

Apple Unveils New iPods

5GB, 10GB and 20GB Versions for Mac & Windows

MACWORLD EXPO, NEW YORK—July 17, 2002—Apple® today extended its lead in the portable digital music market with the introduction of the next generation iPod™, available in three configurations: a 5GB model that now starts at just \$299 (US); a 10GB model that is 10 percent thinner for just \$399 (US); and a new 20GB model that can hold 4,000 songs for just \$499 (US). Both the 10GB and the 20GB models feature the industry's first solid-state touch wheel for incredible precision, accuracy and durability, and include a new Apple carrying case and wired remote. The new iPods will be available for the first time to both Mac® and Windows customers.

"The award-winning iPod now comes in models that are more affordable, thinner and hold up to 4,000 songs in your pocket," said Steve Jobs, Apple's CEO. "But the biggest news is that we're bringing the iPod to Windows users, so they can join this amazing portable digital music revolution."

iPod is the only portable digital music player with Auto-sync, an innovative feature that automatically downloads an entire digital music library into an iPod and keeps it up-to-date whenever the iPod is plugged back into a Mac. With iPod's built-in FireWire® port, a massive 4,000 song library can be downloaded in just over 30 minutes versus the more than 13 hours it would take to transfer 4,000 songs with USB-based devices. The iPod's battery provides up to 10 hours of continuous music and recharges automatically whenever iPod is connected, using power supplied over the FireWire cable. For Mac users, the new iPod will include the new iTunes™ 3, Apple's award-winning digital music software.* iTunes 3 adds dozens of new features including Smart Playlists that automatically and dynamically update playlists based on simple rules set by the user, Sound Check for consistent volume playback and support for audio programming from Audible.com. With these new features, Mac users can easily transfer audio programming and sound quality adjustments to their iPod to use wherever they go. Users can now sync information back to iTunes to bookmark where they left off listening to Audible programming, or to update song play-counts or last-played dates for iTunes' Smart Playlists. iPod's new digital clock adds the necessary time and date stamp to individual songs.

For Windows users, the iPod now works seamlessly with MUSICMATCH Jukebox, the number one selling music software for PCs. iPod is the only MP3 player to provide Windows customers with Apple's exclusive Auto-sync technology, to keep their iPod automatically updated every time it is plugged into their PC. Users also have the option to manually transfer individual songs or playlists from their MUSICMATCH library to their iPod. iPod for Windows will ship with MUSICMATCH Jukebox.

iPod for Mac or Windows comes with improved headphones that offer enhanced bass response, smoother transitions and more accurate high-end sound reproduction. iPod also features a redesigned and more portable thin FireWire cable; 20GB and 10GB iPod models include a built-in protective cover for the FireWire port.

Pricing & Availability

The new iPod will be available for a suggested retail price of \$299 (US) for the 5GB iPod, \$399 (US) for the 10GB iPod and \$499 (US) for the 20GB iPod through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers. iPod for Mac will be available in early August and iPod for Windows will be available in late August. Laser engraving is available for \$49 (US) and can include two lines of text with up to 27 characters per line.

All iPod models include earbud headphones, Apple iPod Power Adapter and FireWire cable. 10GB and 20GB iPod models include carrying case and wired remote; optional remote and carrying case are available for 5GB iPod models. iPod for Windows also includes a 4-pin-to-6-pin FireWire adapter. iPod for Mac includes iTunes 3; iPod for Windows includes MUSICMATCH Jukebox software.

iPod for Mac requires Mac® OS X version 10.1 or Mac OS 9.2, iTunes 2.0.4 and a Macintosh with built-in FireWire port. iPod for Windows requires a PC with built-in FireWire or a Windows-certified FireWire card and Windows Me, Windows 2000, or Windows XP Home or Professional.

*Some iPod features require a Mac and iTunes 3.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the

1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

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