EXHIBIT 7

iPod shuffle



The new, colorful, clip-and-go iPod shuffle. With buttons, VoiceOver, and playlists, it's the very best of iPod shuffle. Only \$49.

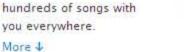






and it lets you take

Design. As beautiful as it is wearable.





More ↓



battery status. More ↓



Overview

Buy Now

Tech Specs

and Genius Mixes and have the perfect music

for every mood. More ↓

Its main body is crafted from a single piece of aluminum and polished to a beautiful shine, so the new iPod shuffle feels solid,

Sleek, polished aluminum. Five brilliant colors.

sleek and durable. And the color palette makes it the perfect fashion accessory. Choose gleaming silver, blue, green, orange, or pink.

Hundreds of songs to go. Never leave a favorite tune behind. Along with up to 15 hours of battery life, 1 IPod shuffle gives you 2GB of storage capacity, good for hundreds of songs.2 That's plenty of room for the essential songs of your workout or commute. And for multiple playlists, Genius Mixes, podcasts, and audiobooks, too.



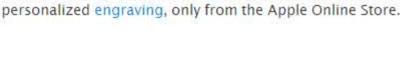
It's back — the big, clickable control pad on the front of iPod shuffle. It's 18

Controls. Right on the button.

Control your music with just a click.

Goes anywhere. And with anything.

iPod shuffle isn't just portable. It's wearable, too. Clip it to your shirt, jacket, workout gear, backpack, or purse strap, and it stays put — whether you're running an errand or running around the track. And yes, there's still room for

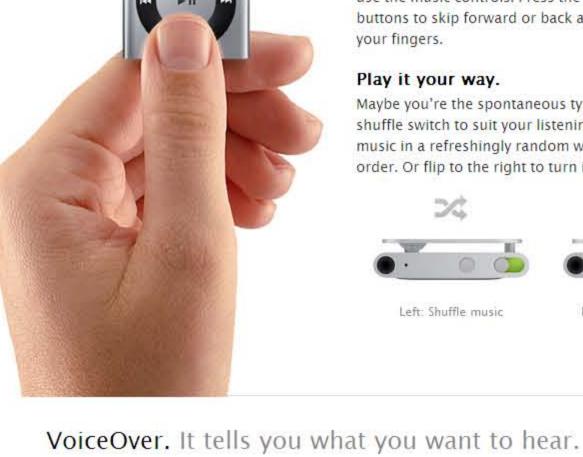


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use the music controls. Press the center button to play and pause. Press the outer buttons to skip forward or back and adjust volume. Click, click, click. It's music to

Play it your way. Maybe you're the spontaneous type. Or maybe you prefer a little order. Just flip the shuffle switch to suit your listening style. Flip it to the left, and you'll hear your music in a refreshingly random way. Flip it to the middle, and your songs play in

percent larger than on previous iPod shuffle models, so it's even easier to see and



Give your songs a voice.

Artist and song name Press to hear current track and artist.

Multiple playlists Press and hold to hear

playlist menu.

It speaks your language.



Left: Shuffle music

order. Or flip to the right to turn iPod shuffle off.

your fingers.



Middle: Play in order



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Back to top .

Off

Right: Turn it off

use VoiceOver to hear the names of playlists and switch between them. And if your battery needs charging, VoiceOver tells you that, too.

Say you're listening to a song and want to know the title or the artist. Just press the new VoiceOver button on top of your iPod shuffle, and it tells you.3 You can even

VoiceOver button



any language you choose.

"End Love " "OK Go" A French love song. A Spanish bolero. An Italian cantata. Your music library has songs from all over the world. That's why VoiceOver speaks 29 different languages. So it can tell you song titles and artists in their native tongues or

Playlists. The perfect mix for every mood.

You probably have multiple playlists in iTunes on your computer. One for your commute. One for the gym. One for just chillaxing.



Compare iPod models >

Free download. Endless entertainment.

about, listening to, and downloading. iTunes is home to everything that

iTunes 10

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entertains you. Learn more >

(PRODUCT) RED

Genius comes to iPod shuffle. There's another way to get a good mix of music on iPod shuffle:

find the one you want without looking.

Sync to your heart's content.

other audio files you want, then sync.

When one playlist isn't enough.

iTunes on your Mac or PC makes it easy to load up your iPod shuffle. Just choose the playlists, audiobooks, podcasts, and

Sync all those playlists to iPod shuffle, and you can play the perfect mix for whatever mood strikes you. VoiceOver tells you the name of each playlist, so it's easy to switch between them and

Let Genius do the work. Activate Genius in iTunes on your computer, and it automatically finds songs that sound great

together. Then it creates Genius Mixes, which you can easily sync to your iPod shuffle. It's the perfect way to rediscover songs you haven't listened to in, like, forever.



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