

Wk 10: New iPad3 and Web Marketing



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Author

Message

03/16/2012 07:22:48 AM

Subject: Wk 10: New iPad3 and Web Marketing



Mimi Will

Last edited: 03/18/2012
09:22:30 AM
Messages: 156
Location: Bay Area

We are living in 'revolutionary' times on so many levels. There are many changes, inventions, adaptations, and transformations going on throughout the world. A review of history would tell us that we are on a cutting edge of **something**, and that history repeats itself over time.

-- What does this mean for Web Marketing?

Today the **new iPad 3 goes on sale** (and is said to be sold out even before the stores open!). We are becoming more dependent on wireless communication (not as secure as local/landline) which is vulnerable to atmospheric variations (i.e., sunstorms affect magnetic belt which deals with telecommunications, aircraft systems, national security, etc.) and interception. Yet Everybody is eager to use it!

Join us in this multidimensional discussion and share your thoughts -- **ALL** comments are welcome in **5+ sentences with details and examples!** Please focus on the **implications for Web marketing as your context** (either as the marketer or the consumer)

1. On iPad3, what does 'HD retina display' mean for taking photos and video? What implications does this have for setting a new standard? What is a 3D camera?
2. What does '4-G capability' mean? (Droid, Iphone, Blackberry) How does it affect upload/download speeds if everybody in the world is using it all at once? Was it invented for business use or Angry Birds?
3. What is a 'Blu-ray' all about? What is it used best for? How does this relate to Web marketing?
4. What will the new category of digital tools be called, to replace the words 'computers' or 'business workstations' or something similar? Will the differences between 'personal use' and 'business use' blur?
5. (Several comment, differently) While a lot of people are standing in line for the iPad 3 for \$500+, the 'older' iPad 2's price has dropped a hundred dollars. Same phenomenon happened when calculators (first ones cost hundreds of dollars then dropped to \$10) and PCs came on the scene and then were superseded by improved, smaller, cheaper models.

What does this mean for **multi-channel marketing** if all these devices aren't necessarily standardized or compatible?

6. -- Anything else? **All comments welcome!**

Please number and Post Reply



03/17/2012 11:27:51 PM

Subject: Re:Wk 10: New iPad3 and Web Marketing



Johan Ruiz



Last edited: 03/17/2012
11:51:11 PM
Messages: 22

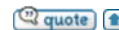
1. On iPad3, what does 'HD retina display' mean for taking photos and video? What implications does this have for setting a new standard? What is a 3D camera?

Although it seems the latest iPad is nothing more than an 'evolutionary' rather than a 'revolutionary' change, Apple has an interesting way of redefining the space. The iPad was originally conceived as a consumer electronic meant for the consumption of content. To that end, the HD retina display offers an unmatched viewing experience that is currently unmatched, in resolution) by any other product on the market. Furthermore, no other company has the economies of scale or production infrastructure to bring a product of this caliber at that price point. It was stated best by a wall street analyst: "the kindle fire's best feature is its price." Apple has once again cemented its position as the gold standard in consumer electronics. This increased resolution will propel the photography industry forward by providing a platform to display those high megapixel images. What I find most interesting about this product is the implications it makes of the much rumored iTV.



03/18/2012 03:32:04 AM

Subject: Re:Wk 10: New iPad3 and Web Marketing



Michael Hanna

Messages: 57

3. What is a 'Blu-ray' all about? What is it used best for? How does this relate to Web marketing?

I thought this was a non sequitur at first. iPads have no Blu-Ray drive. Indeed, despite years of customer demand, Apple's machines _still_ do not have Blu-Ray drives as far as I can tell from looking at their Web site. NONE of their current machines support Blu-Ray, not even the desktops. Zip. Nada.

What the iPad 3 DOES have is a beautiful high-resolution display, with 2048x1536 pixels. This means it actually has more resolution than a Blu-Ray disc, which offers video at 1920x1080 pixels. Perhaps that is what the mention of 'Blu-Ray' was referring to.

Despite this highly tempting feature, the iPad 3 is really a toy. A very beautiful and elegant toy, but a toy nonetheless (though it would make a great replacement for the Kindle). You can play downloaded 1080p video on the iPad, BUT the low-end machine only comes with 16 GB of non-volatile storage. (Shockingly, they don't even publish how much RAM their machines have.) One Blu-Ray movie can potentially take up more space than that, and that 16 GB has to hold your operating system and all the apps you've installed as well. So you can just plug in a USB flash drive or external hard disk, right? Wrong - iPads have no USB port. They only have one proprietary Apple connector. You have to get an adapter if you want to plug in the things that other people consider normal. What Apple really wants is for you to download all your video content from the iTunes store, so they can earn their fat 30% cut of the money. Maybe that explains the absence of Blu-Ray...

The most storage you can get with the iPad 3 is 64 GB, which will cost you \$699. (The review I read didn't say, but I'm guessing all the iPads continue Apple's bad habit of soldering in the RAM. This makes the machine a little sturdier, but means you can never add extra memory.)

For comparison, last year I bought a Toshiba laptop at the exact same price. For that \$699, I have a quad-core Intel i5 processor, 4 GB of RAM, 500 GB 7200-rpm hard disk, wi-fi, 100 MB Ethernet, 2 USB ports, a Blu-Ray drive, and an HDMI output (for sending that Blu-Ray output to a big screen display). Ironically, the resolution of my display is not nearly as good as that of the iPad, but I can play Blu-Rays anytime I want, store plenty of video on my hard disk, and do downloads over Ethernet far faster than I could over wi-fi. Oh, and best of all, I have a real keyboard as well. Touch typists would go nuts trying to pretend to type on a pane of glass. But maybe you could use Siri for entering data? Nope, that's not available on the iPad 3.

Of course, I have to live with the nightmare of Windows 7, a truly godawful operating system, but since I don't use Microsoft software for anything but the operating system itself, it isn't so bad. I'm not forced to get my content from one place, and unlike cell phone users, I don't pay through the nose for a service contract either (nor am I stuck with one vendor). While my laptop is bulkier and heavier than an iPad, with a 14" display, it is small enough to be pretty portable. I'll take the laptop any day of the week.

So how does the iPad 3 relate to Web marketing? Well, it's a superb machine to watch commercials on. Me, I'd rather use it to watch porn - not because porn is so wonderful, but because the vast majority of commercials suck so badly. I can't bear the thought of wasting my life listening to other people telling me how to think. Thankfully (for the purposes of this class), cynics like me seem to be in the minority, which is why Internet marketers still have careers. :-)



03/18/2012 02:11:44 PM **Subject:** Re:Wk 10: New iPad3 and Web Marketing



Renu Virdi

Messages: 38
Location: Palo Alto, CA

5. (Several comment, differently) While a lot of people are standing in line for the iPad 3 for \$500+, the 'older' iPad 2's price has dropped a hundred dollars. Same phenomenon happened when calculators (first ones cost hundreds of dollars then dropped to \$10) and PCs came on the scene and then were superseded by improved, smaller, cheaper models.

What does this mean for **multi-channel marketing** if all these devices aren't necessarily standardized or compatible?

As new technology is developed prices of old will always fall. Nowadays it is always a question whether to buy technology now or wait another 6 months for the next version. However, once the new version comes out people hardly ever will buy the older version. Most people will pay the latest price and get the most up to date because most likely even that will get outdated within a year. I imagine there is hardly any market for older versions once a new version comes out.

It is amazing the leaps and bounds with which new advances are happening. When we finally upgraded our TV last year to 3D smart version, the changes were so significant and the ease of use was amazing! The capabilities in the latest smartphones, TVs and all the new technology really does make a significant difference. It was hard to upgrade because we had a perfectly functional 20 year old TV that we did not just want to throw away. However, when we upgraded it was as if we were living in an older civilization!

For marketers it is a challenge to support older versions but perhaps even more to continuously have to change with the new. For mobile especially, which is changing significantly faster, it is definitely advisable to use the services of mobile service providers. They can keep up with the continuous changes and manage the delivery of the marketing campaigns to the many versions. They will have to cut off very old versions but hopefully they will be able to deliver to most of the targeted audience.



03/22/2012 08:05:27 PM **Subject:** Re:Wk 10: New iPad3 and Web Marketing



Niki Smith



Last edited: 03/22/2012
08:07:07 PM
Messages: 11
Location: IE & SJ

2. What does '4-G capability' mean? (Droid, Iphone, Blackberry) How does it affect upload/download speeds if everybody in the world is using it all at once? Was it invented for business use or Angry Birds? 4G networks are the fastest available networks (speeds) for wireless devices. 4G service is very limited. Just because your device is 4G compatible does not mean it will be reaching 4G speeds. 4G is everything that 3G has, only at a faster transfer rate and with the ability to include a larger area I personally think internet and network speeds keep increasing to keep both personal users (for games, texting, music, etc) as well as business users happy.

4G is the latest in internet for your cell phone, however, it doesn't always mean it's the greatest. For example, the reason why AT&T has the fastest 3G service is because they haven't saturated areas like Verizon has. Verizon's 3G is slower because of it being so widely available.

dolly DOOM



03/26/2012 12:34:47 PM **Subject:** Re:Wk 10: New iPad3 and Web Marketing



Mimi Will

Messages: 156
Location: Bay Area

MW: Thanks to All who contributed here. Your points are updated and this thread has expired!



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