

# 8/31/09 Burtis Report: Exhibit D

# iPod Demand Factors in the “During” Period

- USB connectivity



- Dock



- Accessories



- Multiple colors

- Click wheel



- Color screen
- Increased screen resolution
- Photo display



- Video playback



- Small enough to wear



# iPod Demand Factors in the “During” Period

- Accelerometer



- WiFi



- Touch screen



- VoiceOver (iPod shuffle)



- App Store applications



App Store

- Transportation integration



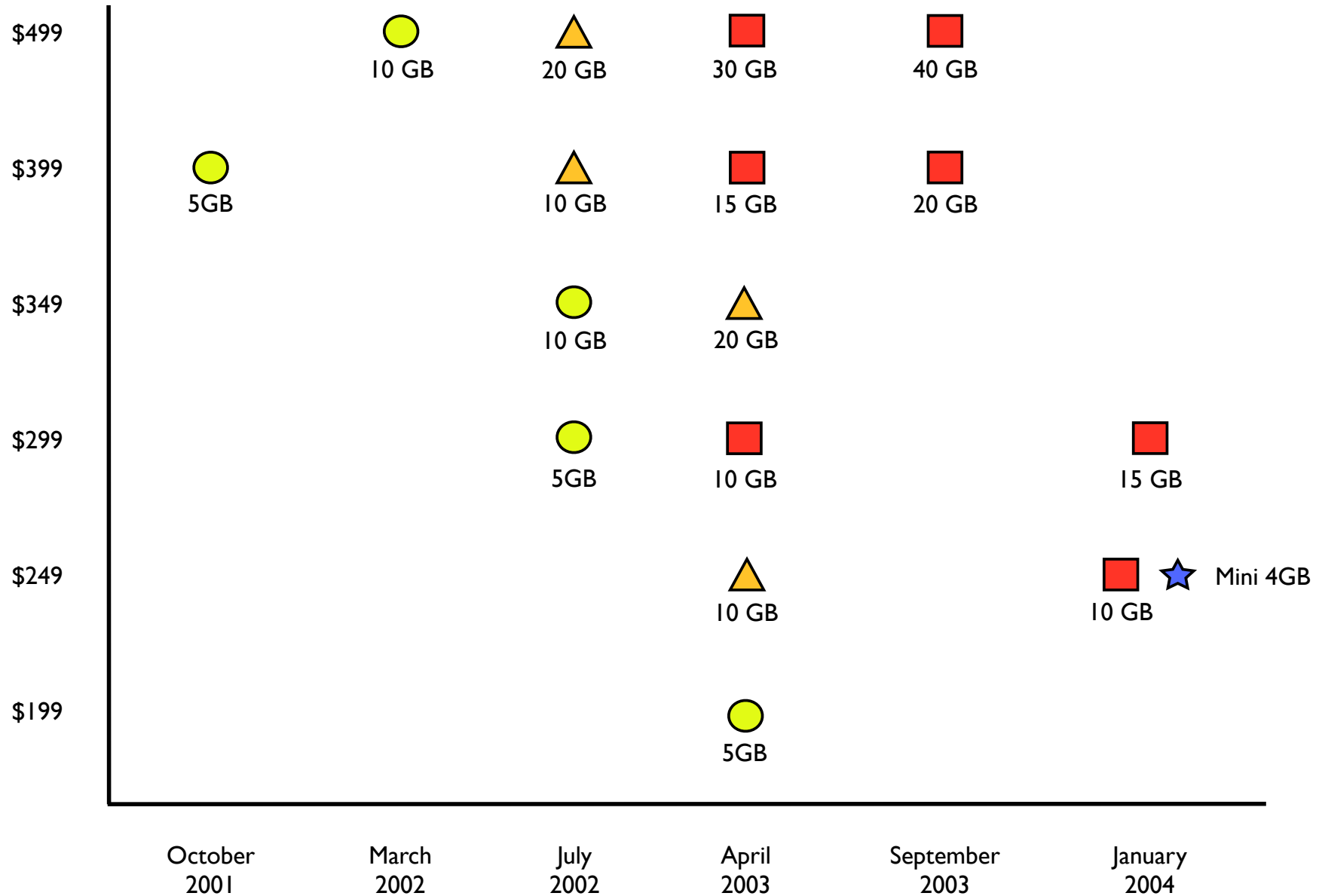
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8/31/09 Burtis Report:  
Exhibit E

# iPod Prices: October 2001 to January 2004



8/31/09 Burtis Report:  
Exhibit F

**iPod Price Availability**

