

Apple Unveils New iPod shuffle

World's Smallest iPod

SAN FRANCISCO—September 1, 2010—Apple® today announced the new redesigned iPod shuffle® which features both clickable “ring” buttons and Apple’s innovative VoiceOver technology, enabling users to easily navigate their music and playlists without ever looking at their iPod shuffle. The new wearable iPod shuffle has an all-aluminum enclosure with a built-in clip and comes in five brilliant colours—silver, blue, green, orange and pink. With nearly 50 percent more battery life, the new iPod shuffle features over 15 hours of music playback on a single battery charge* and offers 2GB of storage.

iPod shuffle is based on Apple’s incredibly popular shuffle feature, which randomly selects songs from a user’s music library. The clickable buttons make the new iPod shuffle even easier to use. Press the centre button to play and pause, press the outer buttons to skip forward and back or adjust the volume up and down.

The new VoiceOver button on top of iPod shuffle allows users to hear the name of the currently playing song and to switch between songs, playlists or Genius Mixes. VoiceOver speaks 25 different languages and even alerts users when their battery needs charging.

The new iPod shuffle now supports Genius Mixes, the popular iTunes® feature that automatically creates mixes from songs in a user’s music library that go great together. Genius Mixes provide the perfect way to rediscover music users already have, but may not have listened to recently.

iPod is the world’s most popular family of digital music players with over a quarter billion sold. Apple’s new holiday lineup includes a brand new iPod shuffle®; the remarkable new iPod nano with Multi-Touch; the incredible new iPod touch® with Retina™ display, Apple’s A4 chip, FaceTime®, HD video recording and Game Center starting; and iPod classic® in a 160GB model.

Pricing & Availability

For details of pricing and availability please contact your local Apple authorised resellers and distributors. iPod shuffle requires a Mac® with a USB 2.0 port, Mac OS® X v10.5.8 or later and iTunes 10 or later; or a Windows PC with a USB 2.0 port and Windows 7, Windows Vista, Windows XP Home or Professional (Service

Pack 3) or later. *Battery life and number of charge cycles vary by use and settings. See www.apple.com/uk/batteries for more information.

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