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The Styles and Trends of the iPod

Topics Covered:

All About the Apple iPod

The iPod Ad's Silhouetted Success

Great Things Behind iPod Commercials

Apple iPods on Parade

The Apple iPod Mini

A Biography of the iPod Mini

The Marvels of iPod Video

The Future of iPod Video

The Benefits of iPod Videos

Get Raw With iPod Shuffle

Spin Tunes With the iPod Nano

The Apple iPod and the Nano

The Styles and Trends of the iPod

All About the Apple iPod

The Apple iPod has been on the music scene for sometime. Users of the Apple iPod have posted many reviews through the years. iPod reviews, iPod hackings, as well as free iPod videos are posted all over the Internet.

iPod users have the following to say about the Apple iPod:

1. The Apple iPod has a hard drive that can hold more than 5,000 songs. The number of songs that can be stored in an Apple iPod is enough that users can expect to listen to a non-stop music experience using the Apple iPod. This hard drive has a forty gigabytes of space available for the 5,000 songs. The free iPod videos are also included.

2. The Apple iPod was manufactured in such a way that the control buttons are incorporated in a sleek design that ergonomically provides ease of movement to the user. The ergonomic design is called the Click Wheel.

Using the Click Wheel, Apple iPod users can now easily browse through their favorite free iPod videos. The Apple iPod users can either fast forward, play, pause or stop, and control the reverse. An added plus is the access of the menu via the Click Wheel.

3. The Apple iPod have enough battery life that could make it possible for non-stop playing of songs or free iPod videos. Apple iPod users are capable of the set up of a playlist of songs or free iPod videos on the Apple iPod.

4. With the shuffle function of the Apple iPod, users can choose randomly the free iPod videos they want to watch and the MP3 songs that they want to hear.

5. The Apple iPod is not only an excellent audio player but also an excellent player for the free iPod videos. The system menu of the Apple iPod is super intuitive. The sound quality is world class, The storage size is sufficient to store not only MP3 songs but free iPod videos. Lastly, the Apple iPod has an assortment of accessories available for use.

6. The Apple iPod was said to have a poor post sales service. One user of the Apple iPod claimed that he was just watching free iPod videos when the LCD screen suddenly went broke.

The service representative of the Apple iPod, however, claimed that the service warranty of the Apple iPod does not include abuse. In this case, it was decided that it was abuse and the Apple iPod was now beyond warranty.

7. The Apple iPod also has a clear lineage of the warranty. Several users of the Apple iPod claimed to experience weird things on their iPods after the termination date of the warranty.

Below are some of the faulty events that users of Apple iPods have experienced:

a. The Apple iPod claims to be skip-free in playing free iPod videos, but after the warranty period, it started skipping free iPod videos.

b. The Apple iPod claims to have a long life battery, but after the warranty period, the battery was constantly experiencing shortage in power especially in playing free iPod videos.

c. The Apple iPod claims to have a robust hard drive, but after the warranty period, the hard drive of the Apple iPod usually fails.

8. The Apple iPod was also reported at one time or another as having a software bug or design flaw. Music tracks or free iPod videos being played are meant to be skip-free and to flow continuously from one track or video to the next. The Apple iPod, according to some users stalls for even a single moment between tracks.

9. The Apple iPod is said to be the best in MP3 audio playing. Users, however, pray that Apple would try to improve the video playing capability of the iPod such that playing free iPod videos would not be a hassle. Making the video player more perfect would definitely boost the sales of the Apple iPod.

10. The Apple iPod is also said to be susceptible to static. Some users reported that the Apple iPod could easily be affected by static when put inside a coat pocket. Static caused the Apple iPod to switch off suddenly at times. This has an effect on the overall circuitry.

The iPod Ad's Silhouetted Success

Apple has sold about 250 million tunes from its iTunes Music Store and 10 million iPods. With the release of updated iPod models, Apple has launched a new iPod ad campaign in different national and international magazines, billboards and in the Internet. The new set of iPod ads features a variety of vibrant colors and design schemes with a black silhouetted figure of a person dancing with or simply enjoying an iPod. Cropped versions of these iPod ads can also be seen in updated Apple iPod web pages.

The new style is very different and colorful compared to the usual simple, white advertising they are popular of in the past. The colorful and silhouetted iPod ad campaign of Apple makes the white iPod earphones very recognizable.

An iPod ad is being run by 3G, a mobile operator in the United Kingdom. It is the first ever 3G mobile video ad campaign for the Apple iPod. The iPod ad runs for 14 seconds that features the ever famous silhouetted dancers from the brand's campaign concept.

iPod ads have become very popular indeed that in the Simpsons episode entitled "Thank God, It's Doomsday," Homer Simpson noticed in the Gospel for Less shop this iPod type of ad.

On the other hand, the copying of the idea has gone wild as Apple threatens to sue Music Channel Fuse over their new ad campaign that looks just like the iPod ad campaigns. Music Channel Fuse and its owner Cablevision's Rainbow Media are threatened by Apple's lawyers with a lawsuit unless the music channel stops the campaign.

In the similar campaign, figures of people in silhouette are watching while television with the colorful background. The campaign may mirror iPod ad campaign but Fuse takes the idea to a very different direction with one of their ad versions showed a man apparently masturbating while one showed a man doing a beer bong.

Rapper Eminem and Music group Black Eyed Peas also rode with the success of iPod ad campaign's bandwagon, as the former was featured in a version of an iPod ad rapping and appearing on screen.

Also, the latter and their song "Hey Mama" from the album "Elephunk" became more popular after the song was used in another iPod ad campaign. The song was selected for the iPod television ad campaign by Apple and the creative team at TWBA Chiat Day. They thought the song was appealing and would definitely attract the attention of the viewers.

Apple ad is also reported lately to be included within iTunes soon. The testing advertisements are sure to lure advertisers interested in reaching million of iTunes users. But, many users are not excited about this because they have been used to an Apple ad free iTunes. As much as the Apple ad will appear only on the lower left corner of the iTunes Library, this can still prove to be risky.

iPod ad in iPod pages, posters, magazines, and billboards have been popping up all over key cities around the world. This also proves that Apple is aggressive with this new iPod ad push.

As a matter of fact, Business 2.0 has included the U2 silhouette iPod ad campaign in its 2005 Smart List. The annual tip of the hat to the brightest minds in business of this magazine has given their nods to Apple in its unique idea of advertising iPod.

The iPod ad was a collaboration of lead singer Bono of U2 and Apple CEO Steve Jobs. They happen to be long time friends who worked closely for this iPod ad campaign. They both contributed to the ad campaign and their efforts in advertising iPod paid of quite well. At the same time, Apple's iTunes Music Store made the exclusive release of U2's How to Dismantle an Atomic Bomb.

With the success of the iPod campaign, the album also hit the charts for weeks after its debut in November 2005.

Great Things Behind iPod Commercials

Since the advent of the Apple iPod, Apple is continually making iPod commercials as part of their advertising campaign. iPod commercials is another way of marketing their product.

Though the Apple iPod has gone a long way in the market, the iPod commercials is a sure way of boosting the sales of the Apple iPod.

In fact, one of the evident effects of iPod commercials to customers is that they just keep noticing them. A user even wrote an article on why Apple does not tell you the music. This is from the HP iPod commercial.

Another notable one from a list of iPod commercials is the iPod commercial released last Spring of 2005. This iPod commercial depicts people roller skating, break dancing plus a robot voice.

A background song called "Technologic" played by Daft Punk, which is from the album "Human After All" is being played on the background. This breakdancing sound was the reason that this one from the iPod commercials was called the Breakdance commercial.

Music played a strong figure in all iPod commercials. In fact, it was the moving force in depicting the emotions or themes that the director aims to express with the iPod commercials. It is synonymous with the role of the Apple iPod in the lives of the user, which is music.

There are other songs that were played in the background in some of the newer iPod commercials. The songs include:

1. "Jerk It Out" by Caesars. This was from the iPod Shuffle commercial, this is the one with the arrows.
2. "Feel Good Inc." by Gorillaz. This song was played in the Rollerskating iPod commercial.
3. "Mr. Lee" by The Bobbettes. This song is from one of the iPod commercials called "Mashup."
4. "Work It, Shake It" sung by DJ Assault. This song is from one of the iPod commercials called "Mashup."
5. "I Love to Polka" sung by Jimmy Sturr. This song is from one of the iPod commercials called "Mashup."
6. "Orange Blossom Special" was sung live by Charlie Daniels Band. This song is from one of the iPod commercials called "Mashup."

The iPod commercials were so hip that some even premiered or was shown in the MTV Music Video Awards. The iPod commercials are continuously being aired on other television and cable channels.

There was this iPod commercial where you can see a Cowboy bar that includes square dancers. The background music was as usual very hypnotic. The music was found out to be "The Boogie That Be" which was sung by Black Eyed Peas. If you would search the Internet for this iPod commercial, you would notice that there is no single mention of the commercial or the song used in the iPod commercial.

The reason for this is that the management is cross promoting the HP branded iPod along with the Apple Music Store. It is evident that the goal is not only to promote the iPods but also to sell music. After all, music is the heart of all Apple iPods or even HP branded iPods.

One of the iPod commercials, "Mash Up," had an ad that includes the URL "hp.com/music." But similar to the other iPod commercials, users cannot find any other part of the site where they list the songs that was used in the commercial.

The iPod brands have a habit of burying the iPod commercials on their website, oblivious that the iPod commercials are their ticket to higher sales. The facts are there about iPod commercials fans only have to search and dig for it. The iPod brands forgot to include put all of these facts in a website that is convenient for viewing by iPod users. Having a website would further promote the iPod commercials that would in turn further increase the sales of their iPods.

The iPod brands should also consider the transfer of iPod commercials to your iPod. DVD to iPod technology is already available from the Internet. One particular DVD to iPod software is the iPod Media Studio.

iPod commercials also belong to the iPod users. The DVD to iPod technology is a feature that every iPod user dreams to be able to do. Unfortunately, iPod brands do not provide this technology feature. The iPod Media Studio gives these capabilities to the iPods.

Apple iPods on Parade

At the time when everything is going digital and the technological world had been bombarded with digital this and digital that -- digital camera, digital camcorder, handhelds, digital cellphone, laptops -- Apple Computers saw nothing much digital in audio technology, except maybe for the compact disc players. In 2000, Apple had decided to tap this uncharted market, with Jon Rubenstein as the Chief Engineer of the iPod project. A year after, released the first generation of Apple iPods.

Generations of Apple iPods

Currently, Apple iPods come in three iPod names. Technical specifications of these Apple iPods differ either in storage capacities or in exterior design, weight, and size. As of February 7, 2006, the Apple iPods are classified into the following:

- iPod (Original) (Capacity: 30 GB and 60 GB)
- iPod Nano (Capacity: 1GB, 2GB, and 4 GB)
- iPod Shuffle (Capacity: 512 MB and 1GB)

Two years ago, in 2004, Apple released iPod Mini (4 GB and 6 GB in various pastel colors). iPod Mini's marketing was discontinued in September 2005 and was replaced by iPod Nano, which was 62% thinner and has a color screen.

Since Apple iPod's release in 2001, Apple has sold 42 million units. Which is why Apple iPods has been constantly re-engineered to cater the growing demands for faster, sleeker, and feature-packed Apple iPods.

Apple iPods have evolved from monochrome (black and white) screen, the first generation, to its color screen with video player, the fifth generation of Apple iPods.

Apple iPods on Parade

1. Apple iPods (Original)

1.1. First Generation of Apple iPods

Criticized for being costly for an initial release, the \$399 First Generation Apple iPods were, nonetheless, instant hit. Apple iPods, after the October 29, 2001 release, dominated the digital audio player market, quickly overtaking sales of MP3 players (such as JukeBox and the NOMAD).

The first generation of Apple iPods was designed with a mechanical scroll wheel that was divided in four buttons that worked as Menu, Play or Pause, Back, and Forward. Apple iPods' scroll wheel has become a prominent design and feature of Apple iPods.

1.2 Second Generation of Apple iPods

This was the first generation of an iPod that was compatible with Microsoft Windows OS. Although it also had the prominent scroll wheel feature, the mechanical wheel of first generation was replaced by a touch-sensitive wheel, now know as the "touch wheel."

1.3 Third Generation of Apple iPods

The "ultrathin" Apple iPods were shown to the public on April 28, 2003. Apple CEO Steve Jobs introduced these slightly smaller, and with beveled edges iPod series to the public as the third generation line of Apple iPods.

Aside from being ultrathin, this was the first set of Apple iPods that had a built-in Hi-Speed USB connectivity.

1.4 Fourth Generation of Apple iPods

If third generation Apple iPods were called ultrathin, I don't know what to call the fourth generation of Apple iPods which are slimmer than the ultrathin line. The sleek and trendy design had skyrocketed Apple's sales, and made the name iPod synonymous with digital audio player.

This generation of iPod was introduced with the monochrome screen; but after a few months, only, it was marketed with a color screen and thus named: iPod photos.

1.5 Fifth Generation of Apple iPods

Apple launched in October 12, 2005 the fifth generation and was quickly known to the public as video iPod or iPod video, although Apple refer to it as the Fifth Generation iPod

2. iPod Nano

2.1. iPod Mini

Digital player manufacturers such as Creative and Digital Networks released digital audio players smaller than that of iPods sometime in 2003. Their Zen Micro and Rico Carbon products were starting to attract a number of supporters and this had prompted Apple to create their own line of small iPods; thus, the birth of iPod Mini. The 4 to 6 GB storage of iPod mini was made possible by using Microdrive hard drives.

2.2. iPod Nano

On September 7, 2005 Apple announced that marketing of iPod minis would be discontinued to be replaced by a thinner and color screen iPod, which Apple named as "iPod Nano."

3. iPod Shuffle

Apple iPods were known for using Microdrive hard drives. Although most of iPod's competitors were already using flash memory for their digital audio player, Apple didn't jumped the flash bandwagon immediately. Apple waited until 2005 to release an iPod using flash memory instead of Microdrive, and named it "iPod Shuffle."

Keeping up with the taglines, "Give chance a chance" and "Life is a random," iPod shuffle plays music in random order although users can still play songs in order that has been set in iTunes.

iPod Shuffle has no screen. Its size is as small as a pack of chewing gum, and weighs less than an ounce.

The Apple iPod Mini

Owners of the original Apple iPod clamors for more from the makers of the iPod music experience.

The latest ipod player available in the market comes in a smaller and leaner frame, and is marketed in a rainbow of colors. This is the Apple iPod mini.

The Apple iPod mini has a platform of MAC or Windows OS. Some original Apple iPod users have already seen the Apple iPod mini with a new four gigabytes harddrive space for a US\$ 249

price tag. It is not a secret that an additional of US\$ 50 will get you a fifteen gigabytes iPod that would store somewhere around 2,700 more music files. That is a lot more than the Apple iPod mini.

This is because harddrive space is so much important for Apple iPod users, the original Apple iPod have so much space available to the user of about forty gigabytes. This amount of space can store more than five thousand songs. Aside from this, the original Apple iPod also has a longer battery life.

However, critics should consider the frame of the Apple iPod mini. It is slender and is more styled, that which made it seem more functional and more attractive to the eyes and has a more ergonomic feel to the fingers. To most people, it would not be the ideal music player, but to the 99,000 or so Apple iPod mini users, they beg to disagree.

The Too Sexy Apple iPod Mini

The Apple iPod mini is compared to a US\$ 1,200 purse from Chanel. This is because the US\$ 249 Apple iPod mini, with its variety of five colors, brings out class and posh.

It has an anodized body made of aluminum and weighs about 3.6 ounces. It measures about 2 inches in width, 3.6 inches in height, and only about half an inch in thickness. It does not look like it at first glance, but the Apple iPod mini is almost like a featherweight than the original Apple iPod.

It is also silky to the touch and smooth. It also fits wonderfully in your palm. This is the reason for the premium price tag.

The Apple iPod mini also has no external moving parts. You will notice that underneath the smaller 1.67-inch LCD screen lie the light touch-sensitive and highly ergonomic Click Wheel. This Click Wheel is the one which incorporates the Apple iPod mini's other controls. The control's buttons are located on the pad itself. This is much different than the original Apple iPod's four function buttons that is located above the scroll pad.

Anyone who is familiar with the software for the iPod knows about the seamless integration of iPod with iTunes. In no time, you would be cruising with the tunes.

The Apple iPod mini behaves just like exactly as other newer generation Apple iPods. It now even packs a battery life of 8 hours. The original Apple iPods have a longer battery life.

Besides the smaller physical dimensions and the new warm minimalist choices of color, which can be gold, silver, pink, green and blue. A major difference observed between the original Apple iPod and the Apple iPod mini is the harddrive space capacity.

The Apple iPod mini has a tiny Hitachi harddrive that can hold about four gigabytes of music. Music files include AAC, Audible, MP3, WAV and AIFF. This is enough storage for a number of Apple iPod mini users.

Apple iPod users usually prefer to carry an entire library of music any time of the day. Rather than manually selecting and transferring specific songs to the Apple iPod mini. The Apple iPod mini can only hold as much as a fraction of the forty gigabytes music collection.

The Apple iPod mini also has accessories that include the earbuds, a USB 2.0 cable and a FireWire dock connector, an AC adaptor, a belt clip, and the Apple iPod mini software.

The Apple iPod mini could have been more lenient by adding a dock or armband to the package.

The US\$ 29 armband is a great help for joggers who want to listen to good music while jogging and carrying the very lightweight and effectively skip-free Apple iPod mini.

Conclusion

To summarize, the Apple iPod mini has a sleek styling, it is a small size and has an excellent integrated Click wheel. It has a possible disadvantage to the user, though, that is the price per megabyte which is much higher as compared to the original Apple iPod.

A Biography of the iPod Mini

Yes, the iPod mini said its goodbye to the technology market last September 7, 2005. It seems only proper to pay our respects to this whimsical gadget that once put a smile on our face. When the iPod mini was released on February 20, 2004, many were delighted.

Being the smaller version of Apple Computer's iPod first generation portable audio player, its variety in color (though still somewhat limited to five colors: silver, gold, pink, blue, and green) appealed to a much broader market. The iPod mini operated with both Macintosh and Windows PCs.

The iPod mini's feature was the click wheel, where four buttons were located above the wheel. To use one of the buttons, a user had to push the wheel edge inward over one of the labels. The click wheel is now used in the fourth and fifth generation iPods as well as in the iPod nano. Above the wheel was the monochrome display that gave the menus or information of the currently selected track. The new generation of iPods now has a colored screen display.

The iPod mini made use of the ultra-thin Compact Flash Microdrive hard drives. The first-generation mini models only had to content itself to a 4GB hard drive. The second-generation mini models were then available in 4GB and 6GB memory size. The iPod mini 4 GB is capable of storing 1,000 songs while the iPod mini 6GB stored 1, 500 songs.

Later the drive size was laser engraved on the case to distinguish between the two minis. Near the end of the iPod mini's life, Apple laser etched two lines of 32 characters on top of the reverse side on the mini free of charge. Such a feature would originally cost more money. However, Apple seemed sentimental enough and the gesture was a sign of respect for the mini's impending demise.

The battery life of its first generation iPod mini was 8 hours that led to some argument on its short duration. This problem was solved with the second-generation models that claimed a battery life of 18 hours.

Unfortunately, the 2nd generation had no FireWire cable or an AC power adapter, a compromise made by Apple to reduce the retail prices of the new iPod minis. The iPod mini also had a dock connector provided on the bottom for a connection to the computer (Hi-Speed USB or FireWire). The battery was charged during its connection. On the top it was a headphone jack, a hold switch, and remote port for other accessories.

Like the larger iPod, the iPod mini supported a host of file formats like MP3, WAV, AIFF and MP4. It maintained its flawless integration with the iTunes Music Store and the files being downloaded there. Software-wise, the iPod mini was as reliable as the original iPod units.

The appeal of the iPod mini is its compact and colorful design. And the accessories that come with it are there to enhance the iPod mini's sound quality and functions. It is true that some of the accessories are expensive but aren't all the iPod gadgets expensive too?

Besides if there was something good to be said about the iPod mini, it's the option it gave the consumers when getting a digital audio player. The iPod mini competed directly with players like Creative's Zen Micro and the Digital Networks Rio Carbon. The smaller display was one line shorter than the previous models, thus limiting its on-screen track information display to title and artist only, taking the album information off.

The original price for the first generation iPod mini was around \$249 for the 4GB memory size. The second-generation lowered the price to \$199 and kept the 4GB model. An increased-capacity 6GB mini model sold for \$249.

As the iPod family began to expand, the iPod mini was laid to rest when Apple launched the introduction of the iPod nano. The iPod mini was no more and stopped its production. Though it seems the iPod mini only stayed for a while, its influence as the pioneer of the click wheel will always be remembered.

The Marvels of iPod Video

You might see people walking around, whipping out their big iPods. These iPods might look like the other iPods that we often see, but they are otherwise. They are one of Apple's latest releases. You are now given a notion that iPod does not just play music and MP3, but also plays videos. Like aforementioned, it might look like a common iPod, but it actually costs more, and has a different name, of course. It is the video iPod.

The video iPod does not have much thickness, unlike the other iPods that you probably have seen. They are also not of the same size with those other iPods that display photos. You might find this fact a disadvantage, but surely, you will find the next feature to be highly advantageous.

Video iPods do not just play videos, but these play videos with extreme clarity. Plus, it has no delays. The numbers of pixels that are present on the images a video iPod produces are fluctuating; therefore, it is very hard to determine its exact number.

But whichever, the videos a video iPod play go very easy on your eyes. They do not give you bloodshot eyes nor do they give you visions of floating dots wherever you look.

It is not difficult to play videos via your video iPod. It is definitely a no-brainer. With just one click, videos stream through your video iPod, and are played for you pronto. You do not have to allot time lengths to the videos that you want to save on your iPod for video iPods do not require time limits, upon watching videos.

As long as your memory works so you can put to memory what you're watching, then you can watch any video you like, without exception. By without exception, just think television. You can watch about anything on your television sets, from music videos to films. It is like you own MTV, for you have the power to choose which videos to play and which are deleted from the track list.

If you want to have low-caliber dreams, then you can at least feel the feeling of having your own mini-MTV on the palm of your hands. You can also play your own home videos, the way your video player at home does. Only, it is a video player that fits quite snugly in your pocket. These are few, but not the only ones, reasons why the video iPod is simply amazing.

Everything is known to be imperfect, so there is no reason why Apple should break the superstition. The video iPod, though seems to be perfect, is imperfect after all. Its weight is not as convenient as those of iPod minis or nanos, or the more with the iPod shuffle, which weigh almost nothing.

Video iPods weigh more since they are much bigger in size. And probably, the materials used for this innovation, weigh a lot too. But this flaw is nothing compared to the joy (and the smug feeling) of showing your friends and officemates your new video iPod, and the videos it contains.

MP3s can still be played on your video iPods. You might have a quick notion that since the video iPod plays videos big time, then it must have neglected the MP3s. That is very much not the case.

The video iPod, however, does not have that much of a difference from the other iPods that have been invented and commercialized. The only difference is its big colored screen, which makes it a lot easier for you to view your most wanted videos; and its capability to play videos.

The Click Wheel is also smaller with video iPods, compared to the Click Wheels of the other iPods. This gave way to an even larger screen to support the resolution color display that extends further down the face of the device.

Apple has updated their iTunes website, especially the downloading service, because of the release of the video iPod. The staff and crew of Apple put in more music videos and other ordinary videos on the selection of downloadable videos.

So, if you're looking for a more visually stimulating experience, the video iPod is the thing for you. Apple has really outdone themselves on their latest release. You, together with the whole of the trendy humanity, should see if the video ipod would become a big hit. Looks like it will, doesn't it?

The Future of iPod Video

The release of the fifth generation of iPod players opened us to the possibility of video streaming with our iPods. When Apple launched the iPod video last October 2005, we began to see the potential of this popular gadget in the field of entertainment, marketing and advertising.

The fifth generation iPod video is available in 30 GB size and 60 GB size capacity models and priced the same between \$299-\$399 USD. They feature the ability to read and play MPEG-4 and H.264 video. iPod video resolutions of up to 480 x 480 and 320 x 240 are available to users. Some of them though have said to play wide screen resolutions of up to 640x360 in using MPEG-4 and 400x192 while using H.264. The screen capabilities are often dependent on what the users can tinker around with.

The iPod video has a 65,536 color (16-bit) screen, and is able to play video on an external TV through the use of an AV cable accessory. It plugs into the headphone mini-jack and the connector splits into composite video and audio output with RCA jacks. However, video watched on via television often has poor quality due to the compression.

The iPod videos are encoded at 480x480 or less. This iPod resolution is similar to conventional VHS recordings. The screen size is 2.5 inches diagonally, 0.5 inches larger than the previous iPod. The iPod video is also 30% thinner than the previous full-size iPod. The battery life for the 30 GB size is 14 hours and for the 60 GB size is 20 hours. Watching movies reduces that time to two to three hours.

It's not an Apple iPod without the click wheel and the iPod video has that feature. It gives you access and control to your entire photo, music and video library ó from one thumb. You can control the volume and browse it using the iPod's touch-sensitive surface. The iPod video's click wheel provides easy control and access right at your fingertips.

What this gadget can do is the usual music player function plus play video downloaded from iTunes Music Store or other external sites that offer the same video file format. With this unit, you can put music in the pocket and still have room for practically everything else. You can read your audio books with iPod video. Browse through your picture gallery

with iPod video's photo slideshows. Refer to your iPod video calendar or look up an email address in the address book. You can also check time from your favorite city and record your fastest lap. With this iPod, you can watch video pod casts, music clips, videos and also the TV

shows you missed. This is what makes the iPod video so exciting. Everything you need in one iPod.

The major advantage of the iPod video is how advertising can use it to promote other products and services for sale. Think of a preview of J. Lo's next music video to be released and only those with an iPod video can watch it. That's hitting four birds with one stone; promotion for the album, the song, the iPod unit and whatever else the marketers can think of. Indie artists can also use create a fan base using the iPod video through self-promotion via iPod video-accepted formats and by giving out free music clips or video clips.

And what about television shows that wants feedback from iPod video users? They can easily hook up a pilot episode, test the initial reaction to the public and have immediate response through the website or mobile phone replies. Another great idea is to make available instructional video clips of cooking classes. Companies will have a ball making ads for iPod video and also make it possible for us users to get free downloads.

There are also the companies who will create accessories to fully enhance your iPod. The plans to create innovative software and content for the iPod video is just starting. The future for iPod is very bright. In the end, we are the winners of this race to video technology.

The Benefits of iPod Videos

People today are wireless. Everything is on the go. The young generation, according to the older people, cannot live or stay by themselves for a long period of time. That is quite true, you can see that almost everybody has a pair of earphones, and are listening to, either the oldies music or the latest tracks, or watching videos on their portable gadgets. We can say that today's generation is dependent on the new technology.

The most popular wireless device on the market today is the Apple's iPod. It is popular because it is very small, which makes it very easy to bring, plus you no longer have to bring a CD, otherwise known as compact disc, or a cassette tape to play on it. But with this convenience comes also a flaw.

It is quite expensive (make that often impractically expensive). Yes, it is and that is why not all people can enjoy such luxury because of its high price. As you must know, life is rough and every cent counts. So these gadgets are not the first priority for a lot of people, approximately half of the globe's population.

If you are rich and your money does not have much to go on, this want is not a problem for you. But if you are on the harder side of life, then you have to depend on prayers to avail of a gadget like the said iPod.

So if you want to have an iPod but your low on budget, there, on the market exists cheap iPods. These cheap iPods are not necessarily copies or imitations, or worse, fakes. Its just that these cheap iPods were probably built with cheaper materials and are may also not be so super in its special features. The cheapest model is the 512 megabyte iPod shuffle.

This device can hold up to a whopping 120 songs. You can spend a day without taking your earphones off your ears with this one. This is about \$70 or 3570 pesos. That is the cheapest iPod that you can buy. The price actually differs on the memory of the iPod. Though they are all the same, they are all iPod's, the memory they contain are different with one another's. Some have bigger memories that allow them to save more songs, while others have a smaller memory that opposes the function of the bigger memory.

The bigger the memory, the more expensive it is going to be. So if you just want to have a device, which is portable and can play music, the cheap iPod is going to be the device for you.

Hey, 120 songs is a lot for this small iPod. Considering the comfort, convenience and enjoyment it will bring you. The price is really cheap. Instead of spending too much on a music player, an iPod, you can just spend your left money on things that are more helpful for your being. So it is recommended that you avail of the cheaper models of iPod.

Next on the line of cheap iPods is, the iPod shuffle. It is not as big as the other iPods that have been invented but they still play good music, so there is not much of a difference. iPod shuffles are designated under the category of cheap iPods, though you should be mindful that it only has a memory span of 1GB. It is not much, but it can still allow you to save a big number of your favorite hits.

Since it has a bigger memory, also compared to those others, it is much more expensive than the other one. This cheap iPod can play up to 240 songs, double of that of the cheapest iPod. This mars the saying that goes "Entertainment is a price to pay." You do not have to pay so much, so high an expense, just to be entertained. The iPod shuffle does that for you, entertains you, yet it does not cost so largely. This product is about 100 dollars or 5000 pesos.

Again, you'll have more song selections but the physical appearance of your iPod is the same. That's about the cheapest iPods you can buy on the market.

With these cheap iPods, you not only save money, but you get to own one of the latest technological trends in this generation. So grab one of those cheap iPods now.

Get Raw With iPod Shuffle

Ever since the release of iPod shuffle, there has been much confusion as to the merits of this iPod series. The original iPod boasted of other features like displaying contacts, calendars, and notes; the ability to play games and to record voice notes through an external microphone and store pictures with the use of a media card reader.

All of these were able to capture the high and middle end users of portable audio players. But when you close closely at the iPod shuffle, you'll see that it was created for the lower end market.

The iPod shuffle is Apple's smallest, easiest and most affordable audio player of the iPod series. Having storage capacities of 512 MB and 1 GB, it is not only remarkable for it's size, price and

design. It is also unique from the rest of the iPod family because of its lacking LCD display. It is this quality that makes consumers think twice before buying an iPod shuffle.

Unbelievable as this may seem, there are those who find the iPod shuffle fitting right in their lifestyle. There are those who prefer to keep low about their players and just concentrate on their music. Those consumers are the primary targets of the iPod shuffle. So despite the sacrifice in display, it is also one advantage for the device.

Stripped down of its accessories and naked on its functions, the iPod shuffle is nothing more than a simple music player. How bare is it? Aside from the lack of LCD display; iPod shuffle only has three simple toggle switches on the back for the power switch, continuous play and shuffle mode. The green stripe below the switch helps the user see what position its switch is on.

Apple's iPod shuffle communicates with the user through two LEDs under the plastic housing out front of the player. If you don't know what that blinking yellow light is, Apple has included an iPod shuffle "cheat card" that translate what the different blinks and LEDs mean.

Some of the blinks are fairly easy to understand. The iPod shuffle shows a steady green LED when it is fully charged. But there are times when some lights are better without it on the iPod shuffle. For example, the only way to know if the unit is activated is to plug it in. Unless you're sure to turn the iPod shuffle off when not using it, you'll soon be surprised to know that the battery is drained after being accidentally activated as pressure is applied through a pocket, purse, or backpack. There are dangers to over charged batteries too.

Now it's not an iPod without the kind of click-wheel controller, and the iPod shuffle gives that to iPod fans as well. Because navigation is impossible with iPod shuffle, there's no spinning wheel controller or even a Menu button. In its place is a device that includes a round controller, which offers a Play/Pause button in the middle and the four-way click ring on the outside for volume control, Fast Forward/Next, and Rewind/Back.

For the iPod shuffle to communicate with your computer, there is a USB connector on the tip of the iPod shuffle. This can also link to an optional third-party power supply. Having the connector built in the iPod shuffle has its pros and cons. It is convenient because you don't need to bring along a cable to download music on your computer and move it to your iPod shuffle. But at the same time, you must charge the unit with your computer.

Another problem is the size of the iPod shuffle. Since it is bigger than the usual key drives, it won't fit some computers like the Apple iMacs. In come the accessories especially made to resolve the iPod shuffle's limitations: the iPod USB Power Adapter, the External Battery Pack and the iPod shuffle Dock. Another great feature is the ability to specify amounts of storage space on the device for music and data.

The iPod shuffle is as good as any of the iPod models. The petite size, it's about a pack of gum, gives the user a chance to hide it under the shirt while walking along the streets. The weight of it though is less appealing. Not to mention that the lanyard for the iPod looks inadequate to support the weight of the unit.

Spin Tunes With the iPod Nano

Welcome the age of innovation! Welcome the Apple iPod nano. The iPod nano is the successor of iPod mini. The iPod nano was born on September 7, 2005. It works on flash memory instead of a full a hard drive unlike the other iPods. The iPod nano is 62% smaller than its predecessor, with memory available in 1 GB, 2 GB, and 4 GB sizes.

The 65,536 color LCD display can show photographs and connects to a computer with the use of a USB 2.0. The iPod nano has a headphone jack on the bottom and also has a dock for other peripherals. One setback though is that the iPod nano is the only one in the iPod series that does not sync to any PC or Windows through firewire.

The iPod nano has many features that would be copied and included into the fifth generation video iPod. These iPod nano features that are new to the iPod series is the addition of the world clock, a stopwatch, and the screenlock option. The world clock permits the users to set time in world cities and set alarms for their time zones.

The clocks are ready to adjust for the Daylight Saving Time. The stopwatch feature enables users to start the timer and to stop. The screenlock feature lets users set a passcode for their iPod nano. Should the user forget his or her passcode and the iPod nano is locked, the iPod nano must be plugged into the computer and it will be unlocked.

Spinning tunes with the iPod nano is easy. All the user has to do is upload their chosen songs from iTunes or other external websites, attach their iPod to the computer and start using it. You can choose an iPod nano with colors in white or black. The memory size varies from in 1 GB, 2 GB and 4 GB models. The price for an iPod nano ranges from \$149 to \$249, depending on the memory capacity you want.

One of the most appealing things about the iPod nano is its sleek design. However, there have been a number of complaints about the nano's screen softness thus becoming easily scratched or cracking if too much pressure is applied. The iPod nano body is also delicate and scratch easily. Its surface is soft plastic and frequent use can damage the surface.

Because of this, Apple has had to defend its iPod nano from lawsuits, stating that they found the units not living up to its claim. Also the battery life is not as reliable. Since then, Apple began to package the iPod nano and fifth-generation iPods along with soft fabric cloth carrying case to help prevent scratches on the screen and body. The bad side to this is that the case does not give access to the control and the screen. The user must really exert effort in using the function of the iPod nano under the soft case.

Lucky for us, there are iPod nano accessories that solve this problem. One such device is the rubberized skin covers. These skins not only prevent the unit from being scratched, it also protects it from moisture and dust. The snug fit ensures that it does not slip and the rubberized feature gives the user a tight grip on their iPod nano. For the battery problem, users can always purchase a new adapter that they can carry to charge their units anywhere, as long as there is a socket.

Along with the car charger, earphones and loud speakers, the iPod nano has loads of peripherals available to really give you listening pleasure all day long. Among the favorites is the iPod FM stereo and cassette adaptor. Now you can search for tunes and play them through conventional devices like a car stereo the use of your iPod. It's fast and simple.

And also there is the iPod Groove Purse Tote with Built in Speaker & Amplifier System. This classy tote bag lets you display your iPod and share your music with everyone around you. The flawless integration of style, clear sounds and amazing technology, make this a hot item for gifts.

Spin your way into the world of music and multimedia with the iPod nano. Its great tunes, great photos and the coolest gadgets to show everyone what you've got are what turns an audiophile into an iPod lover. Once you get the beat started, it's really hard to back down.

The Apple iPod and the Nano

What do people love about an Apple iPod? These are the cold hard facts people say they love about Apple iPod:

1. The original iPod can hold about five thousand songs.
2. The original iPod can give the user up to forty gigabytes of harddrive space.
3. The original iPod comes with an easy to use wheel.
4. The original iPod also has a battery with a life that lasts up to about 12 hours.
5. The original iPod can also provide you with the ability to set-up a play list.
6. And last but not the least, the original iPod has a shuffle function.

Even with a minimum layout of the features of iPod, users have agreed that the original iPod gives one an exhilarating experience of music.

With basic ergonomics, the Apple iPod has captured the heart of millions of music lovers all over the world.

The Apple iPod Nano

With the list of facts regarding the original iPod enumerated above, the characteristics of the new Apple iPod nano would reveal a measure of smaller comparison:

1. The Apple iPod nano can hold about one thousand 1,000 songs. That is with the 4 gigabytes version, the one with the full color album art.

2. Another version of the Apple iPod nano can hold about five hundred songs in a smaller four megabytes of space.
3. The Apple iPod nano has a medium sized Click Wheel and a full color screen. With the click Wheel, you can fast forward, rewind, pause, play or access the menus. The full color screen is about 1.5 inches of display.
4. The Apple iPod nano has a battery life that would last to about fourteen hours. Fourteen hours is about a day without charging.
5. The Apple iPod nano also has a shuffle function like the original iPod.
6. The Apple iPod nano is available to make use of the armband accessory. All that is needed is a USB external cord that would also charge the Apple iPod nano.
7. The Apple iPod nano has a skin that acts as a sort of protection for the iPod.
8. The Apple iPod nano also has the iTrip. The iTrip lets you play the music you want via any radio. This accessory is very much in demand when buying an Apple iPod nano.
9. The Apple iPod nano has about the following statistical measurement: 3.5 x 1.6 x 0.27 inches and about 1.5 ounces in weight.
10. The Apple iPod nano also boasts of a perfectly skip-free playback and works well on either a Mac OS X or a Windows 2000 or Windows XP.
11. The Apple iPod nano, just like any other Apple ipod can play music, podcasts and audiobooks.
12. The Apple iPod nano can also hold up to about twenty five thousand photos.
13. The Apple iPod nano can also be used to synchronize contacts and calendars and to do lists.

As you can observe from the available features, what you love about the original iPod, take all of it and try to shrink it a bit and you got the Apple iPod nano. Not yet a believer? Put on the headphones and try to volume up the music. Everything now becomes clear -- it is an iPod.

This pencil thin iPod packs into your ears the entire original iPod experience. What makes it unbelievable is despite its small frame, it can still hold a 3 days worth of music and can play for 14 hours straight.

Accessories of the Apple iPod nano includes a leather case, an in-ear Lanyard headphone, armbands, dock where the iPod takes its rest, a radio remote, a USB power adaptor, an AV connection kit and Tubes, the iPod skins.

Integration of the iPod Nano in Cars

Users can take the iPod music experience on the road by seamless integration of the iPod and the car. Top automakers like Audi, Chrysler, Dodge, Ferrari, BMW, Acura, Honda, Infiniti, Mercedes Benz and others have designed elegant solutions to both their new and prior year car models.

Top automakers call this strategy as part of their After-Market Solutions. They have available options to the car user of iPod integration products for use. Available options vary from iPod-ready head units to self installation options as well as professional interface installation. People now can customize their ride with iPod music.

You can also opt to have iPod integration options from car stereo accessory stores and manufacturers available within your area. They can outfit any car to play well with the iPod nano.

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