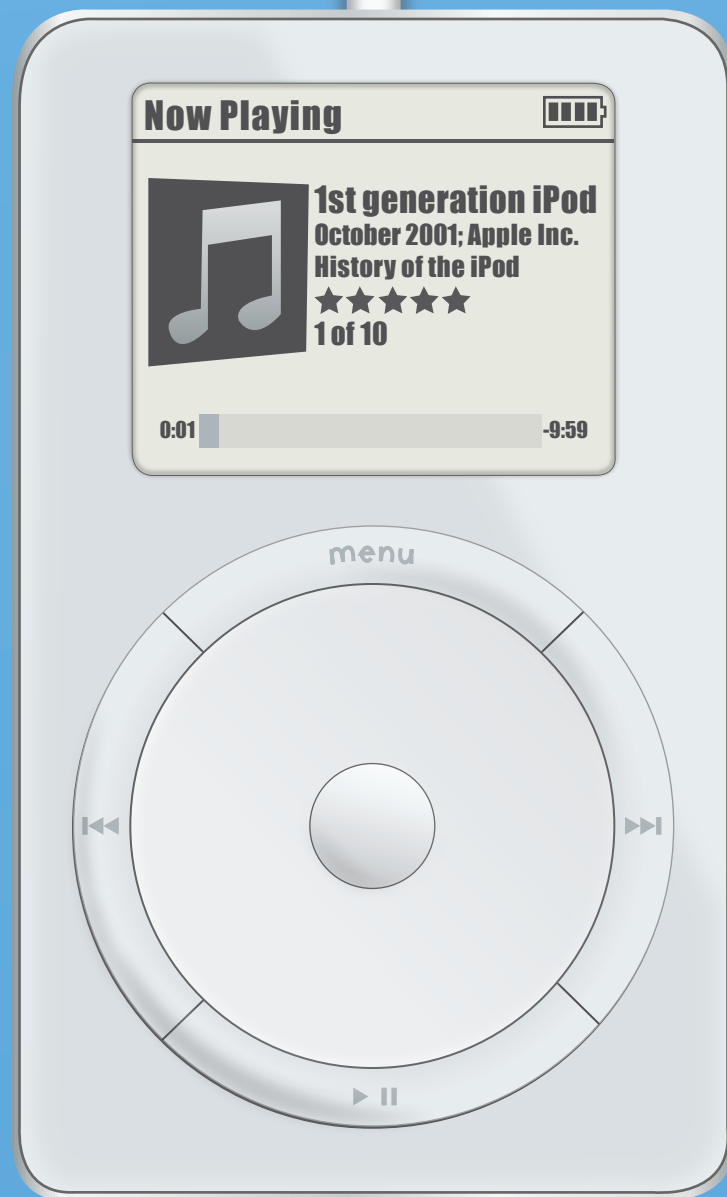


The history of the iPod

From "1,000 songs in your pocket" to "Your top 40,000"--the iPod has evolved over the last decade.

In 2001, Steve Jobs formed a creative team under Apple Inc. This team included Jonathan Ive, the creative force behind the iMac, and within a year they introduced the first iPod. The name iPod was chosen by Vinnie Chiego who was working at the time as a copywriter. The device initially was priced at \$399 and came with a 5GB hard drive, mechanical scroll wheel and black and white LCD display.



July 2002
Apple introduces 2nd generation iPod, compatible with Windows and holding up to 4,000 songs.



April 2003
Apple releases the 3rd generation iPod that is thinner and lighter than 2 CDs and holds 7,500 songs.



January 2004
Apple introduces the iPod mini. It is available in 5 different colors.



October 2004
Apple introduces the iPod U2 Special Edition.



October 2005
Apple unveils the 5th generation iPod, which is able to play music, photos and videos.



September 2005
The iPod nano replaces the iPod mini and goes on to become the best selling music player ever.



September 2006
The iPod nano gets a new aluminum design and is now available in 5 colors.



September 2006
Apple unveils a wearable new iPod shuffle with a built-in clip.



October 2006
Apple announces the new iPod nano (PRODUCT) RED Special Edition to benefit The Global Fund to fight AIDS, Tuberculosis and Malaria.



January 2007
Apple introduces the iPhone.



September 2010
Apple introduces the new iPod touch.



June 2008
Apple introduces the new iPhone 3G, which is twice as fast as the previous generation.



September 2007
Apple unveils the iPod touch with multi-touch interface and built-in Wi-Fi wireless networking.



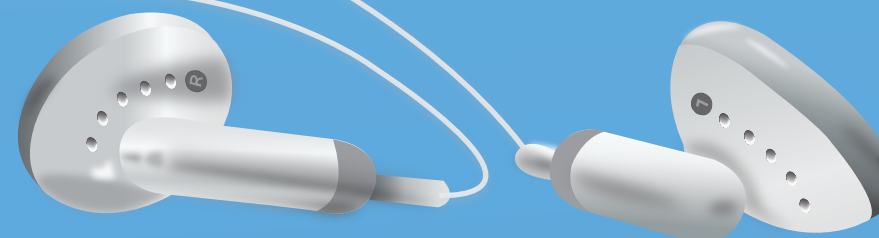
January 2007
The new iPod shuffle becomes available in 5 different colors.



September 2010
The new iPod nano features multi-touch interface and a built-in clip for instant wearability.



September 2010
Apple unveils the new iPod shuffle--the world's smallest iPod.



Which iPod is for you?

iPod shuffle
4th generation
16 GB 

iPod nano
6th generation
64 GB 

iPod classic
6th generation
160 GB 

iPod touch
3rd generation
64 GB 

How many iPods have been sold over the years?

