

EXHIBIT 3



Space available. And lots of it.

With 160GB, you can carry your entire media library with you everywhere.

Meet a musical Genius.

Say you're listening to a song you really like and want to hear other tracks that go great with it. With a few clicks, the Genius feature finds other songs on your iPod classic that sound great with the one you're listening to, then makes a Genius playlist for you. Or get even more sets of customized songs when you use the new Genius Mixes feature in iTunes. Just sync your iPod classic to iTunes, and Genius automatically searches your library to create perfect mixes you'll love.



Hold everything.

iPod classic gives you 160GB of storage capacity, good for up to 40,000 songs, 200 hours of video, 25,000 photos, or any combination. And you get up to 36 hours of battery life, so you can keep on rocking for a long, long time.¹



Click to enjoy.

Finding exactly what you want to watch or listen to is easy. Use the Click Wheel to browse by album art with Cover Flow or navigate your songs and videos by playlist, artist, album, genre, and more. You can also search for specific titles and artists. Want to mix things up? Click Shuffle Songs for a different experience every time.



Leave no tune behind.

With 160GB of space, iPod classic means you can always have your entire music and movie library with you.² Carry it from the living room to a party in the backyard. Or take it on a cross-country road trip and never listen to the same song twice.

Watch movies and TV shows.

The vivid 2.5-inch display makes video come alive. Purchase or rent movies, buy TV shows, and download video podcasts from the iTunes Store, then sync them to your iPod classic to watch anywhere, anytime.



Play iPod games.

Put hours of fun at your fingertips. iPod classic comes with three games — Vortex, iQuiz, and Klondike — and you can purchase games such as Cake Mania from the iTunes Store. All iPod games are designed specifically for the iPod interface.

Share your photos.

iPod classic uses iTunes to sync the photos you have in iPhoto on a Mac. You can view photo slideshows complete with music and transitions on iPod classic, or play them on a TV using an optional Apple component or composite AV cable.

¹ Song capacity is based on 4 minutes per song and 128-Kbps AAC encoding; in 256-Kbps AAC format, song capacity is up to 20,000 songs; actual capacity varies by encoding method and bit rate. Video capacity is based on H.264 1.5-Mbps video at 640-by-480 resolution combined with 128-Kbps audio. Photo capacity is based on iPod-viewable photos transferred from iTunes. Actual capacity varies by content. Battery testing conducted by Apple in August 2009 using preproduction hardware and software. Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced (see www.apple.com/support/ipod/service/battery). Battery life and number of charge cycles vary by use and settings. See www.apple.com/batteries for more information.

² 1GB = 1 billion bytes; actual formatted capacity less.

Watch the Keynote.

See Apple CEO Steve Jobs unveil the new iPod lineup, Apple TV, and iTunes 10.



Compare iPod models.

Find the one that's perfect for you.



iPod everywhere.

At home. At work. And anywhere in between.



Buy iPod classic \$249.

[Apple Online Store](#)
[Get free engraving and free shipping](#)

[Apple Retail Store](#)
[Test-drive at your nearest store](#)

Call 1-800-MY-APPLE (800-692-7753).
Find your [local authorized reseller](#).

Toy Story 3 is available on iTunes. *Toy Story 3* © Disney/Pixar.

