

Apple Unveils New iPod Nano, iPod Touch

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SAN FRANCISCO - Apple Inc. CEO Steve Jobs took the wraps off a revamped line of iPods on Tuesday and trumpeted a truce with NBC Universal that means the TV network will begin selling programs again on iTunes. The iPod announcements were largely expected, and investors were less than energized, sending Apple's shares down \$6.13, 3.9 percent, to \$151.79 in afternoon trading.



The iPod upgrades Jobs revealed Tuesday in a theater in San Francisco include two slick new Nano models, oval-shaped devices that Jobs said are the thinnest iPods Apple has ever made. They are less than a quarter-inch thick. A \$149 version comes with 8 gigabytes of memory (enough for 2,000 songs); a 16-gigabyte version (which holds 4,000 songs) is \$199. The new models acknowledge the incredible appetite for iPods. On April 9, 2007 Apple celebrated the sale of the 100 millionth iPod worldwide. Jobs said Apple has sold more than 160 million iPods since their introduction in 2001.

Jobs showed off three new versions of the iPod Touch, which is much like an iPhone except that doesn't make calls. An 8-gigabyte version of the new model will sell for \$229; a 16-gigabyte Touch will be \$299 and a 32 GB model will be \$399. Apple hopes the 32-gigabyte unit will appeal to people who download a lot of games and other programs, and wouldn't be able to store them all on an iPhone, which maxes out at 16 gigabytes. Jobs said people have downloaded a "mind-blowing" 100 million applications for iPhones and iPod Touch devices since Apple began offering the programs online two months ago.

iPod History: The name *iPod* was proposed by Vinnie Chieco, a freelance copywriter, who (with others) was called by Apple to figure out how to introduce the new player to the public. After Chieco saw a prototype, he thought of the movie *2001: A Space Odyssey* and the phrase "Open the pod bay door, Hal!", which refers to the white EVA Pods of the Discovery One spaceship. Apple researched the trademark and found that it was already in use. Joseph N. Grasso of New Jersey had originally listed an "iPod" trademark with the U.S. Patent and Trademark Office in July 2000 for Internet kiosks. The first iPod kiosks had been demonstrated to the public in New Jersey in March 1998, and commercial use began in January 2000, but had apparently been discontinued by 2001. (Ref: Kahney, Leander. Wired News, 2006).

1. In appropriate paragraph form, provide a brief informative synopsis of the passage above ensuring you have also incorporated the historical background of the iPod. Indicate
(GPS – Grades 6 – 8: MRC a, d)
2. Extensive research has supported the fact that like most major organizations, Apple will not reveal its sales statistics or divulge any area-specific reports for both marketing and business concerns. They will however, report the general trend in their sales quarterly. Assuming 1/5 of all iPods were purchased and remain in the U.S., of which 40% belonged to children under the age of 18. How many more American adult iPod owners exist than children? Divide the remaining number of individuals equally amongst the 50 states and identify the result as well as the statistical data that this new figure conveys? As a promotional giveaway, pretend for a moment that a major department store is giving away a free iPod to every fifth customer and an iPhone to every 15th for the first 100 people in line. Where might one want to place oneself in line in an effort to receive both?
(GPS - Grade 6: M6P1 – M6P5; MRC; M6N1 a, c – g)
3. Because in question two you were not one of the fortunate recipients of a free iPhone or iPod, you elected to purchase the following: a 16-gigabyte iPod Nano and a 32-gigabyte iPhone. While there is no monthly fee associated with the iPod, the iPhone service plan you selected is approximately \$89 a month. Translate these two verbal phrases into algebraic expressions with m representing the monthly expense. Communicate your mathematical thinking clearly and coherently via interpreting and solving these two equations over the course of one year. Explain the process of converting words into variables and algebraic expressions.
(GPS Grade 7: M7P1 – M7P5; MRC; M7A1 a, b, c; M7A2 a)
4. Translate all of the applicable verbal phrases in questions two and three into a series of algebraic expressions and solve. Create a table and graph the results of the question regarding the iPhone and service plan. Interpret the slope as a rate of change and determine if a linear or nonlinear relationship exist.
(GPS Grade 8: M8P1 – M8P5; M8A1 a, b, d, e; M8A4 a – c, f, g; M8A5d; M8D4a)
5. Upon completion of this assignment, how far have we progressed through the 2008-09 series of *The Daughtry Times*®? Express your answer interchangeably as a fraction, decimal, percentage, and circle graph.
(GPS – Grade 6: M6N1f, g; M6D1c; Grade 7: M7D1f)
6. Using contextual clues only, define the following italicized words: *kiosk*, *gaunt*, *revamped*, *truce*, *prototype*, and *trumpeted* obtained from the passage above. Additionally, use each word in a complete sentence to demonstrate further comprehension. **(GPS – Grades 6 –8: MRC a, c, d)**

Georgia Performance Standards (GPS) adapted from georgiastandards.org. Standards specifically addressed in this edition are strategically aligned with the curriculum map and annotated adjacent to the respective grade level inquiry.

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