

EXHIBIT 78

Subject: Fwd: iPod Roadmap Review 2011.06.10
Date: Tue, 14 Jun 2011 16:31:06 +0000
From: "Monica Tran" <monica.tran@apple.com>
To: "Stan Ng" <stan@apple.com>
Message-ID: <428A1AFE-E1B8-4392-9425-8B3AF64CF0AC@apple.com>

Hi Stan,

Welcome back!

Have you had a chance to connect with Joz on this direction from the Friday meeting (which he was not part of)?

I have an Confidential
so I just wanted to check if this has been bought off on?

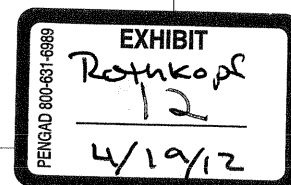
Thanks,
Monica

Begin forwarded message:

From: Bryson Gardner <bryson@apple.com>
Date: June 11, 2011 3:54:44 PM PDT
To: Aram Lindahl <aram@apple.com>, Brian Lynch <blynch@apple.com>, Brian Sander <bsander@apple.com>, Bryan James <bryan.james@apple.com>, Carlos Ribas <ribas.c@apple.com>, Chrissy Meyer <christine.meyer@apple.com>, Christi Wilkerson <christiw@apple.com>, Fletcher Rothkopf <fletcher@apple.com>, Hope Giles <hopeg@apple.com>, Jesse Boettcher <jboettcher@apple.com>, Jesse Drogusker <jesse@apple.com>, John Daniel <john.daniel@apple.com>, Joseph Fisher Jr <jrfisher@apple.com>, Kaiann Drance <kaiann@apple.com>, Ken Herman <kherman@apple.com>, Matthew Leopold <mleopold@apple.com>, Monica Tran <monicat@apple.com>, Patrice Cook <patrice@apple.com>, Paul Nangeroni <nangeroni@apple.com>, Policarpo Wood <pwood@apple.com>, Rishabh Bhargava <rishabh@apple.com>, Saket Vora <vora@apple.com>, Saurabh Gupta <saurabh@apple.com>, Sean Mayo <sean.mayo@apple.com>, Stephanie Lue <lue@apple.com>, Svetlana Samoilova <ssamoilova@apple.com>, Teo Dabov <tdabov@apple.com>, Vic Alessi <valessi@apple.com>, Wendy Goh <wgoh@apple.com>, Yannick Bertolus <yannick@apple.com>
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Outcome from the roadmap meeting below.

Confidential



Confidential

I'm in China but will be coordinating the work remotely.

Bryson

Begin forwarded message:

From: Bryson Gardner <bryson@apple.com>
Date: June 11, 2011 2:30:05 PM PDT
To: Bob Mansfield <bobmans@apple.com>, Jeff Williams <jwilliams@apple.com>, Gregory Joswiak <joz@apple.com>, Achim Pantfoerder <achim@apple.com>, Brian Lynch <blynch@apple.com>, Brian Sander <bsander@apple.com>, Bryan James <bryan.james@apple.com>, Carlos Ribas <ribas.c@apple.com>, Chip Hills <chip@apple.com>, David Tupman <dtupman@apple.com>, Hope Giles <hopeg@apple.com>, Jesse Drogusker <jesse@apple.com>, Johny Srouji <srouji@apple.com>, Louie Sanguinetti <lsanguinetti@apple.com>, Lynn Youngs <lyoungs@apple.com>, Matthew Leopold <mleopold@apple.com>, Ruben Caballero <rcaballero@apple.com>, Sabih Khan <sabih@apple.com>, Stan Ng <stan@apple.com>, Stephen Zadesky <szadesky@apple.com>, Svetlana Samoilova <ssamoilova@apple.com>, Vic Alessi <valessi@apple.com>, Wei Chen <chen.w@apple.com>, Yannick Bertolus <yannick@apple.com>
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Updated roadmap slides from the discussion yesterday; key points below.

The next review will be scheduled for week of 6/20, including

Confidential

Confidential

Bryson

Confidential

Confidential

N81A:

- white unit cost estimate ~\$3.82 more than black; recommend white in higher SKUs only (for both 2011 and 2012)

sub-\$199 iPod

- investigate WiFi + display RTXC product to leverage some iCloud features (e.g. music)

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