



UNIVERSITI TEKNOLOGI MARA

iPod Product Life Cycle

MGT 345

Operation Management

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1.0 Introduction

The iPod is a line of portable media players and multi-purpose pocket computers designed and marketed by Apple Inc. the first version was released on October 2001, about 8 months after iTunes (Macintosh version) was released. The most recent iPod redesigns were announced on July 15, 2015. There are three current versions of the iPod: the ultra-compact iPod Shuffle, the compact iPod Nano and the touchscreen iPod Touch.

Like other digital music players, iPod can serve as external data storage devices. Storage capacity varies by model, ranging from 2 GB for the iPod Shuffle to 128 GB for the iPod Touch (previously 160 GB for the iPod Classic, which is now discontinued.)

Apple's iTunes software (and other alternative software) can be used to transfer music, photo, videos, games, contact information, e-mail setting, Web bookmarks, and calendars to devices supporting these features from computers using certain versions of Apple Macintosh and Microsoft Windows operating systems.

Before the release of iOS 5, the iPod branding was used for the media player included with the iPhone and iPad, a combination of the Music and Videos apps on the iPod Touch. As of iOS 5, separate apps named "Music" and "Videos" are standardized across all iOS-powered products. While the iPhone and iPad have essentially the same media player capabilities as the iPod line, they are generally treated as separate products. During the middle of 2010, iPhone sales overtook those of the iPod.

In mid-2015, a new model of the iPod Touch was announced by Apple, and was officially released on the Apple store on July 15, 2015. The sixth generation iPod Touch includes a wide variety of spec improvements such as the upgraded A8 processor and higher-quality screen. The core is over 5 times faster than previous models and is built to be roughly on par with the iPhone 5S. It is available in 5 different colors: Space grey, pink, gold, silver and red.

2.0 History

Though the iPod was released in 2001, its price and Mac-only compatibility caused sales to be relatively slow until 2004. The iPod line came from Apple's "digital hub" category, when the company began creating software for the growing market of personal digital devices. Digital cameras, camcorders and organizers had well-established mainstream markets, but the company found existing digital music players "big and clunky or small and useless" with user interfaces that were "unbelievable awful," so Apple's decided to develop its own. As ordered by CEO Steve Jobs, Apple's hardware engineering chief Jon Rubinstein assemble a team of engineers to design the iPod line, including hardware engineers Tony Fadell and Michael Dhuey, and design engineer Sir Jonathan Ive. Rubinstein had already discovered the Toshiba disk drive when meeting with an Apple supplier in Japan, and purchased the rights to it for Apple, and had also already worked out how the screen, battery and other key element would work.

Apple did not develop the iPod software entirely in-house, instead using Portal Player's reference platform based on two ARM cores. The platform had rudimentary software running on a commercial microkernel embedded operating system. Portal player had previously been working on an IBM-branded MP3 player with Bluetooth headphones. Apple contracted another company, Pixo to help design and implement the user interface under the direct supervision of Steve Jobs. As development progressed, Apple continued to refine the software's look and feel. Starting with the iPod Mini, the Chicago font was replaced with Espy Sans. Later iPods switched fonts again to Podium Sans- a font similar to Apple's corporate font, Myriad.

In 2007, Apple modified the iPod interface again with the introduction of the sixth-generation iPod classic and third-generation iPod Nano by changing the font to Helvetice and in most cases splitting the screen in half by displaying the menus on the left and album artwork, photos or videos on the right. In 2006 Apple presented a special edition for iPod 5G of Irish rock band U2. Like its predecessor, this iPod has engraved the signatures of the four.