

Apple Introduces the New iPod

July 19 2004



Apple® today introduced the new iPod®, the fourth generation of the world's number one portable digital music player, featuring Apple's patent pending Click Wheel, which combines the smooth and continuous scrolling of a touch-sensitive wheel with five push buttons for superior one handed navigation. The new iPod also features up to 12 hours battery life and Shuffle Songs, a new command in the main menu which gives users instant access to one of the most exciting new ways to listen to their music library. All iPods work effortlessly with Apple's iTunes®, providing music fans with the best digital jukebox on either a Mac® or Windows computer and access to the iTunes Music Store, the number one digital music service in the world. The new iPod is available immediately in a 20GB model for \$299 and a 40GB model for \$399.

“The best digital music player just got better,” said Steve Jobs, Apple’s CEO. “The fourth generation iPod features Apple’s amazing Click Wheel for superb one handed control, 12 hour battery life and the new Shuffle Songs command in the main menu—all in an even smaller design that puts up to 10,000 songs in your pocket.”

“HP has chosen iPod and iTunes as the best products to integrate in to our digital entertainment strategy,” said Carly Fiorina, chairman and chief executive officer at HP. “We decided to wait for this amazing new fourth generation iPod, as it will offer our customers an even better experience. HP’s version of the new iPod will be available in September.”

iPod features Apple’s patent pending Auto-Sync technology that automatically downloads an entire digital music library onto iPod and keeps it up-to-date whenever it is plugged into a Mac or Windows computer using FireWire® or USB. Users can transfer two songs per second from their Mac or Windows computer and can now conveniently charge iPod with either the included FireWire or USB cable.*

Pricing & Availability

The new 20GB and 40GB iPods are available immediately for a suggested retail price of just \$299 (US) for the 20GB iPod and \$399 (US) for the 40GB iPod through the Apple Store® (www.apple.com), Apple’s retail stores and Apple Authorized Resellers. Both iPods include earbud headphones, 1.2m 30-pin to FireWire cable, a 1.2m 30-pin to USB cable, and a CD with iTunes 4.6 for Mac and Windows computers. The 40GB model also includes an iPod dock.

Optional accessories with the following suggested retail prices include the iPod Dock for \$39 (US) and in-ear headphones for \$39 (US). Laser engraving is available for iPod for \$19 (US) and can include two lines of text with up to 27 characters per line.

iPod requires a Mac with a FireWire port and Mac OS® X version 10.1.5 or later (Mac OS X v10.2 or later recommended); or a Windows PC with a FireWire or USB port, or a Windows-certified FireWire or USB card and Windows 2000, XP Home or Professional.

* Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced. Battery life and number of charge cycles vary by use and settings. See www.apple.com/batteries for more information.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online music store.

The original press release can be found [here](#).

Citation: Apple Introduces the New iPod (2004, July 19) retrieved 11 May 2024 from <https://phys.org/news/2004-07-apple-ipod.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--