

iPod and iPod nano

Company: Apple

Designer: Jonathan Ive and
Apple Industrial Design Team



Apple made global-scale waves with its first 5GB iPod in 2001 and the Company never looks back.

With the look, size, storage, and Mac and PC compatibility, iPod entertains the most sophisticated music lovers of today with up to 15,000 songs, 150 hours of video, or 25,000 photos flowing anywhere, anytime. The revolutionary changes of the gadget include the touch sensitive wheel and colour displays with non-aliased text.

Setting yet another milestone in portable electronic product design, iPod nano came in 2005 as the thinnest digital music player and the first 4GB flash player in the world.

Together with iTunes, iPod and iPod nano have instilled unprecedented excitements in downloading, carrying, and enjoying music among us.

