

Ipad

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Realtime Transcription, Inc.

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TRANSCRIPTION

Min-U-Script® with Word Index

1 >> You know, it's true, when something exceeds
2 your ability to understand how it works, it sort
3 of becomes magical. And that's exactly what the
4 iPad is.

5 It's hard to see how something so simple, so
6 thin and so light could possibly be so capable.

7 >> The iPhone was a revolution, and we learned
8 so much from it and developed so many amazing
9 technologies and all the applications, the
10 multi-touch user interface. It was truly an
11 incredible breakthrough product.

12 We wanted to take all of that and apply that to
13 a whole new class of product. The iPad is the
14 best web surfing experience, the best e-mail
15 experience, the best photo and movie watching
16 experience. It's going to change the way we do
17 the things we do every day.

18 >> The face of the product is pretty much
19 defined by a single piece of multitouch glass, and
20 that's it. There is no pointing device. There
21 isn't even a single orientation; there's no up,
22 there's no down, there's no right or wrong way of
23 holding it. I don't have to change myself to fit
24 the product; it fits me.

25 >> We looked at the device and we decided,

1 let's redesign it all. Let's redesign, reimagine
2 and rebuild every single app from the ground up,
3 specifically for the iPad. And with this large
4 a display you get apps that aren't just a little
5 bit better than their smaller counterparts. You
6 get apps that are order of magnitude more
7 powerful!

8 iPad is the best way to browse the web. For
9 the same reasons that it just feels right to hold
10 a book or a magazine or a newspaper in your hands
11 as you read them, it just feels right to hold the
12 Internet in your hands as you search it. And with
13 a screen this large, you can just see more of the
14 web as you're surfing it.

15 Take the New York Times. You can see all the
16 top stories. They are all just right there. If
17 you see something, you just reach out and tap it.
18 It's completely natural. You don't even think
19 about it. You just do.

20 >> iPad is a world class e-mail client that's
21 incredibly fun but very productive. You can go
22 through huge quantities of e-mail really quickly,
23 and it's fun because you're doing it all with your
24 hands. When you want to compose a new message,
25 the keyboard automatically slides up from the

1 bottom. And this keyboard is practically the same
2 size as a laptop's keyboard. If you want to focus
3 on a single message, just rotate to portrait and
4 everything else gets out of the way so you can
5 concentrate on the content you care about.

6 >> iPad is absolutely the best way to view and
7 share your photos. You see every one of your
8 albums there, as just a stack of photos, and you
9 can just pinch open to peek in a stack, or just
10 pinch it open and look at all your photos. If you
11 want to share with a friend, you can just flip
12 over the iPad, and the iPad automatically
13 flips the photo to the correct orientation.

14 This is an unbelievable device for watching
15 video. The user interface we built for this is
16 just fun. When you see something, you touch it
17 with your finger and it starts playing. There is
18 no delay. The quality of this video is amazing.
19 You can double tap, fill the whole screen.

20 We also built an incredible map application on
21 here. It's really fast. And we created a
22 calendar application like nothing you've ever seen
23 on a computer before. Another app we're really
24 excited about is called iBooks. When you couple
25 books with a hi-res color display, reading an

1 e-book is just such a pleasure. Not only can you
2 read books on it, but the UI actually flips over
3 to reveal a bookstore behind it. And with a tap
4 of your finger, you can purchase and download a
5 book and immediately start reading it.

6 So now we have three phenomenal stores on the
7 iPad: The iTunes store, the App Store, and now
8 the iBook store. We built the iPad to run
9 virtually every one of the more than 140,000 apps
10 available in the App Store as well as the ones
11 you've already downloaded on your iPhone. So the
12 apps you use every day and all the games you love
13 playing are right on your iPad right out of the
14 box.

15 Plus, with the release of the iPad SDK,
16 developers will be building apps specifically for
17 the iPad. So there's going to be a whole new
18 gold rush for app developers.

19 >> The iPad is the most advanced piece of
20 technology that I've ever worked on at Apple. The
21 innovation of the product really starts with
22 multitouch itself. This multitouch is the largest
23 that we've ever built in a product. And it's on
24 multitouch of this size that you really feel the
25 power and performance that multitouch can offer.

1 By putting well over 1,000 sensors in this
2 multitouch design, the level of multitouch
3 accuracy that the customer will experience is
4 unprecedented. When you take the product out of
5 the box and hit the power button, the display
6 immediately comes to life. And I think our
7 customers' experience with that will be, Wow, this
8 is a really vibrant display. The back lighting
9 system is LED, and LED is what gives you the
10 crispness and color quality in the display itself.
11 Beyond that we use IPS technology. IPS is a
12 premium display technology that gives you not only
13 a great experience looking directly at the device,
14 but also off angle, when you're sharing the device
15 with someone else.

16 The reason why this product responds so well
17 and you really feel the performance of it is
18 because of the custom silicon that we designed for
19 this product. That silicon is called A4, and it's
20 really built by our hardware team in concert with
21 our software team. What that gives you is a level
22 of performance that you can't achieve any other
23 way. It also gives you the efficiency to achieve
24 a battery that lasts all day long. Apple's the
25 one place that you can really do this. We build

1 battery technology, we build chip technology, we
2 build software, and we bring all those things
3 together in a way that no one else can do it.

4 >> One of the most important features we
5 designed in the iPad was an affordable price.
6 Usually when you get the brand-new latest
7 technology it starts at a high price, and over
8 time it gets more affordable, works its way down.
9 We wanted to do it differently. We wanted to take
10 all this advanced technology of hardware and
11 software, do everything we could to get it into
12 the hands of as many people as possible right from
13 the start. The iPad starts at just 499. That's
14 really exciting.

15 >> The iPad on one hand is clearly way bigger
16 than just a new product. This is a new category.
17 But yet, millions and millions of people are going
18 to be instantly familiar with it; they're going to
19 know how to use it. In many ways this defines our
20 vision, our sense of what's next.

21 (Captions by Realtime Transcription.)

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