

Apple Updates iPod photo Lineup

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Apple® today updated its iPod® photo lineup by introducing a new slim 30GB model, holding up to 7,500 songs, for just \$349 and a new 60GB model, holding up to 15,000 songs, for \$449. Designed to take your entire music and photo libraries with you wherever you go, both iPod photo models feature a stunning high-resolution color screen for displaying photos and enhancing the entire iPod music experience. Both models hold up to 25,000 digital photos and will feature the ability to import photos from your digital camera via the new iPod Camera Connector for instant viewing and slide show playback on iPod photo.

"The new slim 30GB iPod photo at just \$349 lets music lovers enjoy their iPod in full color, including album artwork along with their personal photo library," said Steve Jobs, Apple's CEO. "And now you

can import photos from your digital camera directly into iPod photo with the optional iPod Camera Connector.”

iPod photo works effortlessly with Apple’s iTunes®, providing music lovers with access to the iTunes Music Store, the number one digital music service in the world. iPod photo features Apple’s patent-pending Auto-Sync which works seamlessly with iTunes to automatically download an entire digital music library onto iPod photo with just one click, keeping it up-to-date whenever iPod photo is plugged into a Mac® or Windows computer using FireWire® or USB 2.0, the standard amongst both Mac and PC users to both charge and update any iPod.

The new iPod Camera Connector is an optional accessory that enables customers to connect their digital camera to iPod photo and import their photos into the iPod. By simply connecting the iPod Camera Connector and a digital camera*, customers can easily transfer digital images to their iPod photo, providing tremendous storage space so they can take more pictures. Imported photos are immediately viewable on iPod photo's crisp color screen, and can also be brought back to iPhoto® on the Mac or various photo applications on the PC. The iPod Camera Connector is expected to be available in late March for \$29.

Apple’s iPod, the iTunes jukebox and the iTunes Music Store are leading the digital music revolution. With over 10 million iPods sold to date, the iPod is the world’s most popular digital music player, and the iTunes Music Store is the number one online music store with over 70 percent market share. The new iPod photo is a member of Apple’s wildly popular iPod family for both Mac and PC which includes the fourth generation iPod, the iPod mini, the iPod U2 Special Edition and iPod shuffle.

Pricing & Availability

The 30GB and 60GB models of iPod photo for Mac or Windows are

available worldwide immediately for a suggested retail price of \$349 (US) and \$449 (US) respectively, through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers.

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