

Apple to hold media event next week

August 31 2009



An Apple iPod plays an iPod commercial at an Apple Store in San Francisco, California. Apple, with its usual air of mystery, announced on Monday that it would hold a media event next week but did not reveal what it would be about.

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An invitation sent to journalists inviting them to the September 9 event in San Francisco featured a picture of a woman in silhouette holding an iPod and the tagline: "It's only rock and roll, but we like it."

The invitation sparked speculation on technology blogs that [Apple](#) planned to release a new line of iPod music players.

The videogame "The Beatles: Rock Band" is also to be released on September 9 and the coinciding dates sparked speculation that Apple may announce the availability of a Beatles catalog on iTunes, its online music store.

The California-based company is traditionally secretive about projects under development, revealing them only at launch and guarding zealously against leaks.

Rumors have been sweeping [Silicon Valley](#) in recent weeks that Apple plans to come out later this year with a portable tablet-sized computer that can surf the Web and also serve as an [electronic book reader](#).

The September 9 invitation also sparked the inevitable speculation about an appearance by Apple's iconic chief executive, [Steve Jobs](#), who returned to work in June after a five-month medical leave of absence during which he underwent a liver transplant.

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