

Introduction

The retro-trend

iPod concept

Names

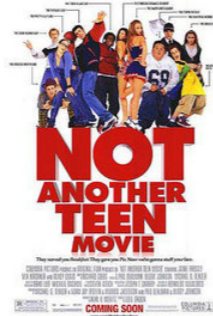
Features

Distribution



Apple iPods have effectively inserted themselves in the global culture – replacing the historical and iconic Sony Walkman, revolutionizing the distribution and purchasing of music in the form of digital content over the Internet and adding a new word (and words) in the vocabulary and dictionary of people around the world.

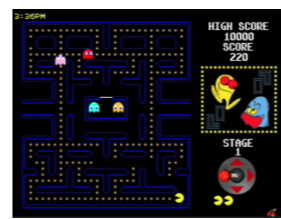
Continuing to be culturally relevant is an important aspect to the continued growth and popularization of the iPod. Reflecting cultural trends and taking part in them (where appropriate) is a powerful maneuver that needs to be acted upon. Supporting larger cultural trends is something Apple and specifically iPod should do to continue to be seen as a participant, rather than an outsider.



There is currently, and has been growing for several years now a retro-trend that reflects a simpler time in the computer age. 8-bit graphics, lo-fi, ASCII art – all are a representation of a time when Apple Computer was saying why “1984 won’t be like 1984”.

Of course now the year is 2006 and over 30 years have passed. During this time a nostalgia has started to develop for those things that many of us find comforting and familiar. And for those still babies in 1984, they find the early days of computing inspiring, creative and cool.

At left are some examples.





The iPod concept that takes advantage of this retro-trend is a limited-edition iPod designed to look like it came from 1984. Using styling cues from the original Macintosh classic (beige casing/inset rainbow Apple logo), this iPod would draw from both the present and the past to make a statement about the role of Apple and the iPod in culture, both now and then.

🍏 iPod / backspace

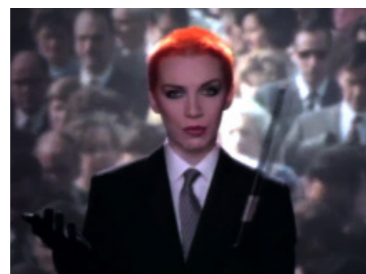
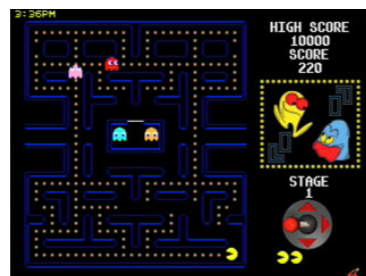
🍏 iPod / beta

🍏 iPod >v1.0

🍏 iPod / rewind

A special designation should be given to this limited-edition iPod. At left are some potential ideas.

The special naming designation appears in the early Apple typeface, Garamond.



- Duran Duran - Hungry Like the Wolf
- Hall & Oats - Maneater
- U2 - Where the Streets Have No Name
- Dire Straits - Money for Nothing
- Talking Heads - Burning Down the House
- The Cars - You Might Think
- Culture Club - Do You Really Want to Hurt Me?
- Cyndi Lauper - Girls Just Want to Have Fun
- Herbie Hancock - Rockit
- Eddy Grant - Electric Avenue
- Robert Palmer - Addicted to Love
- Michael Jackson - Billie Jean
- ZZ Top - Legs
- The Clash - Rock the Casbah
- Eurythmics - Sweet Dreams (Are Made of This)
- Van Halen - Jump
- Pat Benetar - Love Is a Battlefield
- Devo - Whip It
- Billy Idol - White Wedding
- Beastie Boys - Fight for Your Right
- Bruce Springsteen - Dancing in the Dark
- Peter Gabriel - Shock the Monkey
- Run-DMC - Walk This Way
- Adam Ant - Goody Two Shoes
- David Bowie - China Girl
- The Pretenders - Back on the Chain Gang
- Lionel Richie - Say You, Say Me
- Pet Shop Boys - West End Girls
- Falco - Rock Me Amadeus
- The Bangles - Walk Like an Egyptian
- Simple Minds - Alive and Kicking
- The Psychedelic Furs - Pretty in Pink
- Bon Jovi - You Give Love a Bad Name

One feature of this retro-inspired iPod would be the pre-loaded inclusion of a handful of classic 80s videos, as well as compilation of hits from the 80s, and of course a few classic arcade games such as Pac-Man.



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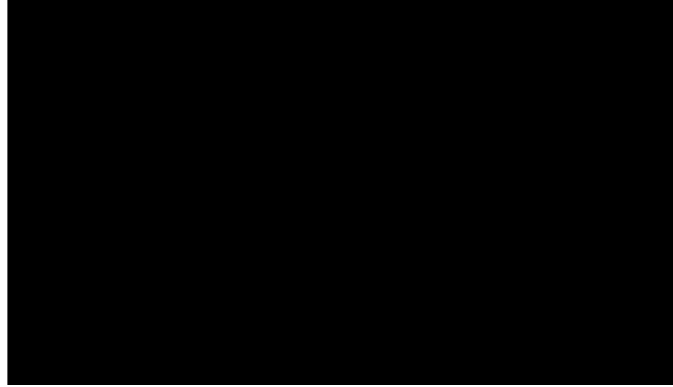


A.P.C.

Fred Segal



Distribution is an important part of this offering. Getting this limited edition iPod into the right stores is very important to the overall success and authenticity of the offering. At the left are several stores – in addition to the online Apple Store – where this iPod could be sold.



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