker access. Here, we offer tips on what to look for, followed by six sorted pages of top cases and films.

Words of Warning

Apple waited until the iPad launch to give developers dimensional details, so most cases today are loose-fitting pouches or folios. Expect better designs over the next six months.

Picking a Style

iPad cases currently fall into five broad categories. **Pouches and sleeves** are form-fit bags, **mini-handbags** look like purses and briefcases, **flip cases** have front flaps, **shells** cover only the iPad's back and parts of its sides, and **play-through cases** cover almost everything except the screen. There are variations within each category, discussed later.

Pack-Ins + Pricing

Very few iPad cases come with frills right now. Nude from SwitchEasy (shown) is an exception, with screen film and twin video stands.

Welcome to the Ozakiverse

iUFO – Triangle
Docking stand
sound system
for iPad

iSuppli – Square M
Rotation dock
charger for iPad

iFinger
Stationary style
tap stylus for
iPad & iPhone

iCoat – Bamboo
Bamboo stand
designed case
with screen
protector

iCoat – Relief
Relief sticker
for iPad

iCoat – Bubble
TPU Case
for iPad
with screen
protector

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GRIFFIN

Face + Screen

Very few iPad cases today provide immediate screen access, but several, including Belkin's Grip Vue (shown), are "play-through" designs that are precisely form-fit to cover what needs covering and expose the rest. Unfortunately, very few play-through cases include film for screen protection; that's now in the process of changing.

The Thin Sides

Most iPad cases provide complete or substantial side coverage, leaving holes for the ports, speakers, microphone, and Screen Lock switch; some nicely cover the buttons. Many of the Dock Connector and headphone port holes are on the small side, only able to accommodate Apple-thin plugs, but some have been cut larger for greater add-on compatibility.
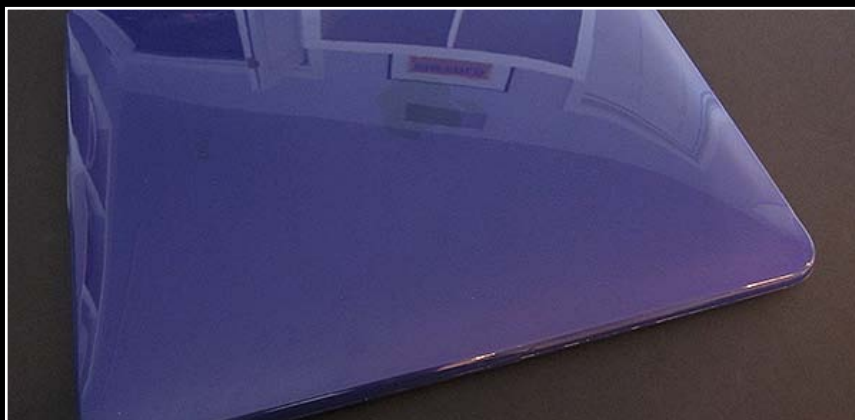
Back

Virtually every iPad case thus far provides complete back protection without seriously impacting wireless or cellular performance. Future metal cases may cause problems.

Vaja **Retro Slim Jacket**
$120

Though considerably more expensive than Eco-Envi, Vaja's color-customizable two-tone leather and magnetic clasps set this envelope-style sleeve apart from the pack; soft, grainy leather is used for the bulk of the outside, with a flat, smooth stripe and interior.

iPad **Pouches + Sleeves: Marware's Eco-Envi** ($50, Above)

Booq **Boa Skin XS**
$30

A standout on colors and materials, this surprisingly cool sleeve-style case doesn't close at the top, but has a hard-reinforced tweed-like nylon back, plus a two-tone soft neoprene interior and front with a distinctive design. Like all Booq products, it has the feel of quality workmanship on all sides, and a cool little B logo tag on its front.

Acme-Made **Skinny Sleeve**
$30

A distinctive ultra-glossy finish in your choice of black or white colors transforms this relatively simple sleeve into a fashion statement. One side of the neoprene-lined sleeve is hard-reinforced to offer better protection for the iPad's screen, while the other is soft. Enough material is left on the open top to guarantee that the iPad is completely covered inside.

Kensington **Reversible**
$10

Though it's the opposite of fancy, the Reversible Sleeve has two major advantages: price and simplicity. It's the least expensive iPad-fitting case we've yet seen, and made with two-toned neoprene that can be flipped inside out, transforming the all-black sleeve into a light gray one with black piping. It's cheap enough to use as a spare.

iPad **Mini-Bags: Incase's Travel Kit Plus** ($60, Above) has a video stand and tons of compartments

$20   Kensington
Sling Bag

By contrast with the hand-held Travel Kit Plus above, Sling Bag is designed to be worn over the shoulder and at lower back or hip level - an iPad-sized mini backpack with enough room for the tablet in a padded compartment, one book, full-sized DSLR, or other large electronic item alongside it, and smaller accessories in one of two zippered pockets.

$130   NewerTech
iFolio

Falling somewhere between a purse and a personal organizer in appearance, this Brazilian leather case zippers open to reveal a vinyl iPad mounting surface on the right, and a cards and papers holder on the left. An included shoulder strap with lobster claw clasps can be removed, letting you hold iFolio by a simple, long side handle instead.

$25   STM
Jacket iPad

Smaller than iFolio and lacking the fold-open design, Jacket iPad has a rugged gray dot nylon body, a padded blue interior, and three exterior pockets of varying sizes, one zippered. Two more zippers hold the case closed, with a short side handle and detachable shoulder strap as carrying options. A great deal for the dollar.

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• $60 — Incase **Conv. Book Jacket**

Described as "Convertible" because it flips open to look like a book or serve as a notched iPad video stand, this black leather and gray microfiber case is classier than Apple's iPad Case in every way, though also thicker, and requires more space on a desk.

iPad **Flip Cases: Apple's iPad Case** ($39, Above) is also a stand

• $73 — SGP **Vintage Edition Leather**

Quite possibly the nicest-looking case SGP has ever made, this features a weathered suede exterior and a microfiber lining, with enough hard shell reinforcement inside to stand upright for video viewing. Top, bottom, and side protection, however, are unimpressive for the price - assuming that you're concerned about scratches.

• $45 — Marware **Eco-Vue**

A simple black leather exterior and nicely tailored, substantially protective suede-like interior are obvious benefits of this reasonably-priced case; less apparent are the eco-friendly leather tanning process it was made with, and a pop-out video stand that lets it stand upright on a flat surface. An elastic strap holds it closed.

• $150 — Vaja **iVolution Top**

Expensive but made with fine leather in your choice of dozens of different interior and exterior colors, this case is actually a two-piece set with a leather-covered and padded hard rear shell and a matching detachable front shell that can be carried around for screen protection or left off when it's not needed. Metal front and rear accents add to the class.

iPad **Shells: Macally's Metrompad** ($30, Above) is a plastic shell with a black chrome mirrored finish

$30 SwitchEasy Nude

Though several companies have released thin plastic shells for iPads, this one comes in the widest array of colors, all glossy, one transparent, and one translucent. While the Dock Connector hole is just a little too narrow for add-ons other than Apple's and similar cables, it's otherwise nice, and includes two video stands, port covers, and glossy screen film.

$35 Incipio Feather

Matte soft touch rubber finish makes this sub-1mm thick plastic shell less scratchable than Nude, though it shows more fingerprints, has less top and bottom protection, and offers fewer packed-in frills. For those who need basic iPad back coverage with a simple included screen protector, it's a fine place to start, and available in five colors.

$25 NewerTech NuGuard

Less expensive than rivals, these plastic shells are different from one another: the clear version has added side protection not found on the black one, which only grips the iPad by its corners, adding a thin layer of leather to its back for extra class. They're sold without pack-ins, however; adding screen film brings the price up.

Macally
MetroLpad
$30

Our favorite overall iPad case today is this oddly-named option with a matte translucent back, a wrap-around matte black frame, and cut-outs in all the right places. Other than its small-sized headphone port hole and lack of screen protection, we love it.


iPad **Play-Through Cases: Macally's MetroLpad** ($30, Above)

Incipio
Dermashot
$35

Incipio's most basic silicone case for the iPad comes with a screen protector and uses a unique honeycomb design to provide appropriate grippy thickness without the added weight of extra rubber. Four colors are available, each with a flat back that interestingly emphasizes the Apple logo without leaving it exposed. A video stand is included, too.
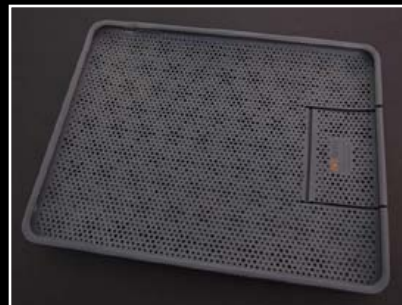
Speck
CandyShell
$50

Based on the best iPhone and iPod touch cases Speck has released, this iPad design has a lightweight rubber interior and a glossy hard plastic exterior, but no screen protection. A major feature is its bottom Dock Connector flap, which opens for full compatibility with Apple's iPad Dock and Keyboard Dock, but needs to be open for cables, too.

Hard Candy
Sleek Skin
$40

Unlike any other play-through case we've seen, this novel design has a fully detachable and repositionable front flap; it protects the screen when needed and can be pulled off entirely. Using corner pegs, it can be flipped off to the top, bottom, or any side. The semi-hard, translucent plastic it uses is a little tough to squeeze the iPad into, though.
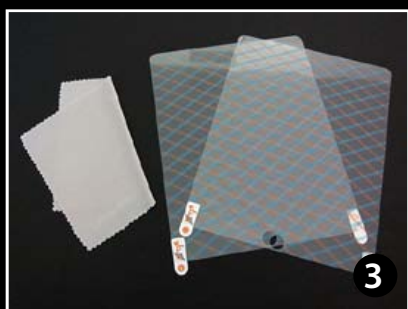
Film + Stickers

Apple loves to use glass in its products, but glass - particularly on a device as large as the iPad - is a magnet for fingerprints and scratches. The solution: protective film, which typically uses static cling and requires manual use of a plastic card to work out the air bubbles shown above. So far, the least expensive film we've seen is from Simplism **(1)**, a single piece of decent glossy **($13)** or anti-glare **($17)** protection. Power Support's film **(2, $25)** is pricey but offers the best quality; its anti-glare film shows fewer fingerprints and scratches than competitors such as Speck's ShieldView **(3, $25)**, which gives you two sheets of film and a cloth for the same price, resisting fingerprints well but itself scratching easily. Companies such as United SGP **(4, $34)** and Wrapsol **(5, $35)** are offering full body film kits that use stronger adhesive-based film protectors requiring moist application; SGP's screen film is anti-glare and body film is glossy, while Wrapsol has glossy screen film and a matte body film. Additionally, GelaSkins **(6, $30)** was first with iPad bezel- and back-covering art stickers, though with no screen protection.

Car Accessories

Given the size and long life of the iPad's battery, it's no surprise that the device requires heavier-duty chargers than iPods and iPhones: old iPod power adapters trigger a "Not charging" indicator on iPad's screen, while most iPhone chargers will take eight or more hours to refuel a depleted iPad. These four "2.1 Amp" car chargers can bring an iPad up to 100% life in roughly four hours, equivalent to Apple's own in-home iPad 10W USB Power Adapter. None include audio-out ports, however, so you'll need to pull sound from your iPad's headphone port or listen to its speaker.

Power Plus Pass-Thru

Griffin **PowerJolt Plus for iPad**

For $30, this charger provides full-speed iPad charging and a rubber-capped port that can be used to connect a second car charger, such as the ones that come with non-Apple phones, for simultaneous power. We dig the coiled cable.

Mini In-Car Charger

Kensington **PowerBolt Micro**

It's the smallest iPad-compatible car charger yet released, sitting nearly flush with the cigarette lighter port in a vehicle while adding a three-foot USB cable. For $25, it just works.

In-Car + At-Home Power

Incase **Combo Charger for iPad**

As the biggest iPad car charger out there, this $40 option doubles as a wall charger with flip-out blades, and includes a detachable USB cable. A handy all-in-one for travel purposes.

Standard In-Car Charger

Griffin **PowerJolt for iPad**

Based on a long-running series of iPod and iPhone car chargers, this $25 option looks near-identical to an older Griffin model but now does speedy iPad refreshes, too.

A Stylish Audio Cable

Belkin **Mini-Stereo Link**

The fancy nickel-plated 3.5mm audio connectors on this $20 cable are tailored to work with virtually any case on the market; Belkin now sells 6-foot and 3-foot versions.

SGP

vintage
edition

Premium Leather Pouch for iPad
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LC Leather		Oto Holder (Crocodile)		Vintage (Italian) Leather	

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Stands + Docks

The iPad's size instantly guaranteed its physical incompatibility with almost every dock, stand, and docking speaker system specifically designed for iPods or iPhones, so developers have been hard at work on new versions. Early stands have all been made from iPad-matching silver metals with rubber or foam padding, while the only docks - stands with electronics inside - have come from Apple itself. A handful of iPhone speakers such as the B+W Zeppelin, iHome iA5, and Creative ZiiSound D5 work for audio but not for full charging; true iPad-docking speakers are months away.

Luxa2 **H4 iPad Holder**

The most versatile metal stand we've seen thus far is this $60, fully adjustable version with versatile spider-like arms that aren't the most stylish, but fit any iPad case you may use.

Griffin **A-Frame Tabletop Stand**

We love the look of this aluminum stand, and its wise rubber padding, but its edges are a little on the sharp side, and it's just a little less big case-compatible than H4 for a lower $50 price.

Element Case **Joule Stand**

Stylish but also extremely expensive, Joule comes in brushed or chrome finishes and different colors. It only accommodates bare iPads, on just three angles, for $129-$139.

Twelve South **BookArc iPad**

As a small, iPad-specific version of the same-named MacBook stand, this $40 silver steel and rubber holder uses padding to keep the iPad safe inside, either straight up or reclining.

Apple **iPad Dock**

For $29, this plastic item holds an unencased iPad, adding an audio-out port and a female Dock Connector for syncing or power.

Keyboard Dock

This $69 Apple add-on grafts a great-feeling aluminum and plastic keyboard to the iPad Dock, fine for low desks, less so for high ones.

JaDu **Skadoosh**

The silly name clouds a surprisingly smart $58 aluminum design that folds for portability and provides lots of iPad reclining options.

Maclove **Titan**

A question mark for U.S. availability, this M-shaped aluminum iPad holder has a rotating and angle-shifting mount.

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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.
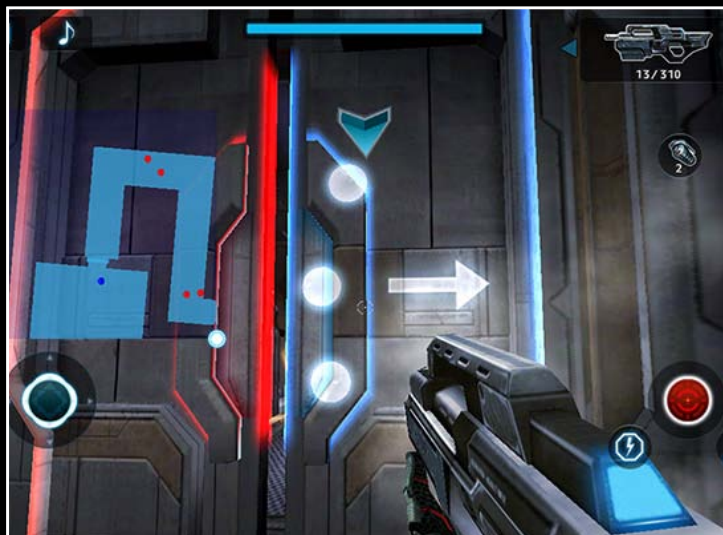
N.O.V.A. HD

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.
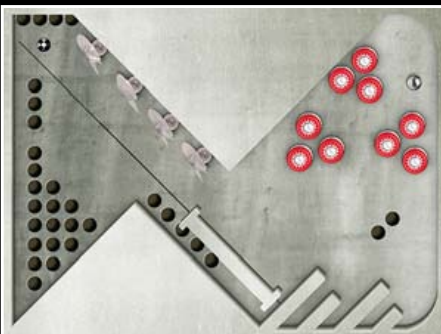
## Strategy and Puzzles: Galcon Fusion, Cogs HD + Tetris for iPad

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.
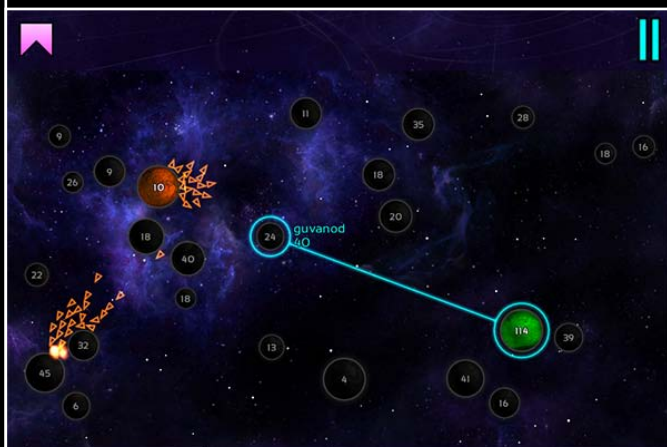
ONLY ON IPAD: ORIGINAL GAMES

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.
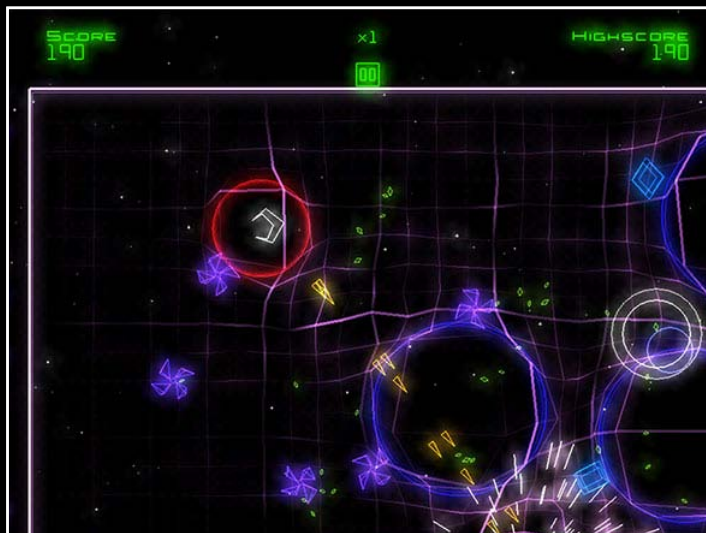
Geometry Wars: Touch for iPad

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.

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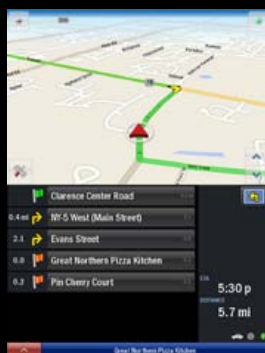
Pages
Another Mac iWork app, this word processor has multiple fonts, pre-made page and poster templates, and PDF export abilities. **$10**

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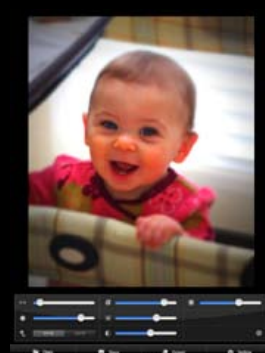
TiltShift Generator
Smart, simple post-processing transforms flat digital photos into stunning pieces of art with depth of field, contrast, and vignetting tweaks. **$3**

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**
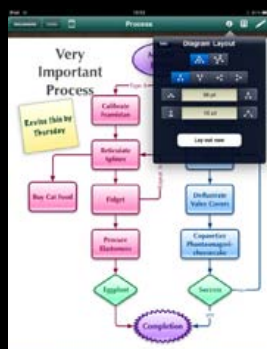
NetFlix
Manages your DVD rental queue and, for $9/month, offers unlimited streams from tens of thousands of movies + TV shows over Wi-Fi or 3G. **FREE**
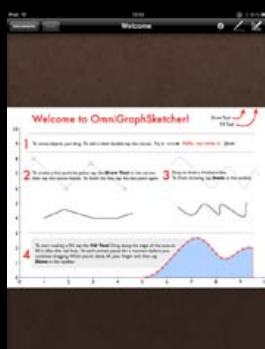
Instapaper Pro
If it's on the web and you want to save it for offline viewing, this app grabs it, reformats fonts and backgrounds for you, and adds a dictionary. **$5**

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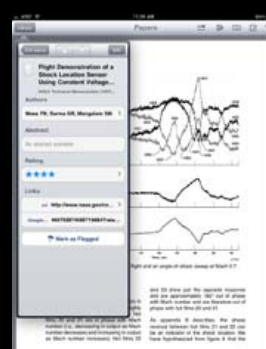
OmniGraph Sketcher
Create professional-looking graphs and charts by drawing on the touchscreen rather than crunching numbers; compatible with the Mac version for imports and exports. **$15**

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**
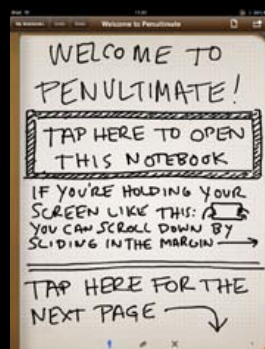
Air Sharing HD
File sharing and management; lets you connect to third-party servers, view documents and PDFs, and even print to Wi-Fi printers. **$10**

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**

iDES

IGN

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

iDESIGN

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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Joe Tan
Chief Design Officer

Markus Diebel
Vice President, Design

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↑ **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."
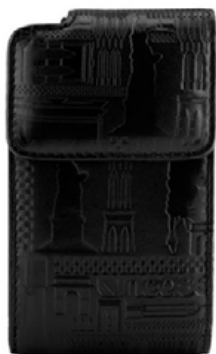
←↙→ **On Perforated Snap Case**

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.

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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

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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.

→↓ 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

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.

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.

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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

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↑ **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."

→   **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.

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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.
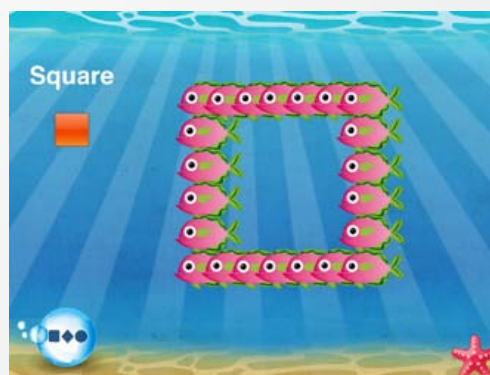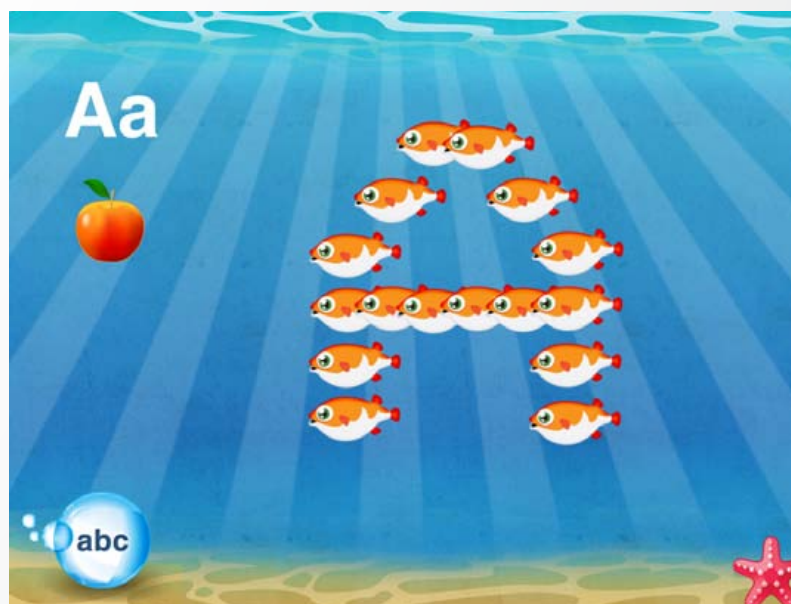
Nicci Gabriel
Design, Illustration + Web Development

Caroline Hu Flexer
Design, Music + Marketing

Michael Flexer
Design, Music + Programming

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↘ **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."
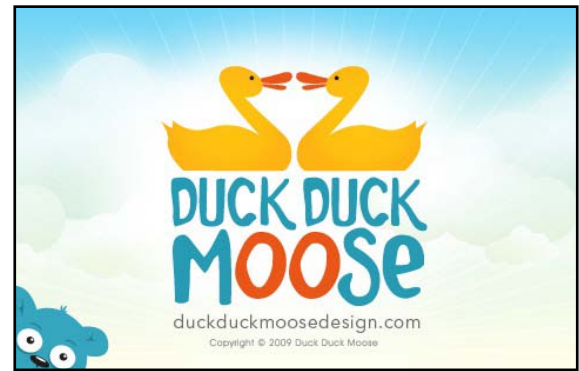
↑ **One Year, Three People, Four Apps**

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.
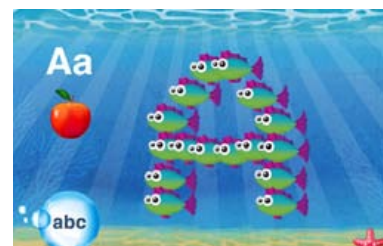
How iPhone Games Can Charm

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.
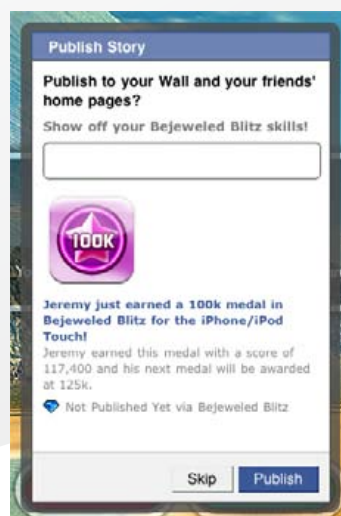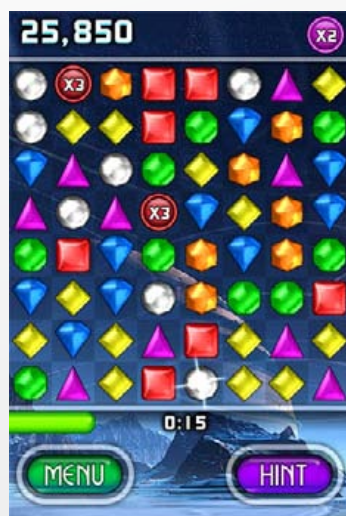
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Take Plants vs. Zombies, quite possibly the only tower defense game played by both women and men. It starts with a universally appealing premise: if you like gardening or zombies, you're intrigued. Then, as the crazy plant seeds stack up - popcorn 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

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↙← **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."

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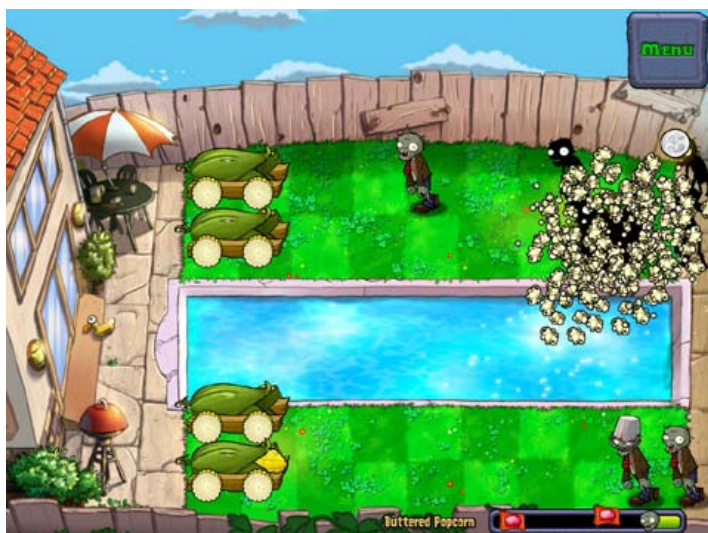
↙← "Adapting" Games for iPhones + iPads

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.
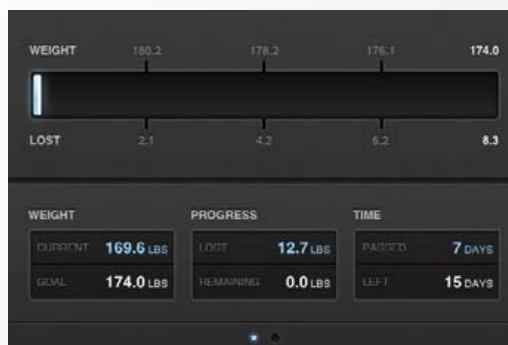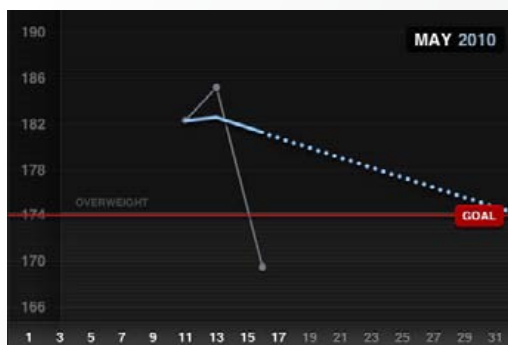
1   Convertbot.

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.

1
2 3 4   5 6
            7 8
          9 10
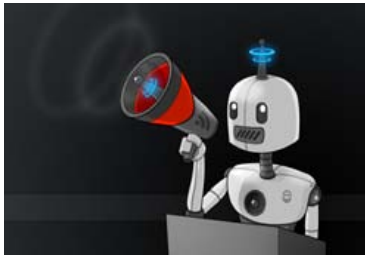
Paul Haddad
Founder + Programmer

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."
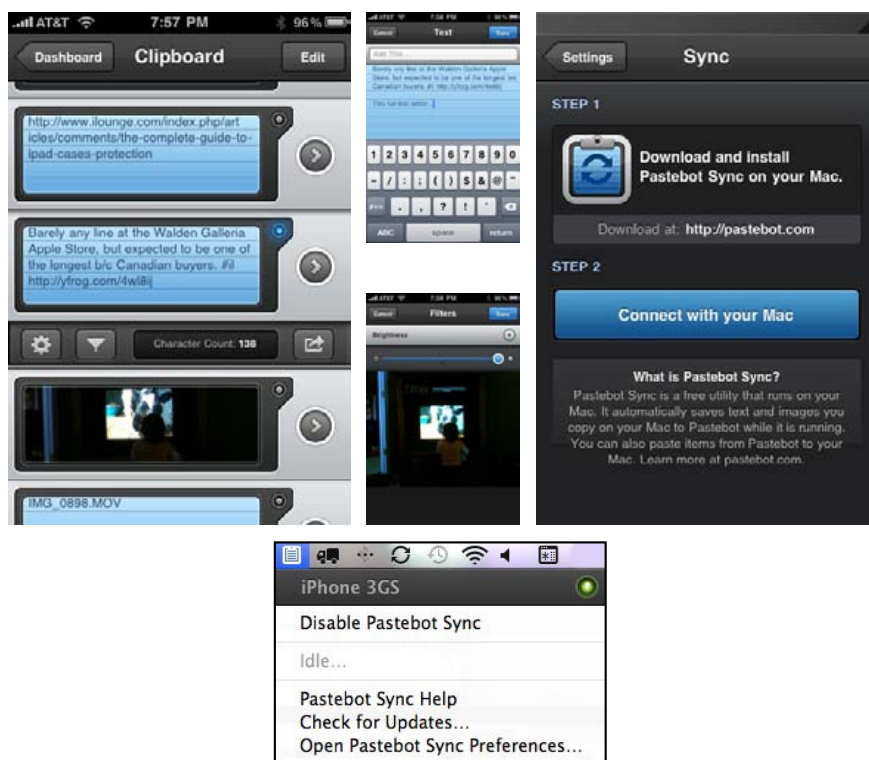
↙← **Creating PasteBot**

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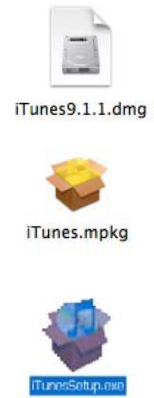
Apple frequently updates iTunes, and offers software updates for iPods and iPhones every few months, sometimes more often. Keeping your software up to date is generally a good idea, as Apple uses most updates to fix bugs, and occasionally adds new features, as well.

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.

ALL THINGS 🔋 + 📱

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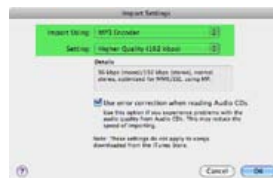
Click **Import Settings...** and choose the **MP3 Encoder** under **Import Using** and one of the pre-defined quality settings or "Custom."

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.
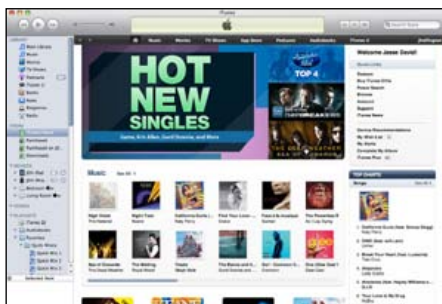
iPod touch and iPhone users can download music with the iTunes application on each device's Home screen.
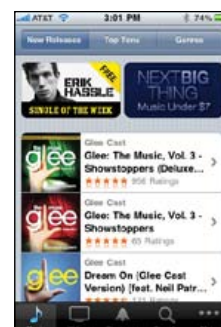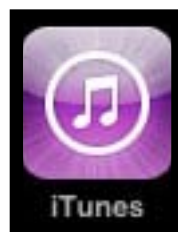
Download From Amazon, eMusic, Napster, or Rhapsody

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.

85

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.
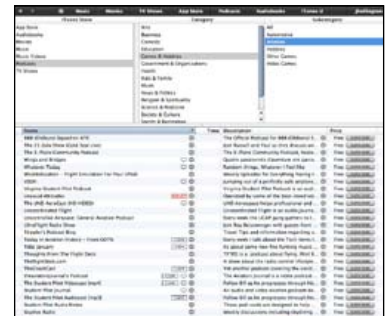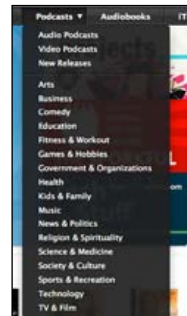
Adding podcasts to your iPod or iPhone is easy: drag and drop files from your Podcasts Library onto your device if you're managing content manually, or select your device and use the **Podcasts** tab to auto-sync unplayed or recent episodes.

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.
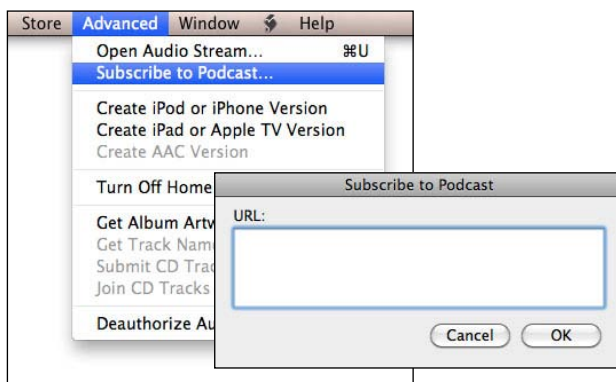
Grab Podcasts Elsewhere

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.

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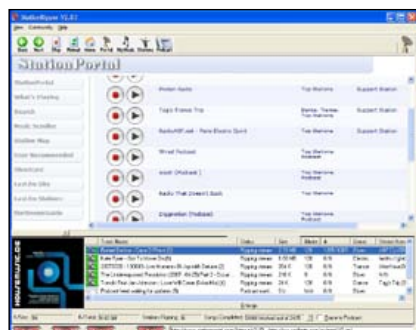
Thousands of stations broadcast free Internet Radio. **StationRipper** for PCs ($20, stationripper.com) records up to 600 stations at once, and auto-tags songs. For Mac users, Rogue Amoeba's **RadioShift** ($32) can schedule recordings of Internet Radio, as well as AM/FM radio if you attach Griffin's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

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.

Buy Apple's Videos

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.
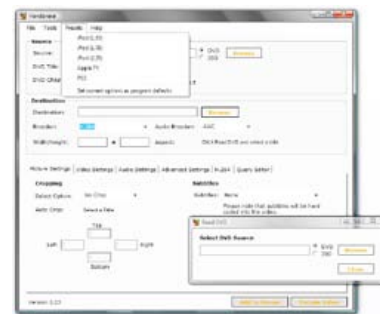
iTunes Digital Copies

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 **TiVo 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.
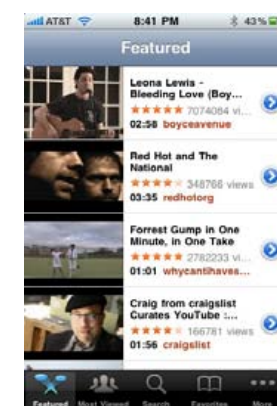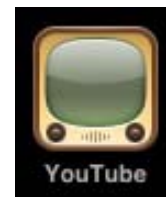
Photos + Art

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
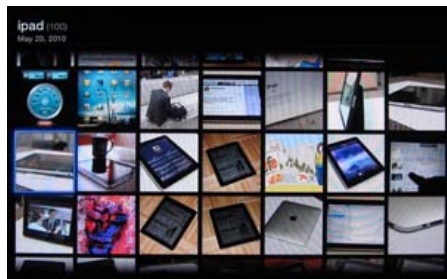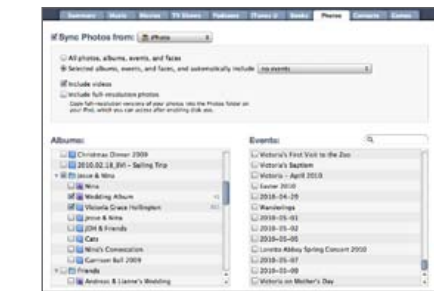
Every current Apple media device except the iPod shuffle is capable of storing and displaying photographs, using **iTunes** as a conduit. Unlike music, videos, and podcasts, iTunes only syncs photos rather than managing them; find photo settings by selecting your device from the **Devices list**, then 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!

ALL THINGS +

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.
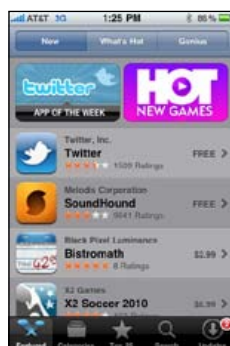
Downloading Apps

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.
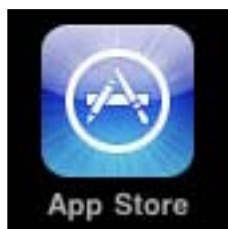
93
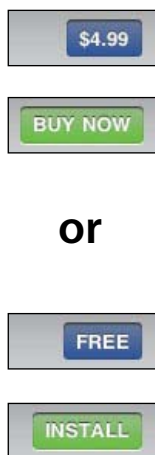
Travel Goodies

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
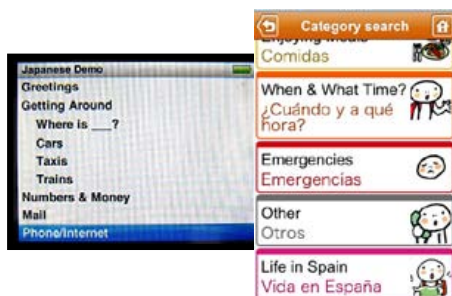
Like PodCityGuides, Talking Panda's **iLingo** ($40 for Asia pack, $50 for Europe pack, talkingpanda.com) works with Click Wheel iPods using the Notes feature to display linked text and voice files; single-language iPhone apps are also available for $10 each. iLingo translates over 400 English phrases 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.

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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.
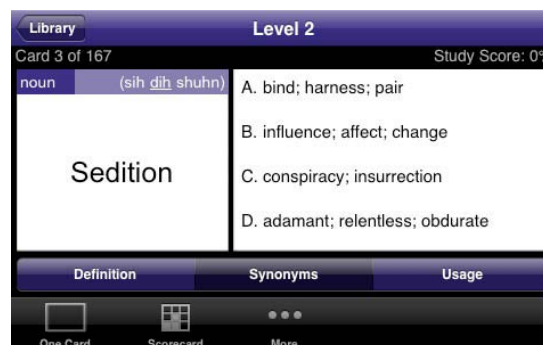
iTunes U: University Audio + Video

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
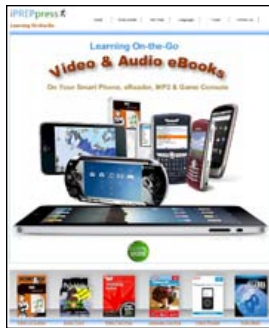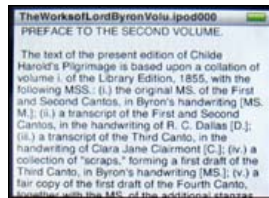
Manybooks.net has grown its collection of free books to over 27,000 titles, including Sun Tzu's The Art of War, Lewis Carroll's Alice's Adventures in Wonderland, Mary Shelley's Frankenstein, The King James Bible, and much more. The books can be downloaded in Notes format for Click Wheel iPods, PDFs for 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
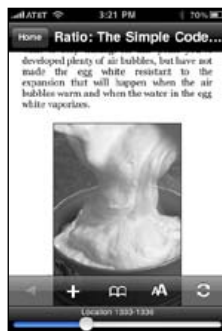
Soon after the App Store opened, iPhone and iPod touch eBook reading solutions appeared, including everything from self-contained single-book apps to full electronic book downloading, managing, and reading apps such as **Barnes & Noble eReader, Stanza** and **Amazon's Kindle**. They're about to be challenged 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
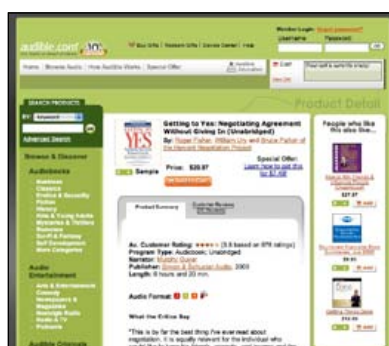
Prefer to digest your books in audio form? Amazon subsidiary **Audible.com** sells audiobooks at prices comparable to their print versions, and subscriptions ($15-$23 monthly) that entitle you to any one or two books each month. Apple also sells audiobooks through the iTunes Store - sometimes cheaper - 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
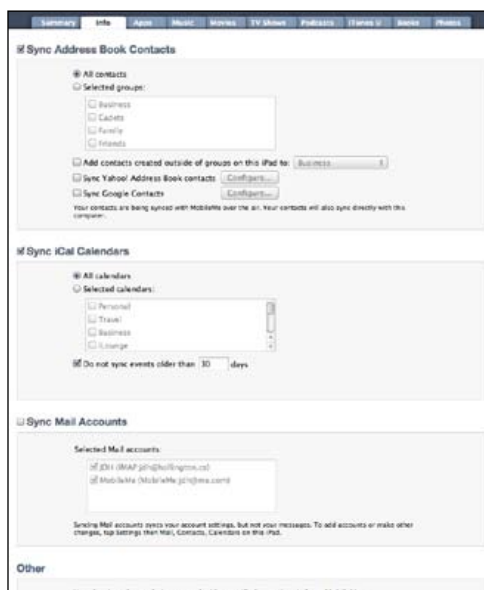
Bringing calendar and contact data to the iPod touch and iPhone is similar, with the same options clumped under **a tab called Info** instead of Contacts. With these devices, you can also sync contacts from an online Yahoo! or Google Address Book. And, because you can create calendar Events and Contacts 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.

ALL THINGS 🔲 + 📱

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.

99

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.
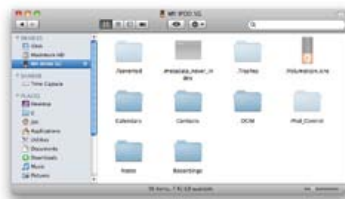
Add Disk Mode to iPod touch or iPhone
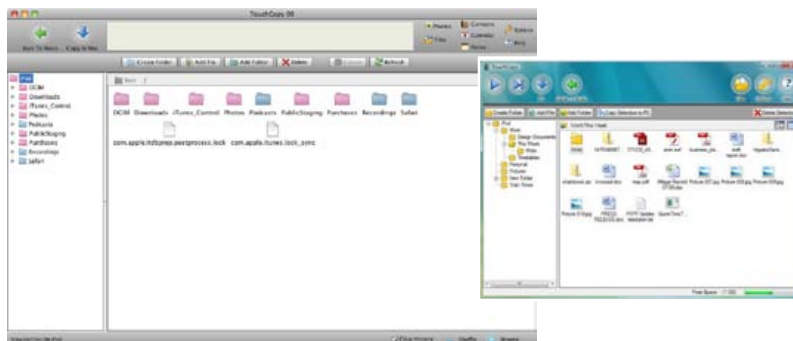
If you absolutely need to use your iPod touch or iPhone as a hard disk, there's a hack - if you're willing to live with the threat that Apple may break compatibility. **TouchCopy** ($25, wideanglesoftware.com) lets you store files on these devices, but you'll need it installed on each PC/Mac that you 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
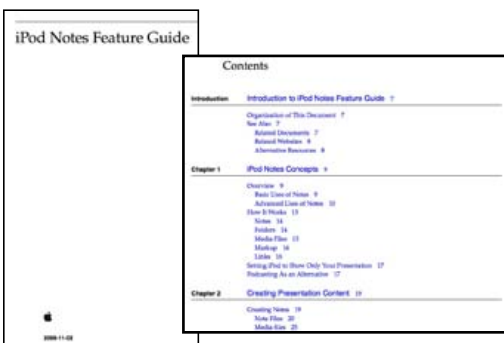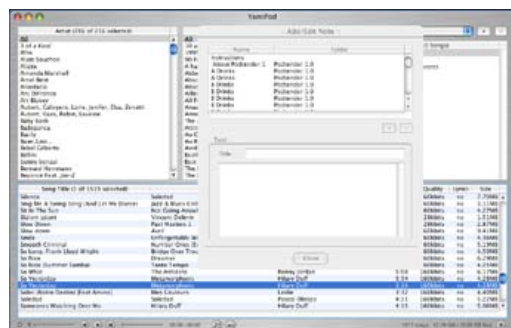
An iPod nano and classic feature called Notes - the same one discussed earlier in Books - lets you read text files with audio and video links inside. Despite the popularity of the App Store, many companies still produce Notes-based solutions for traditional iPod models, and you can also create your own 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
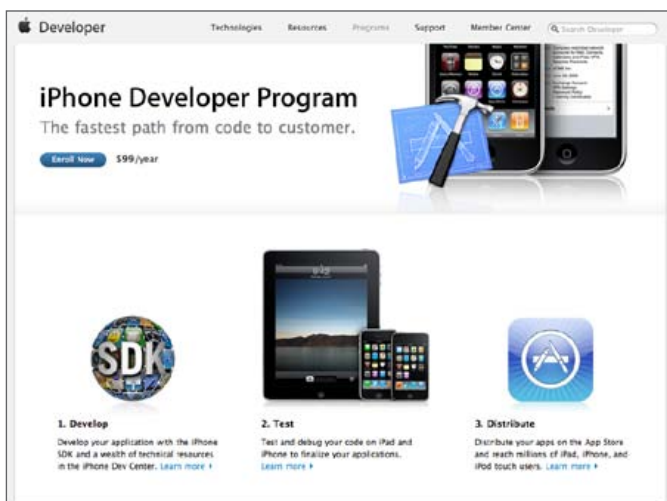
Though it's not open to everyone, Apple offers a $99 **iPhone Developer Program** (developer.apple.com/programs/iphone/) that allows skilled programmers to create software "apps" for the iPod touch and iPhone. Developers get access to Mac-based tools and sample simulators that let them create graphics, 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.
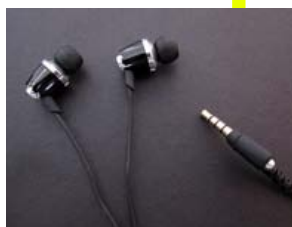
Sport + Underwater Earphones

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.

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.
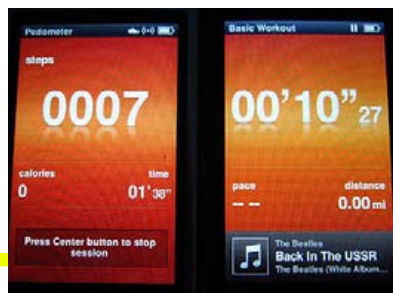
In The Car. Virtually every current car accessory works equally well with iPods and iPhones, except when iPhones fall back to EDGE mode. These are the broad categories of add-ons that you'll find helpful while driving.

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.

ALL THINGS 🔋 + 📱

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
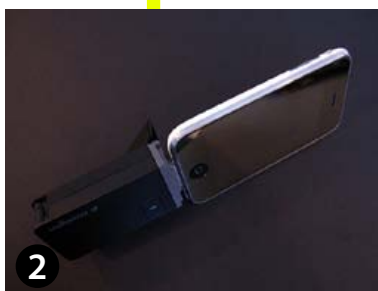
Thanks to improved chips, iPods don't need spare batteries as much as they did five years ago, but iPhone users still need help. Newer Technology's **NuPower Charge & Sync+** (1, $40) blends a 1400mAh battery - enough for a full iPhone recharge - with a wall adapter and iPhone/USB charging tips. Kensington's **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.

5

Customization. Looking for something more radical than a case? Even on a budget, there are ways you can seriously change your iPod's or iPhone's looks, including colors, engraving, and more.

Recolor Your iPod or iPhone

Cases are the easiest way to change your iPod or iPhone's looks, but if you really want to turn heads, **ColorWare** (colorwarepc.com) offers a deluxe but expensive solution. Thirty-five colors are available, and if you're buying in bulk, you can add painted-on pieces of art, as well; you can even color add-ons. The iPod classic costs $125 to paint separately from front to back, including different colors for the Click Wheel and button. Expect to pay $175 for basic iPhone paint or $135 for the iPod touch. Sound steep? It's $400 for iPad.

Add Something Sparkly

If you want to glam up an iPhone or iPod, **Crystalcoutureinc.com** sells gem kits starting at $23 - enough to do trim - climbing to $123 for a full body. **Letscrystalit.com** sells aluminum cases adorned with few Swarovski crystals for $25, and "fully crystalized" ones for up to $300. Argentina's **Vaja Cases** sells Swarovskied cases for $250+, with etched but less crystalline versions for $220.

Etch Your iPod or iPhone

The best-known iPod/iPhone engraver, **MacMedia** (etchamac.com) does laser etching at roughly $50 for both text and art, using a web-based tool with 11 fonts; the iPhone 3G/3GS and current nanos aren't etchable. But Apple offers free text engraving on all iPods - not iPhones - when purchased new from their web site. iPod shuffle engraving is microscopic.

6

Expanding Your iPod or iPhone: Electronics. These add-ons can enable some iDevices to perform wireless audio, record stereo or mono sound, tune FM radio, display menus on remotes, and more.

FM Radio Tuners

After years of discounting the value of an FM radio tuner in an iPod, Apple added one to the iPod nano 5G, but not to other iPods. That's where Griffin's **Navigate** ($60) comes in. Use it with the classic or other Click Wheel iPods; it has its own OLED screen and remote buttons for FM tuning and iPod control. With the iPod touch or iPhones, it does more thanks to the free **iFM Radio Browser**, a Griffin-developed app with a full list of local FM radio stations that can be tuned on-screen, plus info on currently playing songs for the current station and others. If you find something you like, you can click to buy it from iTunes immediately, as well.

Though stereo microphone accessories for the iPod had a heyday five years ago, both Apple and developers have since realized that inexpensive monaural microphones are just fine for most people: the fifth-generation iPod nano and all iPhones have built-in mono mics, while fourth-generation nanos, iPod classics, and iPod touches have accessory options. Incipio's **Lloyd** ($18, bottom left) was the earliest, and the only one to include a pass-through headphone port for previewing recorded audio; Ozaki's **iPill** ($13) is shaped like an oversized pill and delivers louder, clearer audio, while SwitchEasy's **ThumbTacks** ($13) are easier to find but deliver lower-amplitude, lower-gain sound. Those still needing stereo recording can check out Blue's expensive **Mikey** ($80), which uses higher-quality mics for near-field two-channel audio, and works with iPods, or iPhones in Airplane Mode.

Microphones

Wireless audio capabilities vary between models: iPod nano and classic have none, but can use dongles like the one included with SoundOn's **WHP-i230** headphones (1, $179) to broadcast music. Current iPod touches and iPhones have stereo Bluetooth capabilities, and can send music or phone calls to headsets such as Kensington's cheaper **Bluetooth Stereo Headphones with Microphone** (2, $80). Creative's boxy Bluetooth **ZiiSound D5** (3, $300) is a great soundbar for iPods and iPhones, while Cignias' **Nao Symphony** (4, $299) is a powerful speaker that can either dock or go into wireless mode.

Wireless Accessories

Universal Remote Controls

Universal remote control accessories have been a surprising growth area for iPhones and iPod touches over the past six months, spurred on by apps that roughly duplicate the features of dedicated Harmony units - assuming you want to attach an Infrafred receiver to your phone or iPod.

The least expensive and smallest is the **L5 Remote** from L5 Technology ($50), which uses an app to let users drag and drop buttons from multiple remotes onto a single new surface. Next is PowerA's **Universal Remote Case** ($60), which is a full iPhone 3G/3GS case with an IR emitter you can slide on as needed, and a decent app. **Rē** ($70) from NewKinetix is the full width of the iPhone and has a carrying sleeve, while New Potato Technology's **FLPR** ($80) is a wedge-shaped add-on with a funky-looking app.

7

Playing Around. Toys and games were once a small part of the iPod's appeal, but the popularity of the iPod touch and App Store surged when third-party games appeared. Here's what's fun.

Click Wheel iPod Games
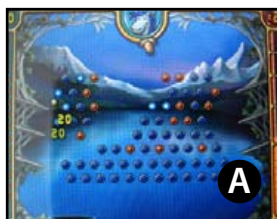
Before the App Store took off, Apple published $5 games for iPod nanos and iPod classics, but there hasn't been a new release in more than a year. One developer has said that Apple will no longer produce these games, but they're still being sold.

The best of the games is Popcap's **Peggle** (A), which has you fire a ball from the top of the screen into a maze of colored pegs; you win if you eliminate all the red ones. EA's **Mahjong** (B) is a classic tile-matching puzzler, Harmonix and MTV's **Phase** (C) is a rhythm game based on data gathered from your iTunes music library, and Gameloft's **Naval Battle: Mission Commander** (D) is a beautiful update to the classic board game Battleship with more weapons and better effects. Disney's **Pirates of the Caribbean: Aegir's Fire** (E) is another naval-themed game, but with RPG and shooting elements, while Square's **Song Summoner** (F) is a role-playing game with characters whose stats are based on iPod songs. Namco's **Star Trigon** (G) is a surprisingly iPod-friendly conversion of an action-puzzle arcade game, and Gameloft's **Brain Challenge** (H) was a quiz game parroting Nintendo's Brain Age series, subsequently followed by a superior iPhone and iPod touch game, shown on the next page.

The Future: AR.Drone

First shown at the 2010 Consumer Electronics Show, Parrot's **AR.Drone** stunned from moment one: it's a flying toy that can be controlled by the iPhone and iPod touch, complete with a camera. Battery-powered, the Drone has a set of four rotor blades that keep it aloft as you pilot it outdoors with your Apple device's touchscreen, and a protective plastic frame can be added for safer use indoors. Apps let you play augmented reality games as you fly. It's due this year, but has no price.

iPhone + iPod touch Games

New games come out literally every day for Apple's 85-million-plus iPod touch and iPhone devices - there are now tens of thousands in the App Store (right) - and we review them in our iPhone Gems column every week. Our top picks of the year are in our 2010 Buyers' Guide; here's what's been released since then.

Console & Arcade Ports

The overhead shooter **Espgaluda II** (A) is so visually intense that it only runs on iPhone 3GS and iPod touch 3G hardware. **Grand Theft Auto: Chinatown Wars** (B) is based on the popular Nintendo DS/Sony PSP driving, RPG, and shooting game, and **Pac Man: Championship Edition** (C) comes from the Xbox 360 update of the arcade classic.

Sports & Racing

X2 Snowboarding (D) is a cel-shaded, stylish snowboarding trick and racing game with fluid graphics and solid controls. **Jet Car Stunts** (E) is a similarly cartoony game that challenges you to drive and jet-glide a car through a series of brief, surreal tracks, and **Raging Thunder II** (F) is a fast-paced, more realistic race game.

RPG & Strategy Games

EA's **The Sims 3** (G) is a surprisingly competent version of the popular PC life simulator game, with 3-D art; **Chaos Rings** (H) is a full-fledged role-playing game developed by Square, maker of the Final Fantasy series, and **Civilization Revolution** (I) is a world-conquering strategy game based on Sid Meier's console and computer games.

Compelling Mini Games

The rockabilly soundtrack and simple "stay alive" gameplay of **Tilt to Live** (J) keep you moving the iPhone or iPod to steer a ship away from killer dots. **Brain Challenge 2** (K) is a sequel to the iPod/iPhone clone of Nintendo's Brain Age, with 38 mini games inside, and **A.D.D.** (L) copies Nintendo's Wario Ware with 90+ funny 3-second action games.
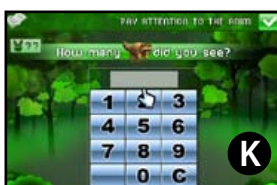
8

Protection. Left bare, iPods and iPhones show scratches and cracks, so protective film and cases are here to help. Our top picks are in the 2010 Buyers' Guide; here are a handful of the most recent releases.

Protective Film

Our recommendations for iPod- and iPhone-protective film haven't changed much: Power Support's **Crystal Film** and **Anti-Glare Film** ($15) are still top picks for an iPod or iPhone's front, and NLU Products' **BodyGuardz** ($25) are best for the iPod's back and sides. United SGP's **SGP Shield** ($26, shown) bundles NLU-like backs and Power Support-like fronts in one set; many other companies are moving towards similar offerings.

iPod Cases

Expensive but highly protective, H2O Audio's **Capture** ($80, 1) is a waterproof and optically clear hard plastic shell with a panel on the back for the fifth-generation nano's camera - ideal for underwater video recordings. On the other extreme is Incipio's **Dotties** ($35, 2) for the iPod touch, a rubber case designed purely for fun: you pick the base color and customize the back with included dots. Japanese brand Simplism recently brought the **Leather Carabiner** ($30, 3) for iPod classic to the U.S., combining a stitched leather body with a metal hook for belt or purse attachment. SwitchEasy's **Torrent** ($29, 4) is a two-layer plastic case sold in six different colors, each with two Dock Adapters, a video stand, and screen film. The oft-neglected iPod shuffle has cases such as **Sushi 3-Piece Bento** ($20, 5), three cases in the shape of tuna, salmon, and squid sushi, while QDOS' **Black Ice Crystal Cases** (£15, 6) are crystal-encrusted plastic shells in either silver-white or black.

iPhone Cases

Even with the iPhone 3G and 3GS facing the prospect of near-term replacement, cases for these models have continued to materialize at an astounding rate. And they've also been unusually fertile ground for experimentation, in some cases receiving the coolest new designs before or instead of various iPod models.

Conservative but aggressively priced - and packed with frills - SwitchEasy's **Vulcan** ($20, 1) uses clear or smoke black hydrocarbon plastic to almost completely cover the iPhone 3G or 3GS, even including headphone port and Dock Connector plugs if you want them, and screen protection. The soft plastic feels and looks really good. Entirely different in approach is Incase's **Perforated Snap Case** ($30, 2), which makes no attempt to cover the top, bottom, or face of the iPhone, yet includes such a stylish rear shell - a grid of holes, with matte plastic in your choice of four colors - that you mightn't even care. A separate video stand is also included. ZeroChroma's **Projecto** ($35, 3) also comes in four colors and offers comparable protection, actually more if you consider that its back is solid, but the concept is different: it actually integrates a highly adjustable rear video stand into the back, a slide-out speaker-enhancing scoop at the bottom, and grips into the iPhone's sides; it's one of the smartest shell designs we've seen. Developed by Uncommon, the **Capsule Case** ($40, 4) uses an amazing online tool to wrap predesigned art or any high-res image you submit around the back, sides, and front bezel of a two-piece shell with a slide-off bottom. The quality's impressive, though the top of the case is a challenge to remove. XtremeMac's **MicroShield Mix** ($25, 5) is a substantially protective white, black, or pink hard plastic case with rubber hexagonal accents and a clear screen protector, while its cousin **TuffWrap Accent** ($25, 6) is an all-rubber case with bright two-tone coloring, a screen protector, and a separate video stand. Last but not least is SwitchEasy's **Nude** ($20, 7) a 0.8mm-thick hard plastic shell that covers the back and sides of an iPhone with your choice of seven different glossy colors. It comes with two clear film screen protectors and a cleaning cloth.

9

Cables, Cord Management, and Sharing. iPods, iPhones, and Apple TVs use different sorts of cables, cord managers, and hubs. There are lots of ways to waste money; our top picks are here.

iPod + iPhone

Early iPhones needed special cables - ones with special headphone plugs and thick, shielded wires to stave off EDGE-related audio interference. Today, iPod and iPhone cables are unified, as interference is only an issue for the few iPhones operating on slow EDGE rather than 3G. Getting top-quality audio out of today's iPods and iPhones requires a Dock Connector to line-out audio adapter such as SendStation's **PocketDock Line Out Mini USB** ($30, 1), but if you're satisfied with the sound from the headphone port, cables from companies such as Gecko Gear (2) are affordable, while Belkin (3) makes brawnier, flashier options. ezGear is one of several companies offering inexpensive, low-end cables, including a budget **Video Cable for iPod & iPhone** ($40, 4). CableJive is a newer company, offering Dock Connector data and sync cables like **duaLink** ($26, 5), which turns one USB port into a two-device charger. Bluelounge's **Cableyoyo** ($5, 6) manages USB cords on a desk, while Belkin's polished **TuneTie Metal** ($15, 7) wraps headphone cords, and its **RockStar** ($20, 8) lets you join up to five iDevices or headphones together to share audio.

Apple TV

In addition to its numerous iPod and iPhone cables, Belkin sells **HDMI** and **Component Video Cables** ($20 each) for connection of an Apple TV to high-definition television sets, but no-name cables work just fine, too. The challenge is ports: many TVs don't have enough HDMI ports, so companies have released switchers. XtremeMac's **HDMI Switcher** ($100) matches the Apple TV and lets you share one HDTV's HDMI port with four devices, while Simplism's **HDMI Switcher 4x2** ($240) handles complex AV switching for a TV and a standalone receiver.
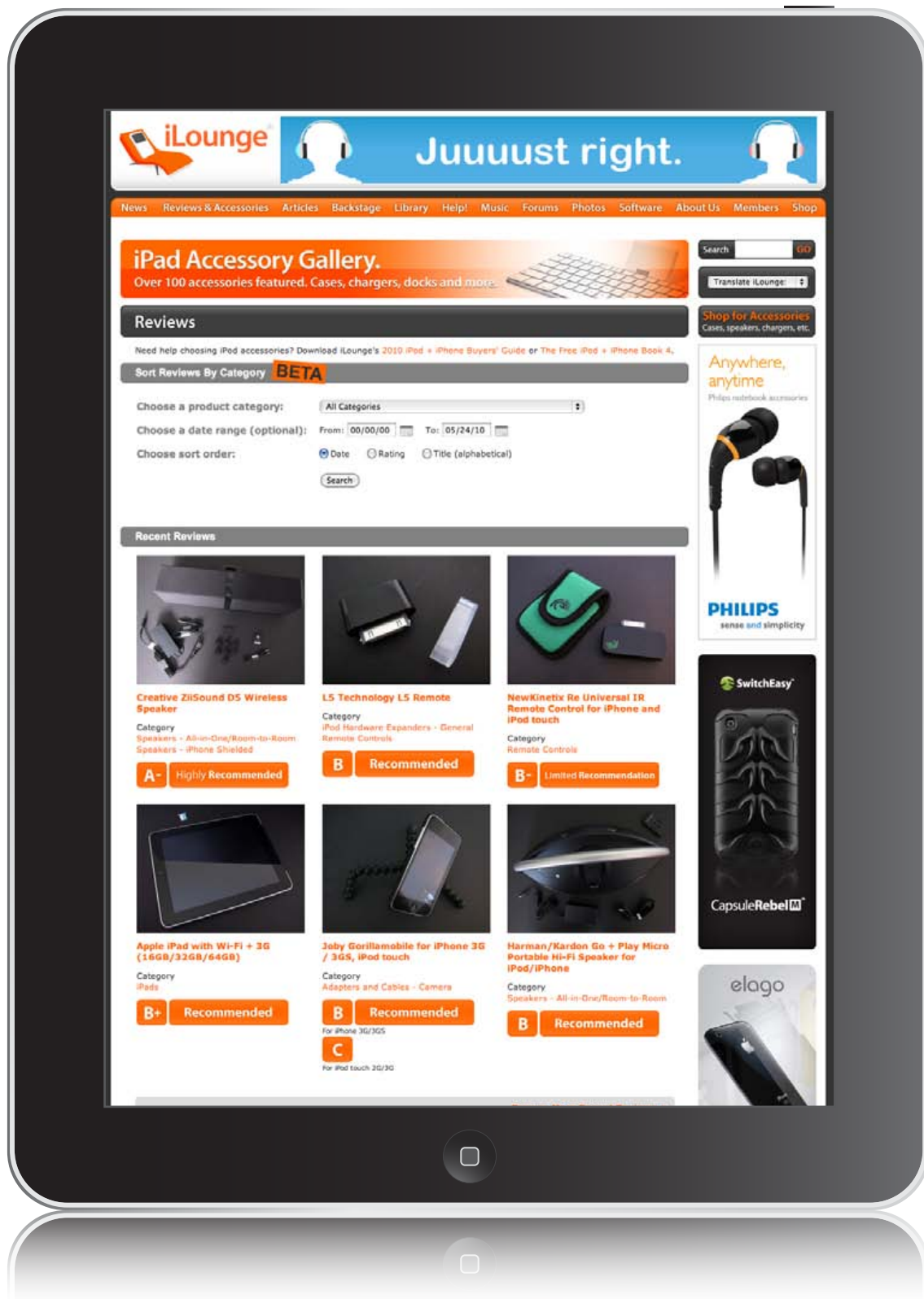
All Things Reviewed.

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10

Maintenance and Repair. Treated carefully, your iPod or iPhone will work for a long time, except for its 1-2 year internal battery. Here's how to maintain it, and repair various parts that can go bad.

Keep Your Battery Going

Proper Performance

According to Apple, the numbers below represent **typical music run times** for each iPod and iPhone model. Apple said it came up with these numbers by using factory default settings and playing continuously through a playlist, with both the backlight and equalizer off.

iPod shuffle - 10 hours
iPod nano - 24 hours
iPod classic - 36 hours
iPod touch - 30 hours
iPhone 3G - 24 hours
iPhone 3GS - 30 hours

Apple's Policy

If your iPod's or iPhone's battery falls below 50% of the above level within the first year of ownership - or two years if you have AppleCare - Apple will replace the battery at no charge. Otherwise, batteries are $59 per iPod, and $79 for iPhone; AppleCare costs less.

iPod and iPhone batteries are supposed to retain up to 80% of their original capacity after 400 full charge and discharge cycles. Apple offers these tips on keeping your battery in top shape.

First, **use it at room temperature** - near 68° F (20° C). While it can be used between 32° to 95° F (0°-35° C), excess cold or heat adversely affects the lifespan.

Use your iPod on a regular basis. Every iPod's battery requires you to keep the electrons inside moving. If you keep your iPod charging in a dock or speaker all the time, be sure that you still pull it out and run it off battery once in a while.

Update your iPod's software. Apple sometimes adds battery-boosting code to its Software Updates, found via the Update button in iTunes. This won't save dying iPods or iPhones, but you might see a benefit.

Use the Hold switch or Sleep/Wake button. If the screen and audio features of an iPod or iPhone are turned off, keep them off to preserve power. Accidental button presses can eat a battery.

To minimize battery drain, **turn the backlight down, equalizers off, and wireless features off.** These features run down your battery at a rapid pace - the only comparable drain is an iPod classic's hard drive. To cut down hard drive use on the iPod classic, **try to avoid repeatedly changing songs.** Similarly, if you can, **use compressed songs**. Your iPod works best with tracks of file sizes under 9MB, as it doesn't need to keep loading from the hard drive with every song.

Be careful with video, photo, phone and Internet use. Video playback, web browsing, phone calls and photo playback consume much more power than music - 3-4 times as much as playing pure audio.

Repairs: Apple and Others

If you need repairs, you have two choices: contact Apple, or find a reputable third-party repair service. Apple provides 90 days of phone support and a year of repairs, so after the 90 days are up, you can go to a local Apple Store for help. Phone and repair support stretch to two years with the **AppleCare Protection Plan for iPhone** ($69), **iPod touch/iPod classic** ($59), or **iPod nano/iPod shuffle** ($39).

If you're not near an Apple Store, Kansas-based **iResQ.com** offers a $29 service that will overnight an **iBox** for your iPod or iPhone to you, then back to them, then back to you. They'll diagnose your problem for no additional charge, but parts cost extra; the final total for battery replacement is $68. **TechRestore.com** has a virtually identical service for the iPhone and iPod touch called **iPodRestore**, available in various forms; it replaces batteries with overnight shipping for a total of $78, and offers a diagnosis service for $12-$39, depending on shipping options.

Need a third opinion? **RapidRepair.com** provides a competing repair service that's quote-based; send in your iPod and they'll either fix it for a fee, buy it from you, or ship it back with your preferred form of shipping.

The smartest way to keep your iPhone or iPod in its original condition is to cover it fully with a case or film. If you need to substantially restore the glossy backs of iPhone 3G/3GS, iPod classic, or iPod touch models, you have a couple of choices. **Radtech's Ice Creme** ($23) includes two polishing creams and a resurfacing pad that can improve both plastic and metal - don't expect perfect restoration, but deep scratches will transform into less obvious thin, hairline ones. **Applesauce Polish** ($20) removes most deep and middle-grade scratches from a metal iPod's back, but also leaves smaller, new scratches. Neither of these options should be used on original iPhones, metal iPod classic faces, metal iPod shuffles, or the aluminum iPod nanos. Similarly, due to the glass in most iPod and iPhone models, screen scratching or other damage now requires professional repair - most likely replacement.

Polishes and Creams

Troubleshooting. If your iPod or iPhone is misbehaving, these self-help pointers and diagnostic tricks - including some secret ones - could help you make things right. But expect a formal repair request to be in your future.

Test Modes

If your iPod or iPhone isn't responding to button presses, don't panic: there are some simple tricks that may help you. Start with the **Hold Switch or Top Button.** If the Click Wheel or touchscreen isn't responsive, try flipping the switch on nanos and classics, or pressing the button on touch and iPhone. On the shuffle, holding down Play for a few seconds activates hold, and holding it again releases the hold. Then try the controls again.

Hard Reset. Hold the top (Sleep/Wake) button and Home button of a touch or iPhone for 10 seconds together, or the center (Action) and Menu buttons of a nano or classic to force a reset.

Diagnostics. Only user accessible on the nano and classic, this feature calls up a white or green menu that can be used to test many iPod components. Immediately after a Hard Reset, hold the center (Action) and Previous buttons to start. Diagnostics are not user-accessible on the iPod touch and iPhone, except for iPhone's limited Field Test mode: enter the following on the Phone keypad and hit call: Star(*)-3001-Pound(#)-12345-Pound-Star. You can see statistics on how the phone features are working, not much else.

Disk Scan. Now only found on iPod classic, this mode lets you check the hard disk's SMART status. Under Diagnostics, go to IO > HardDrive > HDSMARTData. A separate **Disk Mode** lets you make iTunes recognize an otherwise crashed nano or classic; do a Hard Reset, then hold Action + Play, and connect the iPod to iTunes.

iPods and iPhones today don't trouble you with the confusing icons of past models: empty battery icons, a big red x, or a cable with words or an iTunes icon are pretty much all you'll see, apart from the screen refusing to turn on. Empty battery aside, you can try a Hard Reset in any of these situations to make a last-ditch attempt at recovering what was on your device - then use a "copy iPod to computer" tool. If that doesn't work, boot up iTunes and either restore or reformat; if that fails, call Apple for a repair.

On-Screen Warnings

My Music Is Missing!

After a reset or crash, an on-screen Apple icon appears, and you may find that some or all of your media has vanished - a problem more common with past models than current ones. If anything is recoverable, a **Hard Reset** (previous page) could bring it back. You can also try an iPod-to-computer copying utility to back up anything not in your iTunes library. Then **use iTunes** to completely erase the device, re-filling it completely with your content.

My Device is Slow!

(a) Delete and replace all your content, (b) use "restore" in iTunes and install new software, or (c) you have a hardware issue to repair. Try (a) and (b) first.

I'm Hearing Weird Noises!

If you start to hear really loud clicking noises from inside a hard drive-equipped iPod, that's most likely a sign of hard drive trouble. Apple will replace drives with this issue under warranty; after warranty, third-party repair shops may offer upgrades or better pricing.

Most Common Problems

It Won't Turn On!

Most of the time, a **Hard Reset**, **toggling the Hold Switch or Sleep/Wake button**, or **recharging the battery** for a few hours will work, but if nothing appears on screen within 30 minutes, you'll probably need a new battery, screen, or hard drive, depending on what went wrong. One last option for a Click Wheel iPod: press the Play button, then give it 24 hours, and try one last recharge. If that doesn't work, repair or replace the iPod.

My PC Won't Sync!

Flakey USB ports, software conflicts, and iPod/iPhone hardware issues can keep a PC from mounting and syncing. After a **Hard Reset** of the iPod or iPhone, **make sure you're using a powered USB port** and an undamaged sync cable - you can try more than one as a test. No luck? **Uninstall the iTunes software, restart your computer, and reinstall it**. Also **try disconnecting other USB devices.** If your iPod or iPhone won't mount after all of these steps, it's time to call Apple or visit a local Apple Store.

Calling or Visiting Apple
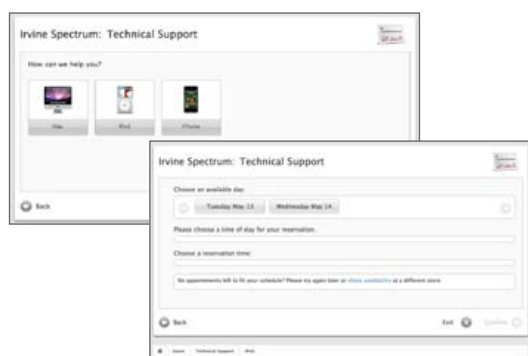
How can you contact Apple for additional assistance? Start at **apple.com/support** on the web. If you need phone-based help, a complete list of **international numbers** can be found at apple.com/support/contact/phone_contacts.html; U.S. customers can call 800-275-2273. **Apple Stores**, which are currently operated by Apple in ten countries, offer help and repair sessions. Schedule an appointment using Apple's **Concierge** system, which can be found on a Apple Store's web page at apple.com/retail/geniusbar/ under Reserve.

11

Selling and Trading. No "All Things" guide would be complete without a look at what used iPods, iPhones, and Apple TVs can fetch when you're ready to move on to bigger and better models.

We've been tracking iPod and iPhone eBay prices for years to determine their long-term value. Here are the average sale prices for used, working iPods, iPhones and Apple TVs as of mid-2010, with only trivial pack-ins. Boxed units fetch a lot more.

Selling Prices on eBay

Capacity	Average Price	Notes
Original iPod		
1G - 5GB	$93.90	V. Rare
1G - 10GB	$52.33	V. Rare
2G- 10GB	$46.66	N/A
2G - 20GB	$55.98	N/A
3G - 10GB	$23.92	N/A
3G - 15GB	$40.56	N/A
3G - 20GB	$47.16	N/A
3G - 30GB	$84.33	N/A
3G - 40GB	$56.31	V. Rare
4G - 20GB (BW)	$65.84	U2 -$5
4G - 40GB (BW)	$74.61	N/A
4G - 20GB (C)	$65.82	U2 -$12
4G - 30GB (P)	$57.28	N/A
4G - 40GB (P)	$68.44	N/A
4G - 60GB (P)	$101.88	N/A
5G - 30GB	$80.77	Black -$17
5G - 60GB	$88.50	Black +$8
E5G - 30GB	$84.04	
E5G - 80GB	$91.75	White +$9
iPod classic		
80GB (2007)	$109.88	Black +$5
160GB (2007)	$110.79	Black +$30
120GB (2008)	$126.68	Black +$23
160GB (2009)	$188.94	Black +$8
iPod mini		
1G - 4GB	$33.20	5 Colors, Blue +$5
2G - 4GB	$41.27	4 Colors
2G - 6GB	$44.05	4 Colors
Apple TV		
40GB	$125.86	N/A
160GB	$180.57	N/A

Capacity	Average Price	Notes
iPod nano		
1G - 1GB	$27.72	2 Colors
1G - 2GB	$30.27	2 Colors
1G - 4GB	$34.69	2 Colors
2G - 2GB	$34.32	1 Color
2G - 4GB	$45.24	5 Colors
2G - 8GB	$71.01	2 Colors
3G - 4GB	$63.98	1 Color
3G - 8GB	$67.86	6 Colors
4G - 8GB	$72.67	9 Colors
4G - 16GB	$98.02	9 Colors
5G - 8GB	$95.71	9 Colors
5G - 16GB	$132.98	9 Colors
iPod shuffle		
1G - 512MB	$22.66	N/A
1G - 1GB	$24.28	N/A
2G - 1GB	$39.42	8 Colors
2G - 2GB	$67.55	8 Colors
3G - 2GB	$36.36	5 colors
3G - 4GB	$47.40	6 colors
iPod touch		
1G - 8GB	$100.61	N/A
1G - 16GB	$127.38	N/A
1G - 32GB	$170.81	N/A
2G - 8GB	$110.83	N/A
2G - 16GB	$143.99	N/A
2G - 32GB	$174.53	N/A
3G - 8GB	$163.26	N/A
3G - 32GB	$239.44	N/A
3G - 64GB	$304.55	N/A
iPhone		
4GB	$170.39	+ $25 unlocked
8GB	$168.73	
16GB	$249.93	- $25 unlocked
8GB (3G)	$242.00	+ $146 unlocked
16GB (3G)	$298.78	+ $100 unlocked
16GB (3GS)	$405.50	+ $100 unlocked
32GB (3GS)	$493.50	+ $125 unlocked

Stores Buying Used iPods

If you're interested in trading one iPod for another, **Small Dog Electronics** (smalldog.com) currently offers between $35 and $120 in trade-in credit for iPod classic and nano models, and $80-$250 for iPod touch models, assuming you have all of the original pack-ins, and the iPod is fully working.

Several established stores are willing to buy broken iPods. **RapidRepair.com** typically pays between $10 and $130, but possibly more if your iPod's issue is minor. **NextWorth.com** pays between $15-$200, rating models based on age, condition, and pack-ins. Be careful about dealing with other merchants: a site called iPodmechanic was the subject of reader complaints before being prosecuted for fraud; there are many small web sites that would tell you to ship your iPod out, then fail to respond to your e-mails. Know who you're dealing with.

Another site, Miami, Florida-based **TuneCycle.com**, also buys iPods and iPhones in various conditions. The company has an online value calculator that will determine its pricing for a specific model based on working and cosmetic condition, battery condition, personalization and included original accessories. Original boxes are not required. The site will provide locked-in quotes for cash or trade-in transactions, and you have five days to take advantage of them; it sells guaranteed used iPods, too, in your choice of conditions. At press time, PodSwap offered in $15 cash or trade for a poor condition first-generation iPod, with $83 cash or $87 trade for an excellent condition 32GB iPod touch; other prices fall within this range. You can do better with eBay, but here, there's no work to do.
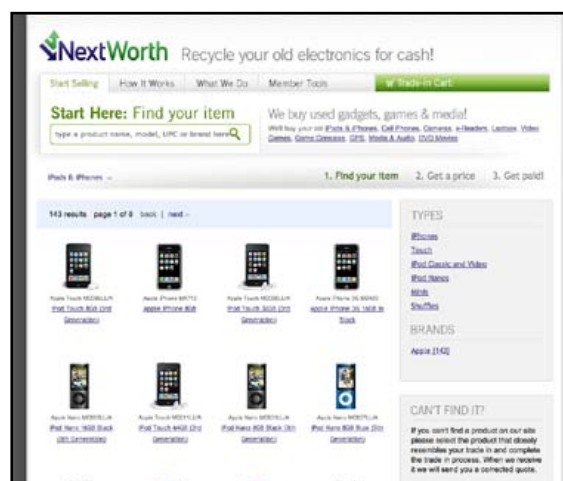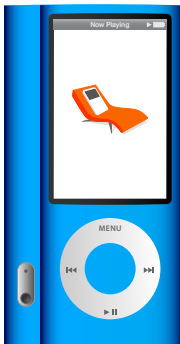
Trading In Your iPod to... Apple?

If you're not looking to hunt around for top prices, **Apple** has an option: bring your old non-shuffle iPod or iPhone to a retail Apple Store as a trade-in, and get 10% off a new iPod purchase. That equates to a $6 to $40 savings - you can save that much just by shopping somewhere else - so we'd generally pass.

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Buying. Our 2010 Buyers' Guide goes into greater detail on how to pick the right iPod or iPhone for your needs. Here's a quick summary of the key factors you should consider before a purchase.

iPod shuffle	iPod nano	iPod classic	iPod touch	iPhone 3G
2-4GB 500-1000 Songs **0 Hours of Video** US$59-$99	**8-16GB** 2,000-4,000 Songs **8-16 Hours** US$149-$179	**160GB** 40,000 Songs **200 Hours** US$249	**8-32-64GB** 1,750-14,000 Songs **10-80 Hours** US$199-$399	**8GB** 1,750 Songs **10 Hours** US$99*
Stripped from its predecessor in an effort to reduce buttons, iPod shuffle comes in six colors and plays nothing but audio. Requires full-time use of special remote control-equipped headphones with tricky track-skipping buttons that older users may find daunting, athletes will find weak against sweat.	Now with a video camera and radio built in, iPod nano plays audio, video, photos, and old games, has a great battery, and lacks only for apps - including new games. But it's a much smarter buy than the shuffle, comes in 9 colors, and works with all iPod add-ons, such as the Nike + iPod Sport Kit.	With 10 times the capacity, better battery life, and a bigger screen than the top nano, the iPod classic is a lot larger and heavier due to a hard disk inside, and weak in features. It comes in only 2 colors, offering no video camera, radio, Internet, or app functionality. Solely for hard-core music lovers at this point.	iPod touch blows away classic: the 3.5" screen is huge, it runs apps and games, and Wi-Fi enables web/e-mail use. But it offers far less capacity for the price, forcing you to shell out a lot for the faster, higher-capacity models, which include mic-equipped headsets. The budget version is today's top pick.	With all the features of iPod touch plus a cell phone, a still camera, and GPS for mapping, the iPhone 3G has only three key issues: a crackable plastic body, the slower speed/3-D of the $199 touch, and a battery that may need 2 charges per day. A 2-year cell phone contract is required for the "$99" price.
C	**B+**	**B**	**A- B+**	**B**

Which One's Right For Me? Ranging in price from $59 to $399, Apple's family grows in power and features as prices go up. You'll pay extra for more storage, then improved screens and controls, then wireless capabilities.

iPhone 3GS

16-32GB
4,000-7,000 Songs
20-40 Hours of Video
US$199-$299*

Faster than the iPhone 3G and with a subtly improved casing in your choice of 2 colors, iPhone 3GS adds an improved camera with autofocus and video recording features, Nike+ support, voice control - found in the high-end iPod touch but not the low-end one - and a so-so compass, plus two or four times the storage capacity of the iPhone 3G. Rumors hint that 3GS will be kept around as a low-end model when Apple releases the next iPhone, offering most of the same features but at lower resolutions. Apart from the still weak battery and 2-year contract, we think it's great.

B+

Why would I prefer one device to another?

Color. iPod shuffles come in six colors, and nanos come in nine, while iPod classic comes only in two, iPod touch and iPhone 3G in one, and iPhone 3GS in two. Cases can obviously shift their looks.

Size and Weight. At 1.8" by 0.7" by 0.3" and under 1/2 ounce, iPod shuffle is tiny, while the 3.6" by 1.5" by 0.24" and 1.3-ounce iPod nano and 4.3" by 2.4" by 0.33" and 4.1-ounce iPod touch are medium- and large-sized, but still light and very thin. iPod classic's 4.1" by 2.4" by 0.4" frame and 4.9-ounce weight is thicker and heavier than touch, while the iPhones' 4.5" by 2.4" by 0.48" sizes and 4.7/4.8-ounce weights are closest to the classic. Smaller, lighter models are easier to wear or carry, but even iPhones aren't bad.

Storage. Serious video or audio buffs will find that the $249, 160GB iPod classic has more space for high-quality content than any other model; only the $399 64GB iPod touch comes close.

Phone. If you need a phone, don't mind Apple's carrier partners, and want a new iPod, yet need only mid-range storage capacity, an iPhone is a very good choice - and addictive. If you need more storage, a better camera, or video conferencing features, wait.

Internet or Frills. Only the iPod touch and iPhone offer Internet access, while the nano includes an FM radio, pedometer, and video camera - features not currently found in other iPods.

Accessory Compatibility. While the iPod nano, classic, touch, and iPhone all work with most of the iPod and iPhone accessories released over the past 3 years, the iPod shuffle works with virtually none of them, and demands special headphones or an adapter.

Software Compatibility. The iPod touch and iPhone families include support for over 150,000 apps and games that don't run on lower-end iPods; games once released for the iPod nano and classic were effectively discontinued a year ago, with very few hits.

Which would iLounge editors recommend?

The sweet spot in the family for right now is the low-end iPod touch, which offers access to apps and games, but if you don't care about them, the nano's solid. We'd hold off on buying any model until the 2010 iPhone and iPod touch upgrades are out.

iPods, Unpacked. iPods are sold as threadbare as possible, leaving you to choose and buy accessories that suit your needs. Here's what you should expect to find inside, and what you may want to add afterwards.

Standard iPod Pack-Ins

Earbuds

White Earphones come with every iPod; the shuffle and 3G touch versions have in-line remotes.

Dock or Adapter and Cable

All iPods except the shuffle come with a USB charging and synchronization cable, plus a plastic Dock Adapter for use with "Universal Dock" add-ons. iPod shuffle instead has a super-short 1.8-inch USB cable with a shuffle-only charging and sync plug at the end.

Remote Controls

Apple's three-button remote controls work with all current iPods, adding volume up, volume down, and a combined play/pause/forward/reverse button. The shuffle version has no microphone, but iPod touch's does.

Notable Box Omissions

Wall Power Adapter

If you're not interested in tethering your iPod to the computer for charging, Apple's $29 **iPad 10W USB Power Adapter** works with all iPod, iPhone, and iPad models, charging each at its fastest possible speed, and includes nine total feet of cables.

Dock and AV Cables

Packed with a simple remote control, Apple's **Universal Dock** ($49) only connects to a TV with Apple's **Composite AV Cable** or **Component AV Cable** ($49 each), which include power adapters.

iPhones, Unpacked. The iPhone 3G and 3GS come with slightly different pack-ins, but both are better equipped than any current iPod model due to an included wall power adapter. Here are the details and variations.

Standard iPhone Pack-Ins

Headset

The iPhone 3G includes earphones with a one-button play/pause/call start/call end remote and microphone, while iPhone 3GS has a three-button remote and mic.

USB Power Adapter

This "ultracompact" wall adapter comes with both U.S. iPhones; a larger, older version with detachable blades is offered in a number of foreign markets.

USB Cable

Like every iPod, iPhones come with a USB to Dock Connector cable that's three feet long and uses slender, case-compatible plugs.

Cleaning Cloth

iPhone 3G includes a microfiber screen cloth to remove face and finger oils; 3GS doesn't and is easier to clean.

What You May Need

Wireless Bluetooth Headset

Drivers can't legally hold iPhones to their ears in cars, so wireless earpieces such as Aliph's **Jawbone Prime** ($130) let you talk and, importantly, be heard clearly on the road.

Handsfree Car Kit

Another in-car calling option: a combo of speaker and mic a with battery, such as Kensington's **Hands-Free Visor Car Kit** ($100).

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Apple TV. Interest in Apple's living room media player has dropped considerably over time, but it's still available - for now. Here are some ways to make the most of a product that's likely to go away soon.

A Smarter AV Setup

Apple TVs come without cables, so you'll need to buy some (see Section 9). You don't need pricey cables to get pristine digital video and audio, but what types should you buy?

Video. Three choices, **HDMI**, **DVI**, or **Component**, are shown in that order. HDMI is the only one with both HD video and audio in a single connector, so if your TV supports HDMI, use it. Use DVI with a PC/Mac monitor, or Component if your TV lacks an HDMI port; both require audio cables.

Audio. You have two choices: **optical** (TOSlink) or **analog**. Analog cables work with any TV, but have only 2-channel (stereo) output. Optical is for AV receivers, the only way to get Dolby 5.1-channel surrround sound from Apple TV movies.

Remotes. The $19 **Apple Remote** and free **Remote** app offer better control over Apple TV; see Section 6 for iPhone universal remotes.

Set the Resolution

Counterintuitive though it may be, properly setting your Apple TV's resolution isn't as easy as just visiting **Settings > Audio & Video > TV Resolution** and picking the best mode your HDTV supports. Apple TV was designed for 720p videos, rather than higher-end 1080p output, so you may notice that video is slightly softer in the upscaled 1080 modes than in the supposedly lower-resolution 720p mode. Even today, the device can glitch when switching resolutions. **Stick with 720p or 1080i** for safety.

Better Videos

480

640

720

You might not realize it when you create iPod, iPhone, or Apple TV videos, but a video encoded with "iPhone" settings - typically 480x320 resolution - won't look as good on Apple TV as a video encoded with "iPod high" (640x480) or "Apple TV" (commonly 720x480, but a max of 1280x720). Pick too low of a setting and your encoder will simply throw away extra detail that isn't visible on a 3.5" portable screen, but will be mighty visible on a 30- or 60-inch HDTV. Pick too high of a setting and your rip won't play on iPods or iPhones. Our advice: **for DVD rips, don't record lower than "iPod high"** unless you want to go back and re-rip your DVDs later, and until Apple improves iPod and iPhone playback, **you may want to rip twice**: once in an iPod/iPhone size, once for Apple TV and iPad. To see how big a difference resolution makes, visit the iTunes Store's "In HD" Podcasts section for free examples of high-def videos.
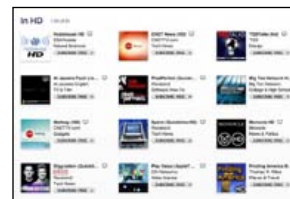
Choose the Right Tools

Apple TV only supports two video formats: MPEG-4 and its newer, better cousin H.264. Any videos not in one of these formats won't play on Apple TV without serious hacking you probably don't want to do. Here are the converters we'd recommend.

HandBrake

HandBrake (handbrake.fr), free for Macs and PCs, has an Apple TV preset that creates 853x480, full DVD-quality transfers, and even encodes movies with 5.1-channel Dolby Digital surround sound, and toggle-able closed captions, assuming iPod/iPhone playback isn't necessary. The current Mac and Windows versions rely upon third-party software such as **VLC** for Mac and **DVD43** or **DVD Decryptor** for PC to handle DVD decryption.

Turbo.264 HD

The hardware H.264 converter **turbo.264 HD** ($150) allows Macs to create high-resolution, optimally compressed H.264 videos for Apple TV at higher speeds than ever before: near realtime, rather than 2-5 times the running time of original videos. The software also provides support for encoding multi-channel surround audio, and can directly encode and upload to YouTube as well - lower-resolution video accessible via Apple TV's YouTube browser. The software also supports DVD chapter markers, assuming that it's given an unencrypted DVD to convert - it isn't a ripper.

Streamline iTunes

One of the best ways to improve Apple TV's performance is to set up iTunes' **Custom Sync** feature, which lets you pick what will and won't be transferred to the hard disk. Turning off automatic sync and disabling "all" and "most recent" files from being custom-synced can save Apple TV space and cut down on uploading times. But if you don't pick wisely, it will also stop important new content from appearing on Apple TV unless you say so.

Set Up Online Photos

Apple TV lets you - and others - browse photos found on Yahoo's **flickr.com** or Apple's **gallery.me.com** sites; photos shared publicly can be viewed on your TV, and you can browse and search through other users' flickr galleries. Use flickr and Apple's iPhoto to add pictures you want to share with the world, and pull or privatize ones that shouldn't be on someone else's big screen TV. You can use these images as a screensaver, too.

A Better Network

If your home wireless network or main iTunes computer uses a router with older 802.11b or 802.11g technology, you'll find that Apple TV doesn't perform at its peak, especially when streaming or downloading high-definition videos. **Connecting your cable modem or DSL line to an 802.11n wireless router** such as Apple's **AirPort Extreme** ($179, above) or **AirPort Express** ($99, not shown), and making sure your iTunes machine has an 802.11n wireless card inside, will make video silky. If you can, set up the 802.11n network as separate from your older 802.11g or b network so that older devices can connect without slowing down your new pipeline. Alternately, a **wired Ethernet connection** from Apple TV to your router can speed up syncs and downloads, too; Category 5 cables sell for $1 or so per foot.

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Gifting. Many of this Book's previous sections have highlighted potential iPod, iPhone, iPad and Apple TV gifts. Here, we've assembled some top picks at different price levels for easy reference.

Small: $50 and Under

The best Apple-related gifts available for $50 or less are gift certificates and cards. If you want something in physical form, **Apple Gift Cards** and **iPhone Gift Cards** can be used towards purchases at Apple's retail and online electronics stores; both are found at apple.com/gift-cards/. Available either as instant e-mail gifts or plastic cards are **iTunes Gift Certificates** and **iTunes Gift Cards**, limited to use on music, videos, books, or apps; they can be found at apple.com/itunes/gifts/. For music, we recommend **Amazonmp3.com** as the best place to get gift certificates - the song prices are better. If your recipient already has an iPad, the $29 **iPad Camera Connection Kit** is a very nice gift, too.

Medium: $150 and Under

Once you've committed to spending over $50 to a gift, you have the chance to make a lasting impression. Our favorite "bang for the buck" items are these.

Apple's **8GB iPod nano** ($149) is a great pick for a recipient who loves music and doesn't care about apps or games. Logitech's **Pure-Fi Anywhere 2** ($150) portable speakers deliver great sound for the price and include a rechargeable battery. The top budget alarm clock is iHome's **iP90** ($100), which features twin speakers and iPod/iPhone compatibility. For quiet listening, Etymotic's **hf5** ($149) earphones are a substantial upgrade in sound fidelity, detail, and isolation over any earphones Apple makes, and come in red, blue, or black colors. Scosche's **solChat 2** ($100) is the best in-car speakerphone accessory we've tested for iPhone use, featuring a USB- and solar-rechargeable battery, mounting kit, and very strong sound quality both for incoming and outgoing audio. Though we're generally hesitant to recommend cases as safe gifts, it's hard to go wrong with the monogrammed kidskin leather designs from A.B. Sutton, including **Simple Slips** sold between $78 (iPod nano) and $148 (iPad).

Large: $300 and Under

If it wasn't for the fact that an **iPod touch** upgrade was just around the corner, we'd be more enthusiastic about recommending either the $199 8GB model or the $299 32GB model - particularly the faster, more capacious latter - as a great buy right now. But we'd hold off for the 2010 model unless you're really in a rush to make a purchase right away. At or around this price point, we'd focus on speakers, such as the top-rated iHome **iP1** ($300), a beautiful translucent audio system with an iPhone/iPod dock in the center, or the stylish Harman/Kardon **Go + Play Micro** ($300), a portable boombox with five speakers inside and a futuristic, solid chassis. There are some very respectable earphone options in this price range, too, notably **Ultimate Ears 700** ($200), which deliver outstanding sound quality in incredibly small, chrome bodies.

Deluxe: Price No Object

When readers ask us for "price no object" gift picks, we always focus on the very best things we've tested, and would want to receive ourselves.

With a new iPhone coming soon, we'd hold off until its release to determine whether to buy that or the **iPad** ($499-$829) - if time's of the essence and price is truly no object, go with the high-end 64GB **iPad with Wi-Fi + 3G** and enjoy its power at home or on the road. Other premium picks include Shure's **SE530** earphones ($500), which are universally loved by iLounge's editors thanks to their near-perfectly tuned three-speaker-per-ear design, great isolation, and very good comfort. In the wow-ready speaker department, the updated iPhone-version of Bowers + Wilkins' **Zeppelin** ($600) can fit on a mantle or table anywhere in a house, while Geneva Lab's white, black, or red **Model XL** ($1999) speakers are furniture in and of themselves, with massive, powerful drivers inside.

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Joining The Community. No matter where you live, iLoungers are closer than you think. Our 190,000-member Discussion Forums are a good place to start, and our affiliated sites now span the globe.

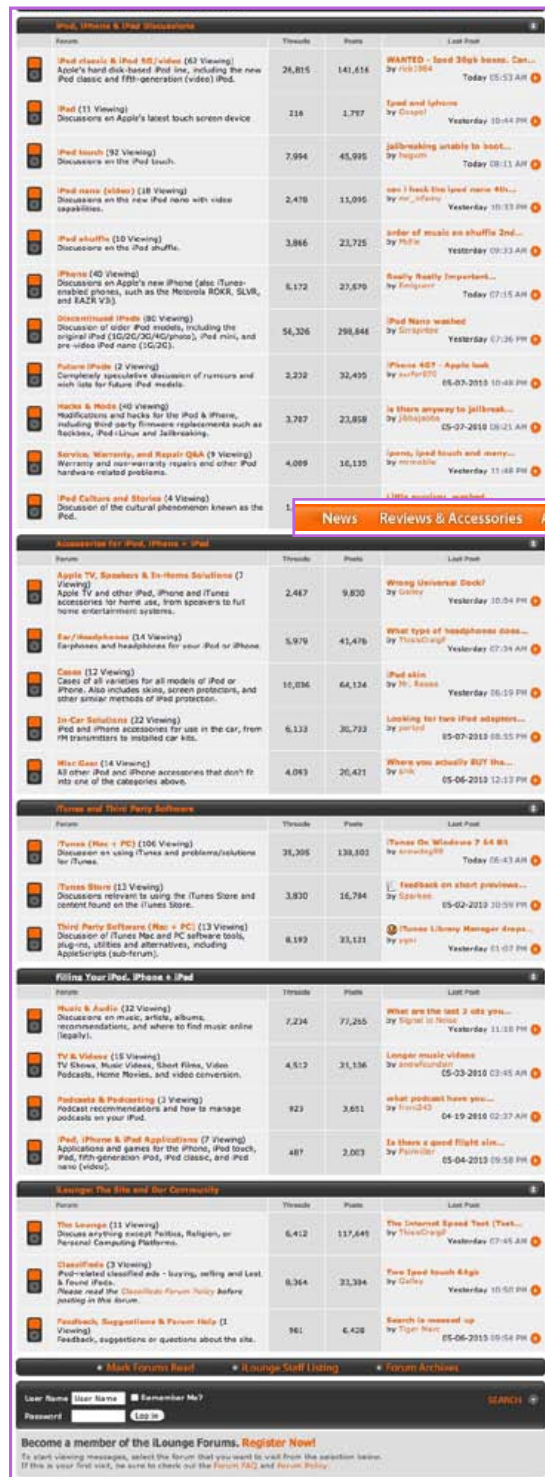## Meet people. Learn something.

Where do iPod, iPhone, and iPad owners go to find comrades and advice? **The iLounge Discussion Forums**. With a searchable database of over 1.4 million posts, the Forums are home to one of the world's largest communities of Apple fans.

With tens of thousands of discussions on past and present Apple devices, a popular general chat lounge and large areas for iTunes, music, TV and other media, the Forums are a great, free way to join the iPod, iPhone, and iPad user base and get good advice.

More info is only one click away.

Our orange navigation bar leads to our **News** section, updated every week day; our massive **Reviews & Accessories** database; and the tutorials, features, and editorials of our **Articles section**. **Backstage** is our Editors' blog, **Library** contains our past Books and Guides, and our **Music** section will help you find free downloads. **Photos** is full of fun and informational iPod and packaging photos, art and pictures submitted by iLounge readers, while **Software** offers links to key downloads, and **Shop** provides shopping links and price comparison tools. **Help** is a catchall for FAQs, tutorials, helpful discussion forums, and more.

If you don't know exactly where to look for an answer to your questions, or you just want to search around for something interesting, use our **Search** feature. Separate search pages exist for our main site and Forums, and a narrowing, advanced search option appears after you do a standard search. We're willing to bet that you can find the answer to any question you have if you check the search results, but if not, Section 16 of this Book will point you towards other iLounge resources, including **Ask iLounge**.

International Sites: iLounge Around the World

Arigato-iPod.com (Japan)

iFun.de (Germany)

iPodMania.it (Italy)

iTrafik.net (France)

iPhoneClub.nl (NL)

Milaraki.com (Greece)

iPodNoticias.com (Spain)

OMeuPomar.com (PT)

LocuraiPhone.net (AR)

iPod.Info.pl (Poland)

Our friends in Europe, Asia, and South America provide regional and international iPod, iPhone, and iPad news in numerous foreign languages, and often operate their own discussion forums specific to users in their countries. If you thought the global Apple community was big but haven't seen it for yourself, give each of these great sites a visit, and check out additional **iLounge Around the World** member sites, including Brazil's Eupodo.uol.com.br, Sweden's 99pod. se, and other sites featured on the bottom left column of the iLounge.com main page.

Do you operate a non-U.S. site that covers iPod, iPhone, and iPad products? Want to join the Around the World network? E-mail us at info@ ilounge.com!

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More Help. If you didn't find something earlier in this Book, it's time to look at one of these sections of the iLounge.com web site. Our web tutorials and Ask iLounge columns answer common questions.

Ask iLounge

Every week, an iLounge editor personally answers five or six questions submitted by readers, and we've been archiving the questions and answers for over four years. A quick search of iLounge may help you right away; otherwise, submit your question and we'll take a look.

Company Directory

If you're having a problem with your iPod, iPhone, iPad, accessory, or application, start with the Company Directory. Even if you've thrown away your box and instruction manual, this handy list of hardware, software, and peripheral vendors will help you find the right way to contact someone for help. We've also included a number of repair services, just in case.

Additional Resources

Advanced Search
Scan the entire iLounge web site, now including a secondary Google search engine for additional results

The iLounge Library
Download earlier editions of our iPod + iPhone Books and Buyers' Guides

Discussion Forums
Get answers to your questions and meet other iPad, iPhone, and iPod users

FAQs

Developed early in the iPod's lifespan, our frequently asked questions (FAQs) section provides answers to many of the broad inquiries we've received about iPod and iTunes usage. If your question is general or historic in nature, start with FAQs; if it's more specific or recent, you'll be more likely to find an answer in Ask iLounge or our Discussion Forums.

Tutorials (Formerly 101 + 201)

iLounge's editors have created easy-to-follow tutorials covering many of the most important and useful topics confronted by iPod, iPhone, and iTunes users. If you need more detailed coverage of a topic addressed in this Book, you'll find it here.
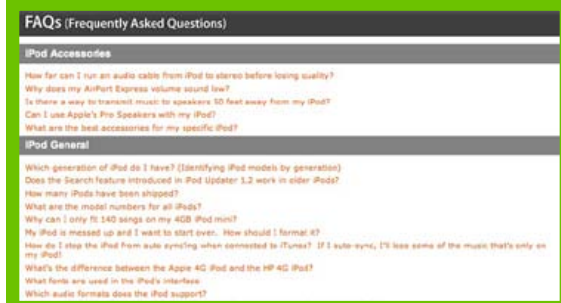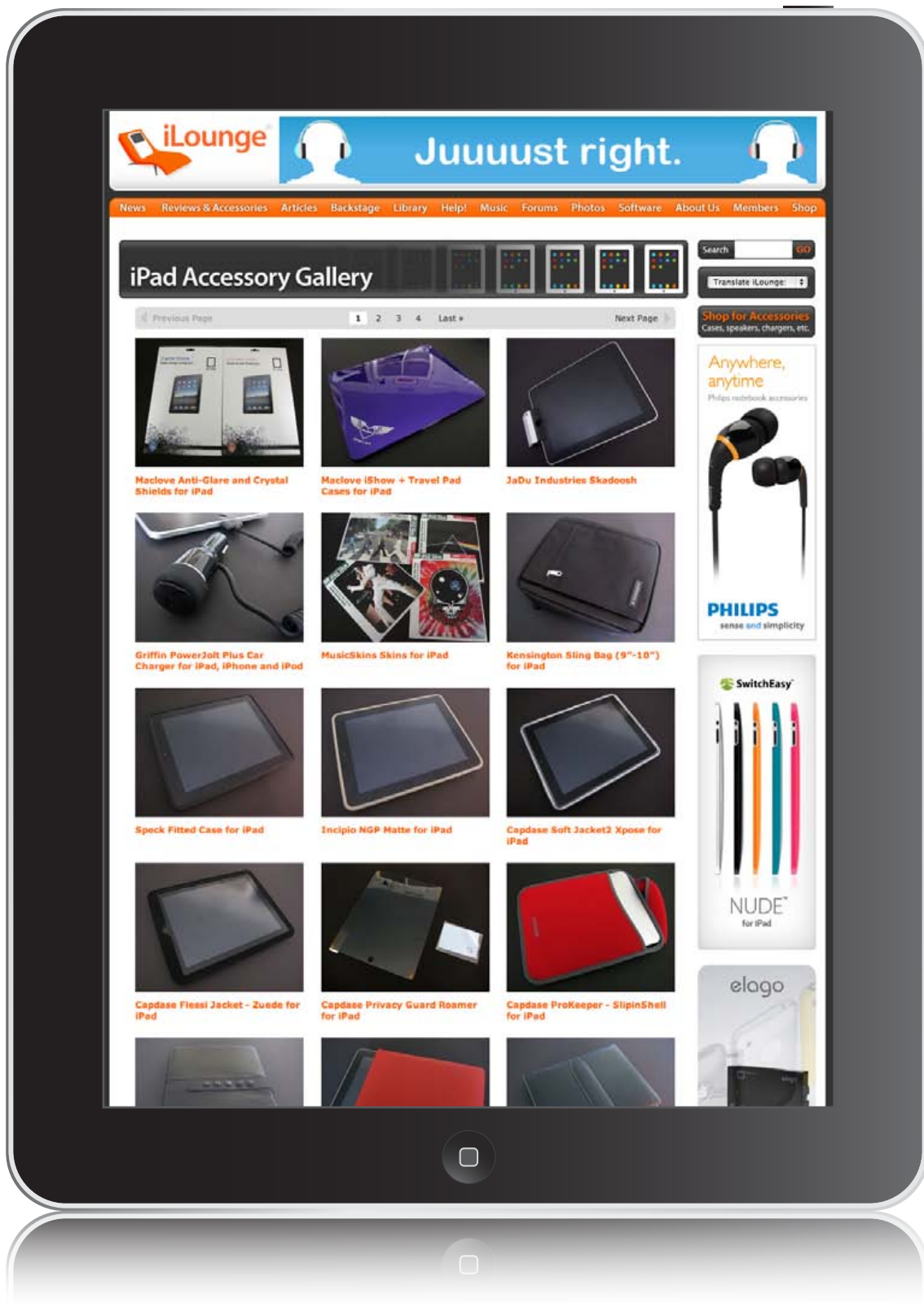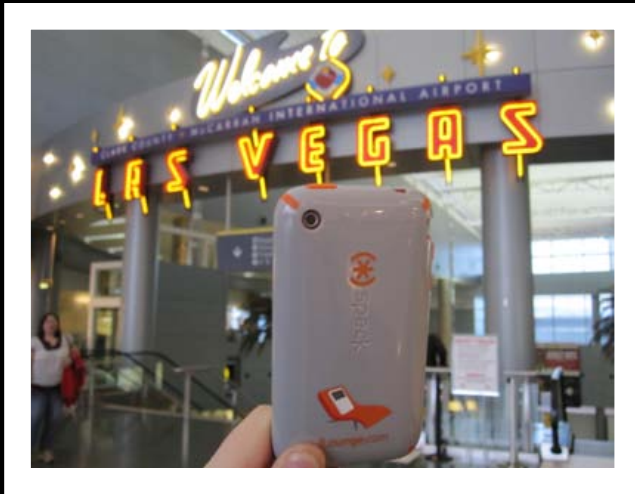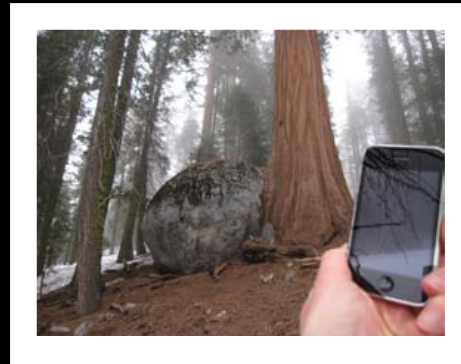
All Things iPad.

iLounge.com

Some Favorites From Our
iPad, iPhone + iPod
Around the World Galleries

The latest additions to our Around the World photo galleries include the first pictures of iPads making their way across the globe, as well as shots of iPods and iPhones in new places.

iPhone at Sequoia National Park
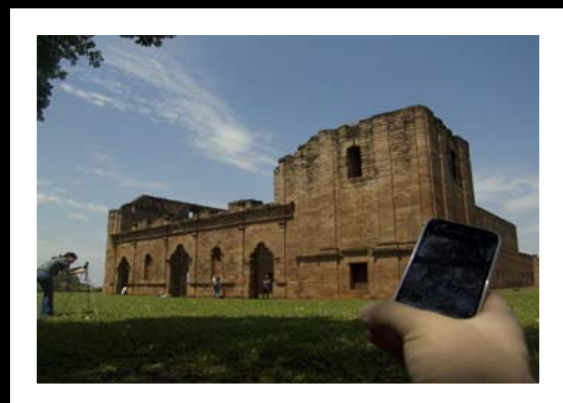Tulare County, California

iPhone at McCarren Airport
Las Vegas, Nevada USA

iPad in the Sand
Monument Valley, Utah

iPhone 3G at the Beach
Kanantik Reef + Jungle Resort, Belize

iPhone at Jesus de Tavarangue
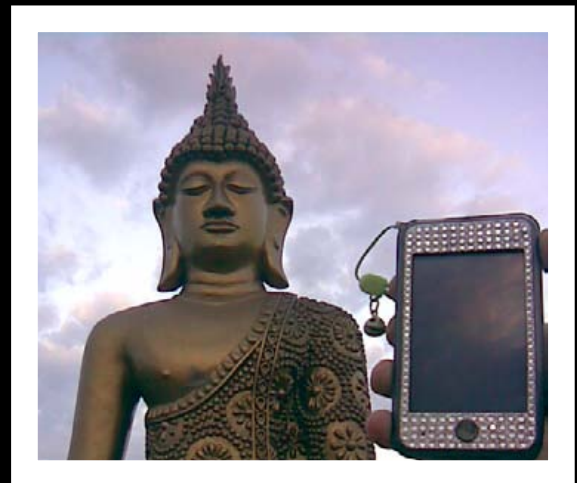Jesus, Paraguay

The Americas

iPhone at Tokyo Sumo Bashou 2009
Tokyo, Japan

iPod 3G at Nami Beach Resort
Boracay, Philippines

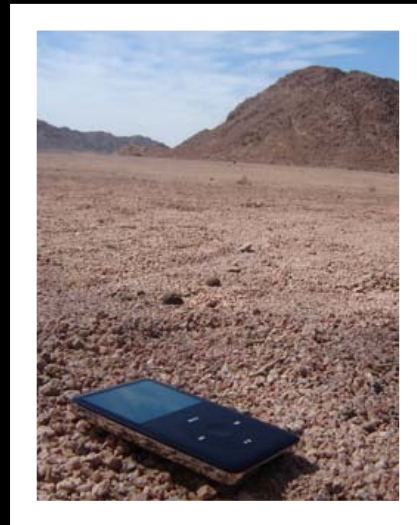**iPad at a Chinese (Yes, Chinese) Temple**
Pattaya, Thailand
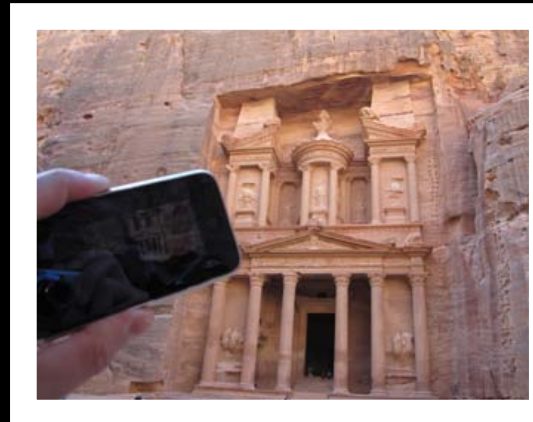

iPod touch in Tarlac
Tarlac, Philippines

Asia/Pacific

iPad at the Kuwait Towers
Kuwait City, Kuwait

iPod classic in the Sinai
Egypt

Lounging with an iPad
Durban, South Africa

iPhone at Petra
Petra, Jordan
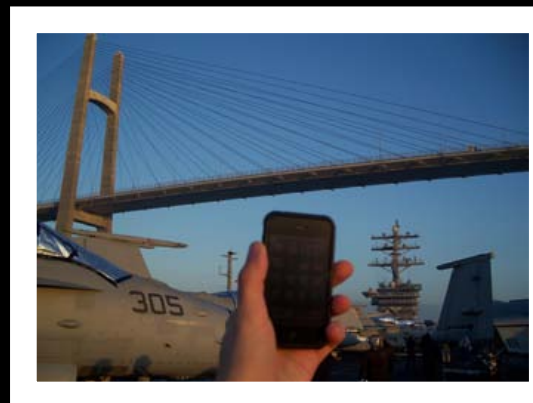
iPhone @ U.S.S. Eisenhower, Suez Canal
El Qantara, Egypt

Middle East/Africa
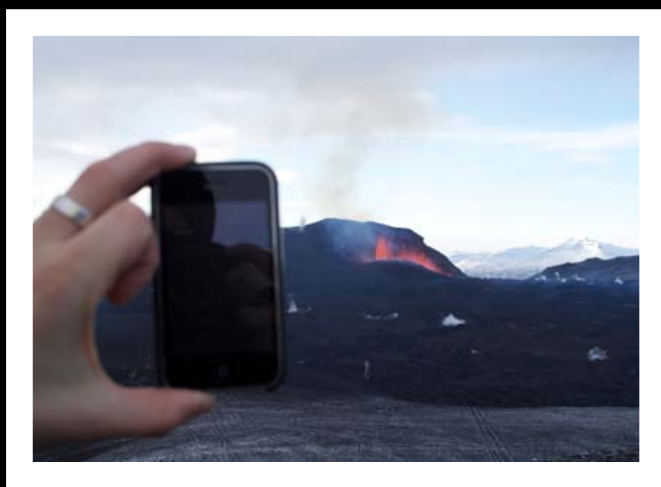
GALLERIES

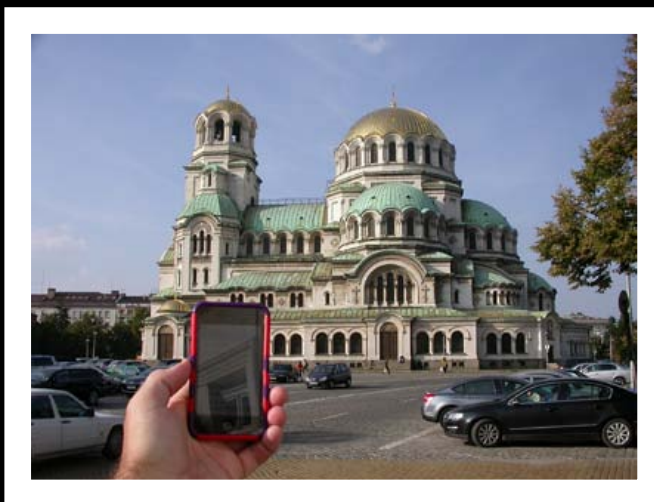**iPhone Visits Brasov**
Brasov, Romania
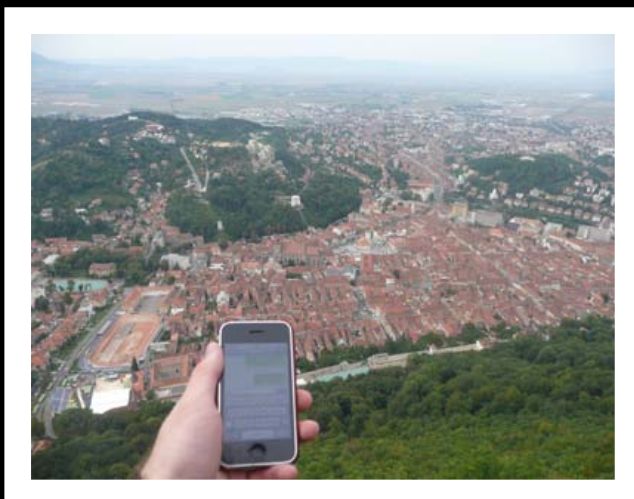
Parthenon
Athens, Greece
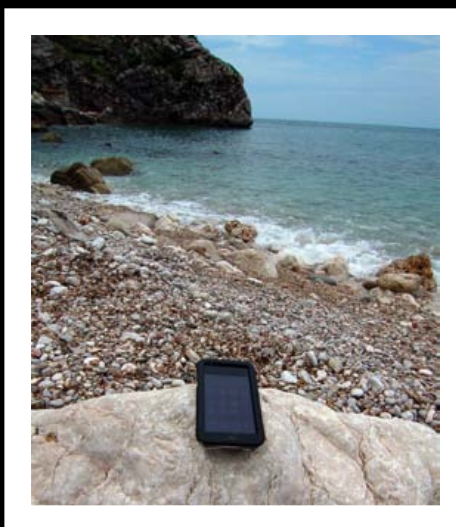
iPod touch Overlooking Shore
Montenegro

iPhone at the Active Volcano
Iceland

Alexander Nevsky Cathedral
Sofia, Bulgaria

Europe

Before and after the launch of the iPad, we've spent our nights playing new games. Here are the ones that are worthy of Backstage, our Editors' Blog.

Capcom **Super Street Fighter IV**

It's the latest sequel in a series that lost millions of fans due to - you guessed it - too many so-so sequels. But **Super Street Fighter IV** ($40) isn't just any old game: it's a follow-up to last year's successful reboot of the famous one-on-one fighting franchise (see below), now featuring 35 selectable martial artists, better music, and a wide array of impressive 3-D backdrops for the punching, kicking, and fireball-tossing action. Thanks to the power of the PlayStation 3 and Xbox 360, SSFIV's fights frequently switch to dramatic camera views, focusing on one character's supernatural special attacks. Better yet, even the unfamiliar new characters are as compelling as the returning ones, who include fan favorites Dee Jay, T. Hawk, Ibuki the ninja, and Dudley the boxer. A proper iPad and iPhone port will never happen, but we'd expect Capcom to pare it down and give it a shot, anyway.

Capcom **Street Fighter IV for iPhone**

By the lower standards of the iPhone and iPod touch, **Street Fighter IV** ($10) is a pretty good port of the 2009 predecessor to the game above, though it's very brief. You pick from nine fighters, using decent virtual joystick and button controls to unleash the most memorable of their moves from the console versions. Everything's flattened into 2-D save for cinematic ultra attacks, which look great.

Sega **After Burner Climax**

Arcade games may be dead, but Sega's **After Burner Climax** ($10/PS3/X360) continues their legacy: this forgotten but beautiful 2006 sequel to the hit 1987 fighter jet shooter After Burner was developed with the sort of attention to detail that fast 3-D games rarely receive. You rip through photorealistic mountain ranges, cloudy skies and military bases with a gun and lock-on missiles, trying to stay alive. A full game takes only minutes, but the replay value's high, so we're hoping Sega tries an iPad port.

Nintendo **Super Mario Galaxy 2**

If you're a fan of the Mario series, you probably already have **Super Mario Galaxy 2** ($50), but if you don't, just stop reading now and grab it. Nintendo's brilliant Wii sequel contains so many moments of genuine joy and awe per 3-D platforming level - mixed with 2-D stages for old school Mario fans - that we're now officially willing to forget that Super Mario Sunshine ever happened. Yoshi's back, too, with a Wiimote-controlled tongue.

Music + Video Inspirations

This Buyers' Guide and Book was composed while listening repeatedly to **Jamiroquai's** album **Dynamite**, particularly the tracks **Time Won't Wait** and **(Don't) Give Hate a Chance**. During breaks, we also watched the entire HBO series **The Wire,** from DVDs rather than iTunes, because season and per-episode pricing on iTunes is still twice as high as just buying the box sets. Here's hoping that more TV studios drop their iTunes pricing, or offer ad-supported streaming apps soon.
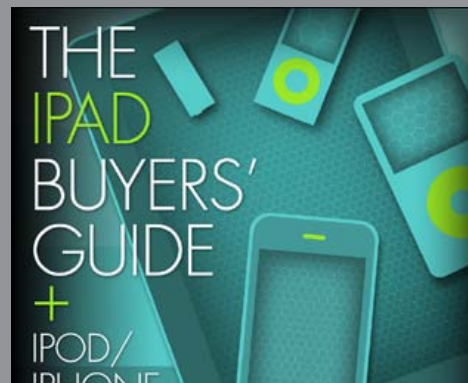
Credits

The iPad Buyers' Guide + iPod/iPhone Book 5 was written primarily by **Jeremy Horwitz** with contributions from **Jesse Hollington.** It was designed primarily by **Dennis Lloyd** from layouts and photography by **Jeremy Horwitz**, and includes additional photographic and artistic contributions from numerous iLounge readers, Apple Inc., and other listed companies.

Colophon

Created with **Adobe InDesign CS4** and **Photoshop CS5** using **Apple MacBook Pro, Mac Pro, and iMac** computers running **Mac OS X 10.6.3**. Output in **Adobe PDF** designed for Windows, Mac and other computers, as well as current- and future-generation touchscreen iPhones, iPods, and iPads.

Special Thanks

Our heartfelt thanks to all of the people who helped us create this Book, especially our families, without whose continued love, support, and amazing patience our publications would not be possible.

CLOSING THE CURTAIN.

The fourth-generation iPhone and iPod touch are nearly upon us. What does Apple have up its sleeves this year - and will it be enough for you?

Super Hi-Res Screens

If persistent rumors prove true - and we believe that they will - Apple's gearing up to use ultra high-resolution displays in the next-generation iPhone and iPod touch: 960 pixels tall by 640 pixels wide would equal four times the detail of the current devices, or nearly as many dots as an iPad screen in a much smaller display. The result would be over 300ppi resolution - indistinguishable from laser printer output - and great-looking artwork. Even if the actual numbers fall a little short, the new iPhone and iPod touch will have gorgeous displays.

Cameras, Cameras, Cameras

Though Apple's had plenty of time to plan for new cameras in the iPhone and iPod touch families, tons of questions have remained since last year's launch of the fifth-generation iPod nano: would Apple similarly restrict the iPod touch to video recording only? If not, would its still camera rival the iPhone 3GS's? And what upgrades would the next-generation iPhone receive? Based on a combination of leaks, insight and guesses, it looks like the new iPhone will have a 5-Megapixel still camera with dramatically better color fidelity, plus a 1280x720 (720p) rear video camera, and a 640x480 front video camera for live Wi-Fi-only conferencing. The iPod touch is likely to also receive at least a rear video camera, possibly with the same 640x480 video and 3-Megapixel limits as the iPhone 3GS. A front-facing camera is possible, but may be nixed for cost reasons.
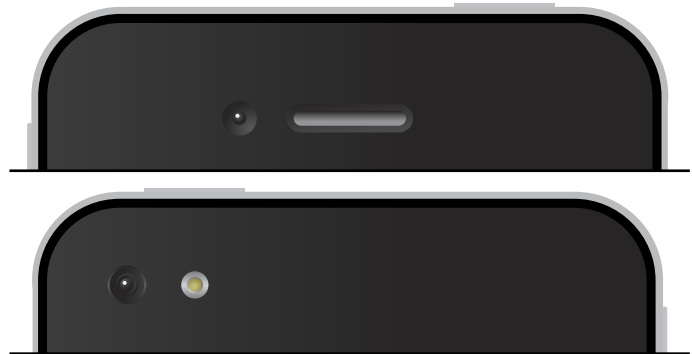
Faster Chips: A4 + More?

When Apple unveiled the iPad, it said the tablet contained a new processor called the Apple A4 - a part subsequently revealed to be an optimized, faster version of the same chips found in the iPhone 3GS and iPod touch. Apple will most likely place slightly tweaked A4s in both of its pocket devices, with a mind towards powering their higher-resolution displays while improving battery life over the 2009 models. Better-looking games will be the highlight.