8/31/09 Burtis Report: Exhibit D

Dockets.Justia.com

iPod Demand Factors in the "During" Period

- USB connectivity
- Dock



- Color screen
- Increased screen resolution
- Photo display





• Accessories



• Video playback



- Multiple colors
- Click wheel



• Small enough to wear



iPod Demand Factors in the "During" Period

• Accelerometer



• Touch screen



• App Store applications



• WiFi



 VoiceOver (iPod shuffle)

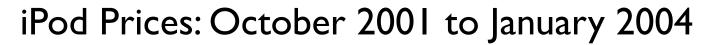


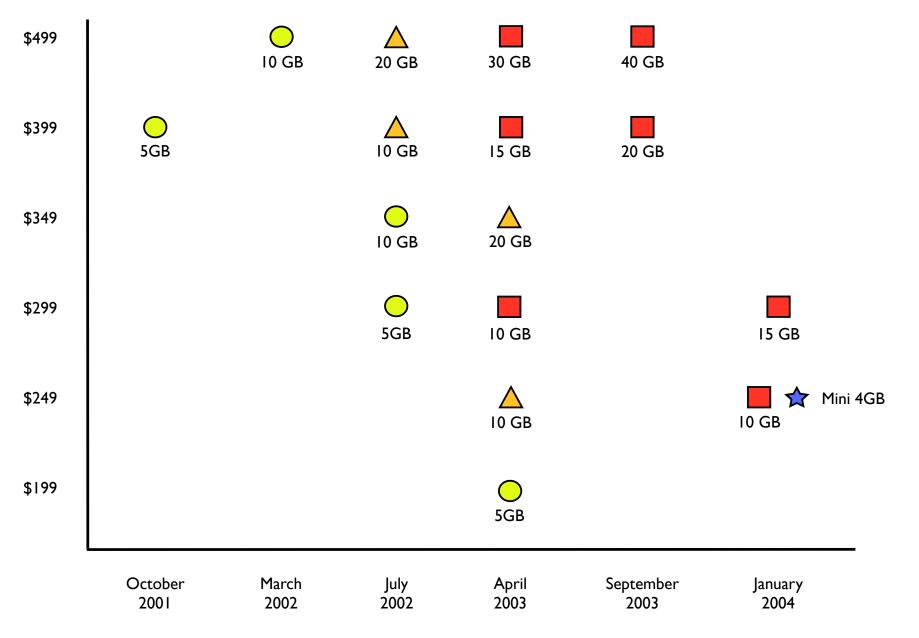
• Transportation integration



Continental

8/31/09 Burtis Report: Exhibit E





8/31/09 Burtis Report: Exhibit F

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iPod Price Availability

Q4 2001 Q1 2002 Q2 2002 Q3 2002 Q4 2002 Q1 2003 Q2 2003 Q3 2003 Q4 2003 Q4 2003 Q1 2004 Q2 2004 Q3 2004 Q4 2004 Q1 2005 Q2 2005 Q3 2005 Q4 2005 Q1 2006 Q2 2006 Q3 2006 Q4 2006 Q1 2007 Q2 2007 Q3 2007 Q4 2007 Q1 2008 Q2 2008 Q3 2008 Q4 2008 Q1 2009 Q2 2009

