

EXHIBIT 7

The perfect mix.

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



Beautiful and Wearable
It's small, it's colorful, and it lets you take hundreds of songs with you everywhere.
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Buttons
The big, clickable control pad gives you an easy way to play your music.
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It Talks to You
Press the new VoiceOver button to hear the song title, playlist name, or battery status.
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Multiple Playlists
Sync different playlists and Genius Mixes and have the perfect music for every mood.
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Design. As beautiful as it is wearable.

Sleek, polished aluminum. Five brilliant colors.
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 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.



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 a errand or running around the world. And yes, there's still room for personalized engraving, only from the Apple Online Store.

Controls. Right on the button.

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Control your music with just a click.
It's back — the big, clickable control pad on the front of iPod shuffle. It's 18 percent larger than on previous iPod shuffle models, so it's even easier to see and 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 your fingers.

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



VoiceOver. It tells you what you want to hear.

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



- VoiceOver button**
- Artist and song name**
Press to hear current track and artist.
- Multiple playlists**
Press and hold to hear playlist menu.
- Battery status**
Press twice to hear battery status.



It speaks your language.
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 any language you choose.

Playlists. The perfect mix for every mood.

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Sync to your heart's content.
iTunes on your Mac or PC makes it easy to load up your iPod shuffle. Just choose the playlists, audiobooks, podcasts, and other audio files you want, then sync.

When one playlist isn't enough.
You probably have multiple playlists in iTunes on your computer. One for your commute. One for the gym. One for just chilling. 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 find the one you want without looking.

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

1. Testing conducted by Apple in August 2010 using preproduction hardware and software. The playlist contained 358 unique audio tracks consisting of content imported from CDs using iTunes (128-Kbps AAC) and content purchased from the iTunes Store (128-Kbps AAC). Battery tests are conducted with specific iPod units; actual results may vary. 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.
3. Available in selected languages.

iPod shuffle
2GB \$49

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