

"The iPad: Fad, Flop or Fantastic?"

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What will we cover?

Fad, Flop or Fantastic?

What is the iPad?

What can it do?

What can it *not* do?

Fad, Flop or Fantastic?



Fad? No.
Flop? No.
**Fantastic? It
depends.**
(More on this later.)

What is the iPad?

- A mobile computing device.
- Internet browsing device.
- An internet mail device.
- A place to view and store photos.
- A video viewer.
- A music player.
- An iBook reader.
- A document, presentations & spreadsheet creator.

What are the specs?

- *Size* - 9.56 in. high by 7.47 in. wide by 0.5 in. thick
- *Weight* - 1.5 lbs. - Wi-Fi, 1.6 lbs.
- *Memory* - 16GB, 32GB or 64GB flash drive
- *Processor* - 1GHz Apple A4 custom
- *Sensors* - Accelerometer, ambient light sensor
- *Battery life* - up to 10 hrs. depending on model (3G model used for surfing up to 9 hrs.)
- *Inputs/Outputs* - Power adapter input, Micro-SIM card tray (Wi-Fi + 3G model only), headphone jack, microphone, dock connector

What's in the box?

iPad

Dock connector

10W power adapter

Documentation

What apps come free?

Mail

Calendar

Contacts

Notes

Maps

Photos - view, but no editing

Mac System Requirements

Mac with USB 2.0 port

OS X v10.5.8

iTunes 9.1 & iTunes Store account

Internet access

What are the prices?

Wi-Fi Model - \$499 - \$699
(16GB - \$499, 32 GB - \$599, 64 GB - \$699)

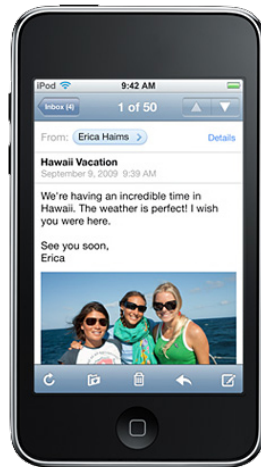
Wi-Fi + 3G* Model - \$629 - \$829
(16GB - \$629, 32 GB - \$729, 64 GB - \$829)

**3G data plan sold separately*

Where does the iPad fit?



iPhone



iPod Touch



Where does the iPad fit?

	iPad	iPhone 4	iPod touch
capacity	16GB, 32GB, 64GB	16GB, 32GB	8GB, 32GB, 64GB
screen size/ resolution	9.7 inches/ 1024 x 768	3.5 inches/ 960 x 480	3.5 inches/ 480 x 320
GPS	Yes (limited GPS on WiFi-only models)	Yes (Assisted GPS)	No
battery life (in hours)	10	up to 10 talk/ 10 Wifi/ 10 video/ 40 audio	up to 6 video/ 30 audio
networking	WiFi, 3G on some models	WiFi/3G/EDGE	WiFi
bluetooth	Yes	Yes	Yes
camera	No	5 megapixel, still and 720p HD video	No
video editing app	No	Yes	No
video out to TV	No	No	Yes
phone	No	Yes	No
size (in inches)	9.56 x 7.47 x 0.5	4.51 x 2.31 x 0.37	4.3 x 2.4 x 0.33
weight (in pounds)	1.5 (1.6 on 3G models)	0.3	0.25
app store support	Yes	Yes	Yes
price	\$499 - \$829	\$199 - \$299	\$199 - \$399

Source: **About.com**

Where does the iPad fit?

Comparing Costs: iPad, iPhone 3GS, and iPod touch

	iPad	iPhone 3GS	iPod touch
device cost	\$499 - \$829	\$199 - \$299	\$199 - \$399
minimum monthly 3G plan	\$14.99	\$44.98	N/A
maximum monthly 3G plan	\$30	\$94.99	N/A
required contract?	No	Yes	N/A
contract length	N/A	2 years	N/A
minimum total cost of contract	N/A (3G is optional)	\$1,439.76	N/A
minimum total cost of device over 2 years	\$499	\$1,638.76	\$199
maximum total cost of device over 2 years	\$1,549	\$3,778.76	\$399

Source: **About.com**

What can it do?

- Browse the internet
- Read & send mail
- View and store photos from camera
- Watch videos
- Listen to music
- Read iBooks
- Do word processing - Pages (\$9.99)
- Create presentations - Keynote (\$9.99)
- Do simple spreadsheets - Numbers (\$9.99)

What can't it do?

- It can't give you *all* the functionality you get with Apple Mail on your desktop or laptop, i.e. unified inbox, smart folders, mail to groups & use multiple signatures
- Photos: Cannot edit
- Flash files: Cannot open

Is it a Fad?

Forester Research (6/18/2010) - “Tablet computer will outsell notebooks in the United States by 2012.” “. . . one in four personal computers sold to U.S. consumers will be tablets by 2015.”

“Sarah Rotman Epps (**Forester**) estimates about 3.5 million tablet devices will be sold in the United States this year, but her report predicts that number will skyrocket to 60 million by 2015.”

(Note: Apple sold over 3 million iPads in the 90 days after its 4/3/2010 launch in the U.S.)

Is it a Fad?

MacRumors (7/20/2010) - “iSuppli pegs 2010 (iPad) sales at 12.9 million units, up significantly from an initial “conservative” estimate of 7.1 million issued at the device's initial launch in early April and on pace to capture an astounding 84% share of the tablet market for the year.”

WSJ (5/31/2010) - If it’s a fad, it is a *worldwide* fad. Apple went on to introduce it internationally (Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Singapore, Spain, Switzerland and the U.K.)

Is it a Flop?

iPad has its fans and its detractors:

David Pogue (New York Times) - “The haters tend to be techies; the fans tend to be regular people.”

President Barack Obama (commencement address at Hampton University, April 2010) - “With iPods and iPads; Xboxes and PlayStations - none of which I know how to work - information becomes a distraction, a diversion, a form of entertainment, rather than a tool of empowerment, rather than a means of emancipation.”

Is it Fantastic?

David Pogue (New York Times) - “If you like the concept, you’ll love the machine.”

Pete Carey (PC user) in the “Mercury News” - “I told my family, whatever you do, don’t get me an iPad (for my birthday). I don’t want one. I don’t need one. They gave me one anyway and I’m glad they did.”

Joel Johnson (Gizmodo, 5/18/2010) - “The iPad is such a great travel computer that I’m selling my laptop.”

Bloomberg Business Week, 6/22/2010 - “Rupert Murdoch opens New York Forum, declares love for iPad.”

Is it Fantastic?

From my Facebook friends:



"Fantastic! Just ask my kids..." Deb Wolf, Livermore, CA



"The internet can be an addictive time wasting pursuit that keeps people away from real work and real personal interaction. At least with computers and smart phones the physical limitations of the devices limit the addiction. Now with a very portable and legible device you can cruse to excess. The iPad to internet addicts is like freebasing is to cocaine addicts." Dale Cipperley, ex-Apple Genius, cartoonist & my friend



"Asphalt 5 rocks on the iPad!! Also finding it helpful for work and play." Rochelle Lopez, long-time good friend, Pacifica, CA

Is it Fantastic?

From my Facebook friends:



"I'd love to be able to say "THEY ARE AWESOME", but alas, I haven't come up with a good justification go purchase one yet. Well, besides the 'cool factor,' that is." Chris Webb, Cottage Grove, MN



"I can done everything on my iPhone I would want to do on an iPad PLUS make a phone call AND take pictures of racy Italian models. Or better yet make a phone call TO a racy Italian model." Gary Wolf, author (Roger Rabbit's daddy) & a long-time friend, Boston area

Should you buy one?

Depends on you

- If you have to have the latest whizzy thing, **yes**.
- If you want an internet-connected device for your family room or living room right now, **yes**.
- If you want to replace a laptop or desktop, **probably no**.

Why wait?

- Firmware and operating system update iOS 4 coming in the Fall (current OS is 3.2.1).
- Next model may include video camera & audio for iChat.
- When Apple decides to further stimulate mass market appeal, the prices could go down (look what happened to iPhone prices).

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Thanks for listening!

Presentation is on our site.