

# iPad: Mobile Computing Redefined

Raven Zachary  
Small Society

DevDay for iPhone  
London  
25 June 2010





- iPhone Entrepreneur
- Founder of iPhoneDevCamp
- Part-time Industry Analyst
- Obama '08
- “The guy with the weird glasses”
- @ravenme on Twitter

**Raven Zachary**



small**society**





# iPhone Apps



**WORDPRESS**  
for iPhone OS

**iPad Apps**



# iPad Apps







## A Show of Hands

Photo by Nick Bilton

# **The Mobile Age**





**1984**



**1991**



**2007**



**2010**





***1990: The Era of the Desktop PC***



***2000: The Era of the Laptop***



***2010: The Era of Mobile  
(The Era of Cloud Computing)***



Is there room  
for a third  
category of  
device in the  
middle?





Yes, but...



**Existing  
Market**



***New  
Market***



**Existing  
Market**



Far better at  
some key  
things





Web  
Email  
Photos  
Video  
Music  
Games  
Books  
*etc.*







**Apple is a mobile devices company.**

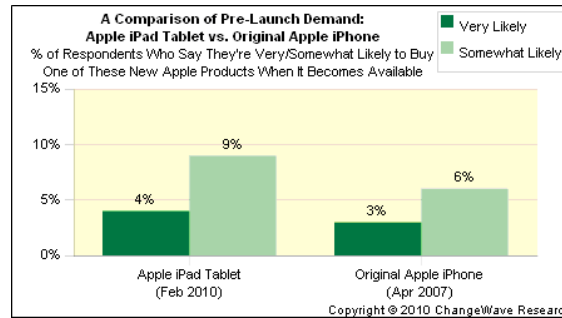


# iPad: A Short History

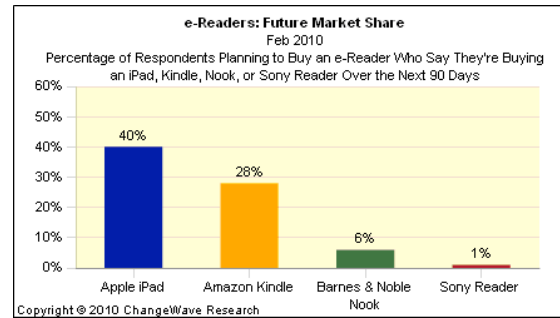
- 27 January 2010: iPad Unveiled
- 3 April 2010: iPad Wi-Fi launch in USA
- 8 April 2010: iPhone OS 4.0 Preview
- 30 April 2010: iPad Wi-Fi + 3G launch in USA
- 28 May 2010: iPad launch in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK
- *July 2010: iPad launch in Austria, Belgium, Hong Kong, Ireland, Luxembourg, Mexico, Netherlands, New Zealand, and Singapore*

- Netbooks (30m units in 2009, IDC)
- eReaders
- Smartphones
- Tablets (HP+Palm)
- Laptops

## **Competitive Market**

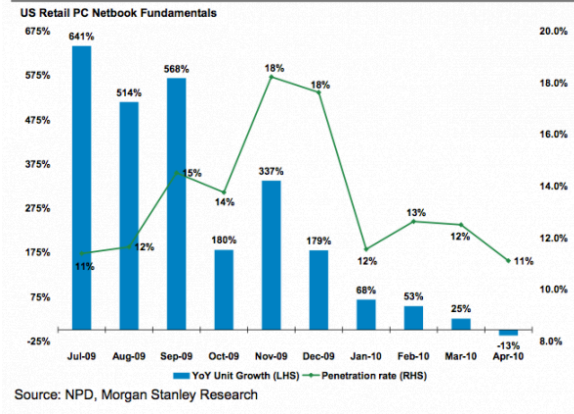


**Pre-Launch Demand was High**



# eReader Market Opportunity

Exhibit 5  
**iPad/Tablets At Least Partially Responsible For  
Netbook Drop in April**



# Impact to Netbooks

Now that the iPad in all its variations is on sale at your local Apple Store, it looks like consumers who are struggling with the decision to buy an iPad or a Netbook are overwhelmingly leaning toward an iPad with 78% in that group going for the iPad.

Are you planning on buying a iPad or a netbook?



# Intent to Buy

## **Apple Sells Over 300,000 iPads First Day**

CUPERTINO, California—April 5, 2010—Apple® today announced that it sold over 300,000 iPads in the US as of midnight Saturday, April 3. These sales included deliveries of pre-ordered iPads to customers, deliveries to channel partners and sales at Apple Retail Stores. Apple also announced that iPad users downloaded over one million apps from Apple's App Store and over 250,000 ebooks from its iBookstore during the first day.

"It feels great to have the iPad launched into the world—it's going to be a game changer," said Steve Jobs, Apple's CEO. "iPad users, on average, downloaded more than three apps and close to one book within hours of unpacking their new iPad."

Apple ignited the personal computer revolution with the Apple II, then reinvented the personal computer with the Macintosh. Apple continues to lead the industry with its award-winning computers, OS X operating system, and iLife, iWork and professional applications. Apple leads the digital music revolution with its iPods and iTunes online store, has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices.



April 14, 2010

## Apple Media Advisory

Apple today released the following statement:

Although we have delivered more than 500,000 iPads during its first week, demand is far higher than we predicted and will likely continue to exceed our supply over the next several weeks as more people see and touch an iPad™. We have also taken a large number of pre-orders for iPad 3G models for delivery by the end of April.

Faced with this surprisingly strong US demand, we have made the difficult decision to postpone the international launch of iPad by one month, until the end of May. We will announce international pricing and begin taking online pre-orders on Monday, May 10. We know that many international customers waiting to buy an iPad will be disappointed by this news, but we hope they will be pleased to learn the reason—the iPad is a runaway success in the US thus far.

Sunday, May 2, 2010

## Apple's iPad 3G estimated to have sold 300K on launch weekend

By [Neil Hughes](#)

Published: 08:45 PM EST

**Checks with 50 Apple retail stores have led one prominent analyst to predict Apple sold about 300,000 iPad 3G units, including preorders, over the device's first weekend of sales.**

Gene Munster with Piper Jaffray issued a note to investors Sunday, revealing the estimate based on checks with numerous stores, as well as in-person attendance of the iPad 3G launch in New York and Minneapolis. If correct, Munster's assumption would have the iPad 3G sell as many units in its first weekend as the Wi-Fi-only iPad sold on [its first day](#) in early April.

Munster said supply was limited on launch weekend, with 49 of 50 stores surveyed sold out of the iPad 3G by Sunday. The analyst said he now believes Apple has sold more than 1 million iPads, which suggests his previous estimate of [1.3 million sales](#) in the June quarter may be conservative.

## Apple Sells One Million iPads

CUPERTINO, California—May 3, 2010—Apple® today announced that it sold its one millionth iPad™ on Friday, just 28 days after its introduction on April 3. iPad users have already downloaded over 12 million apps from the App Store and over 1.5 million ebooks from the new iBookstore.

"One million iPads in 28 days—that's less than half of the 74 days it took to achieve this milestone with iPhone," said Steve Jobs, Apple's CEO. "Demand continues to exceed supply and we're working hard to get this magical product into the hands of even more customers."

iPad allows users to connect with their apps and content in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.\*

Developers have created over 5,000 exciting new apps for iPad that take advantage of its Multi-Touch user interface, large screen and high-quality graphics. iPad will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

## Apple Sells Two Million iPads in Less Than 60 Days

CUPERTINO, California—May 31, 2010—Apple® today announced that iPad™ sales have topped two million in less than 60 days since its launch on April 3. Apple began shipping iPad in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the UK this past weekend. iPad will be available in nine more countries in July and additional countries later this year.

"Customers around the world are experiencing the magic of iPad, and seem to be loving it as much as we do," said Steve Jobs, Apple's CEO. "We appreciate their patience, and are working hard to build enough iPads for everyone."

iPad allows users to connect with their apps, content and the Internet in a more intimate, intuitive and fun way than ever before. Users can browse the web, read and send email, enjoy and share photos, watch HD videos, listen to music, play games, read ebooks and much more, all using iPad's revolutionary Multi-Touch™ user interface. iPad is 0.5 inches thin and weighs just 1.5 pounds—thinner and lighter than any laptop or netbook—and delivers up to 10 hours of battery life.\*

Developers have created over 5,000 exciting new apps for iPad that take advantage of its Multi-Touch user interface, large screen and high-quality graphics. iPad will run almost all of the more than 200,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

## **Apple Sells Three Million iPads in 80 Days**

CUPERTINO, California—June 22, 2010—Apple® today announced that it sold its three millionth iPad™ yesterday, just 80 days after its introduction in the US. iPad is a revolutionary and magical product that allows users to connect with their apps, content and the Internet in a more intimate, intuitive and fun way than ever before.

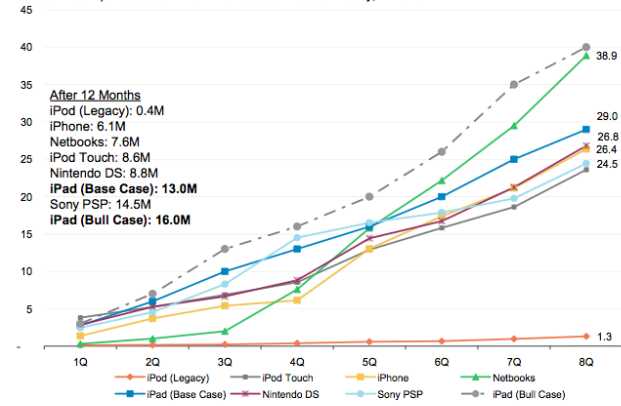
"People are loving iPad as it becomes a part of their daily lives," said Steve Jobs, Apple's CEO. "We're working hard to get this magical product into the hands of even more people around the world, including those in nine more countries next month."

Developers have created over 11,000 exciting new apps for iPad that take advantage of its Multi-Touch™ user interface, large screen and high-quality graphics. iPad will run almost all of the more than 225,000 apps on the App Store, including apps already purchased for your iPhone® or iPod touch®.

Exhibit 2

### iPad on pace to become one of the most popular mobile devices in history, we believe

Cumulative Shipments Over First Two Years of Product History, Millions

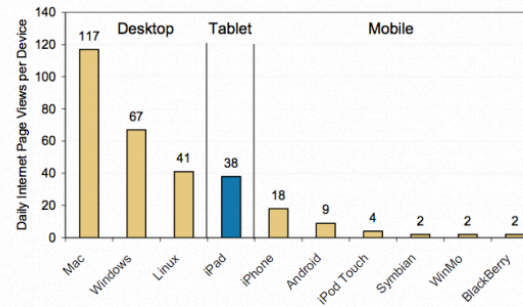


Source: Company reports, Morgan Stanley Research

# Making History

Exhibit 3

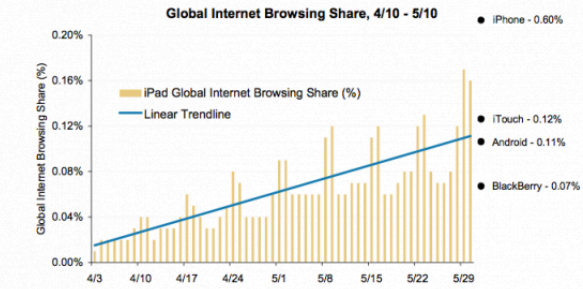
**iPad Internet usage closer to traditional PCs**



Source: Company data, comScore, Gartner, Net Applications, Morgan Stanley Research

# Browser Behavior

Exhibit 4  
**iPad browsing share already above some  
Smartphone platforms**



Source: Net Applications, Morgan Stanley Research

**Browser Share**



## The iPad Has Already Passed Android In Browsing Traffic To TechCrunch

by MG Siegler on Apr 28, 2010

Comments (0) **Buzz** 114 **596** **retweet**

The iPad went on sale 25 days ago. It's not yet on sale anywhere else in the world besides the U.S. The 3G version, which some are waiting for, still isn't available. And yet, according to our logs, the iPad already accounts for more traffic to TechCrunch than Android does.

I love the iPad, but even I was surprised when I saw this. The stats are for the last 30 days — and again, the iPad hasn't even been out that entire time. Here's a percentage breakdown of which OS visitors to TechCrunch have been using in the past 30 days:

1. Windows - 59.68%
2. Mac - 27.78%
3. iPhone - 5%
4. Linux - 3.72%
5. iPad - 1.18%
6. Android - 0.99%
7. iPod - 0.67%



## Stats: iPad Users Consume 3X Videos As Other Users

Written by [Mike Melanson](#) / April 23, 2010 9:59 AM / [2 Comments](#)

[« Prior Post](#) [Next Post »](#)



Despite the now-infamous absence of Adobe's Flash, video aggregator **MeFeedia** says that video on the iPad is a flourishing and growing trend according to the data the company has collected over the past three weeks.

The company offers a few stats and postulates that, among other reasons, the "lack of distractions mean people watch more video, for longer."

MeFeedia **added HTML5 video support** earlier this month - one of several alternatives available for video on the iPad - and says that its internal numbers show the iPad to clearly be a media consumption device, more so than other users.

The company offers the following observations on its blog, noting that the "iPad was only launched a few weeks ago & this sample is for MeFeedia and MeFeedia Network only."

- iPad is now the 5th most popular mobile device\* "In terms of unique users, trailing only iPhone, iPod Touch, SymbianOS, and Android (in that order)
- iPad users consume 3X as many videos as web users (up from the 2.5X number that we first reported a few weeks ago)
- iPad users spend 4X as long watching videos as web users (up from 3X)
- iPad users consume 5X as many videos as iPhone users (up from 3X)

*Source: MeFeedia, ReadWriteWeb*

**Recommended Download:**  
 **Spyware Doctor with AntiVirus 2010** Award-winning spyware and AntiVirus software ★★★★★  
Ads by Google Apple iPad LIEHA Apple Achds Apple Vinegar

## I was wrong about Apple iPad

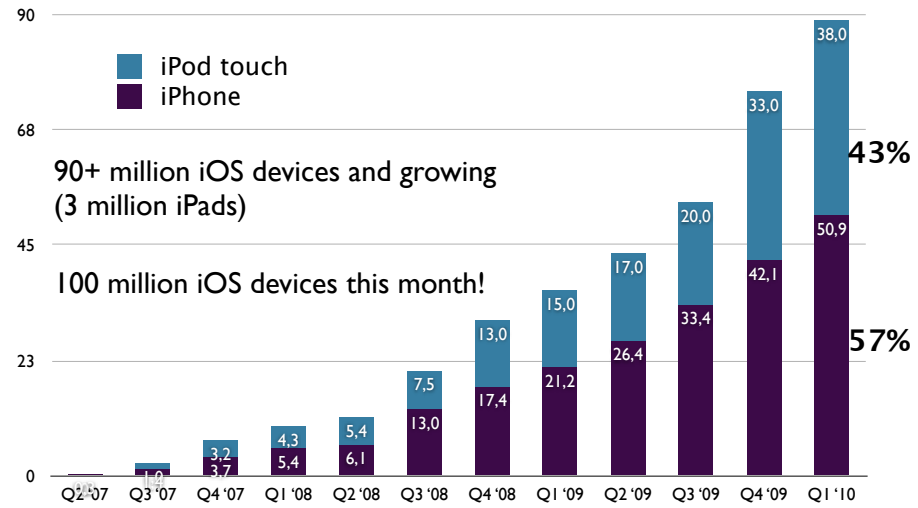
By [Joe Wilcox](#) | Published June 15, 2010, 12:50 PM

[Print Article](#) [E-mail Article](#) [9](#) [digg](#) [147 Comments](#)

The world does need an Apple tablet -- and perhaps others -- contrary to what I asserted in late January. Gloaters will circle my admission like vultures pecking a carcass, but that's the penalty for being wrong. Yes, I was wrong. I admit it. Flail me in Betanews comments or other blogs. Surely Macheads will peck away even my bones. Go ahead. I won't often give you such opportunity.

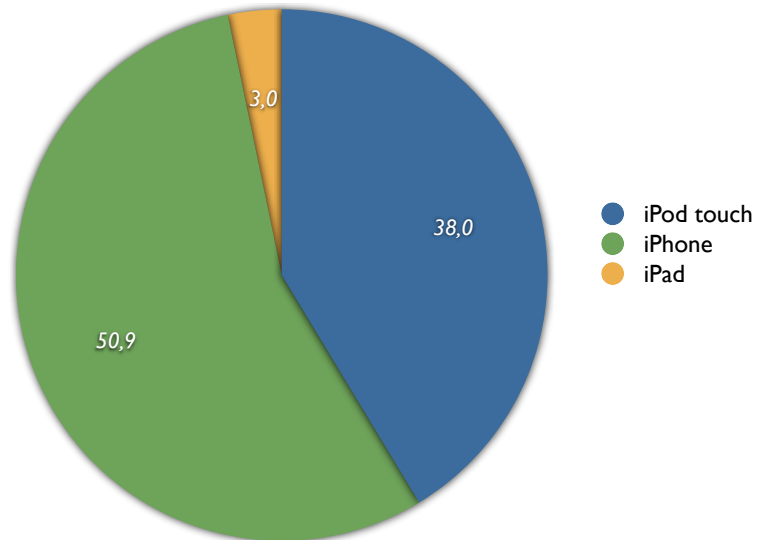
# Winning Over the Skeptics

# iOS Units (in millions)



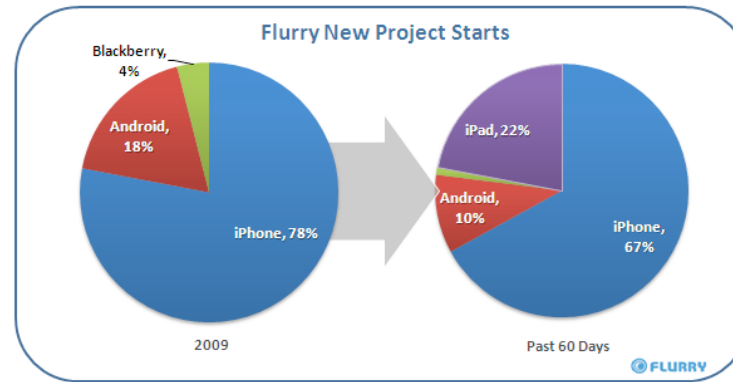
Sources: iPhone - Apple  
iPod touch - estimate by Raven Zachary and Apple

# iOS Units (in millions)



Sources: iPhone & iPad - Apple  
iPod touch - estimate by Raven Zachary and Apple

# Developer interest was high

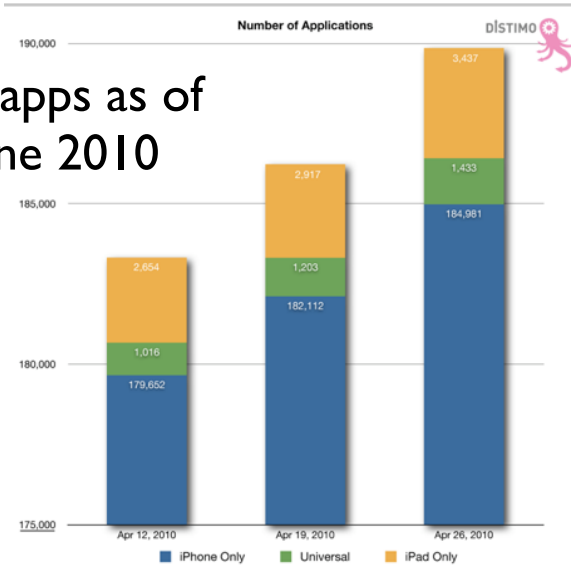


Source: Flurry Analytics

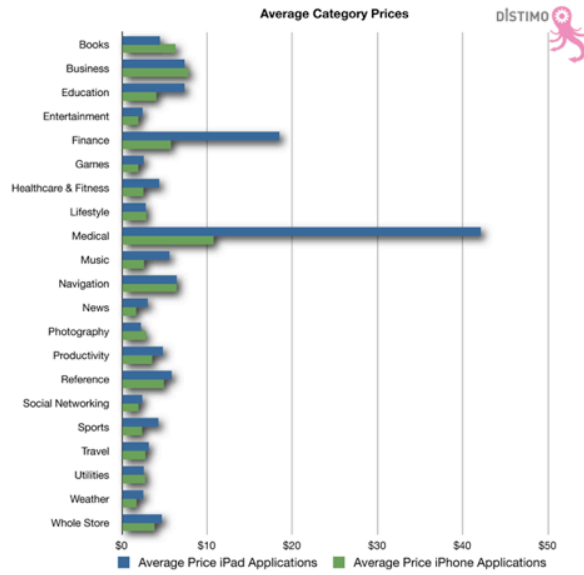
Data from 1 April 2010

# iPad Apps

11,000 apps as of  
22 June 2010

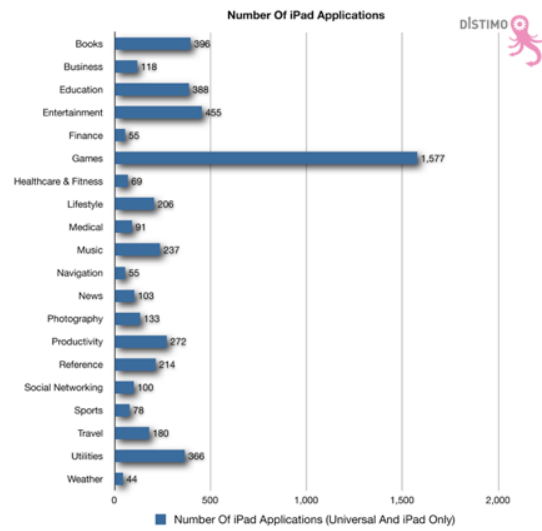


# iPad Apps Pricing





# iPad Apps Categories



- Proven consumer interest
- Active iPad app innovation
- Strong vertical market opportunities
- Education
- Enterprise
- Healthcare



## **iPad Adoption**

## Mobile Publishing Models in 2010

- Web (“as is”)
- Mobile Web - iPhone
- Mobile Web - iPad
- Native App - iPhone
- Native App - iPad
- Podcasts
- iBookstore
- *(No publisher tools for iPad)*





**Is this a laptop replacement?**

# Work



**Home**



**Travel**

**Pre April 3 2010**



**12 weeks in,  
travel without a laptop**



**Success! (with some work)**





# Work

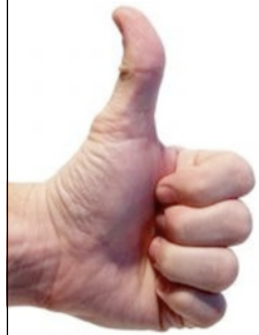


# Home



# Travel

# Present



## **I) Weight**



**1.6 lbs**  
**.73 kg**



**5.6 lbs**  
**2.55 kg**



**4 lbs**  
**1.82 kg**



**17 lbs**  
**7.73 kg**





**How I feel at  
conferences.**

*Photo by Thomas Henneman*

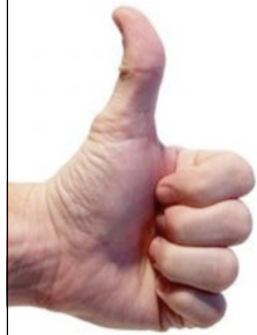




**The new me.**

*Photo by Hendrik Callens*





## **2) Battery Life**



**All day with  
no charge**

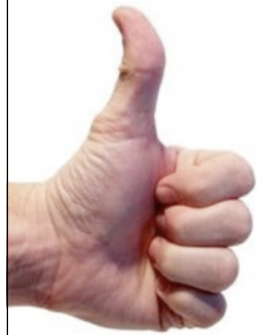


**A few hours +  
a power cable**

## The art of café bathrooms



*Photo by David Wright*



### **3) The Cloud**



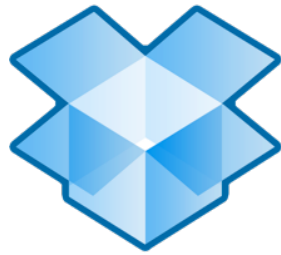
**For me, iPad has been the cause  
of embracing cloud computing.**



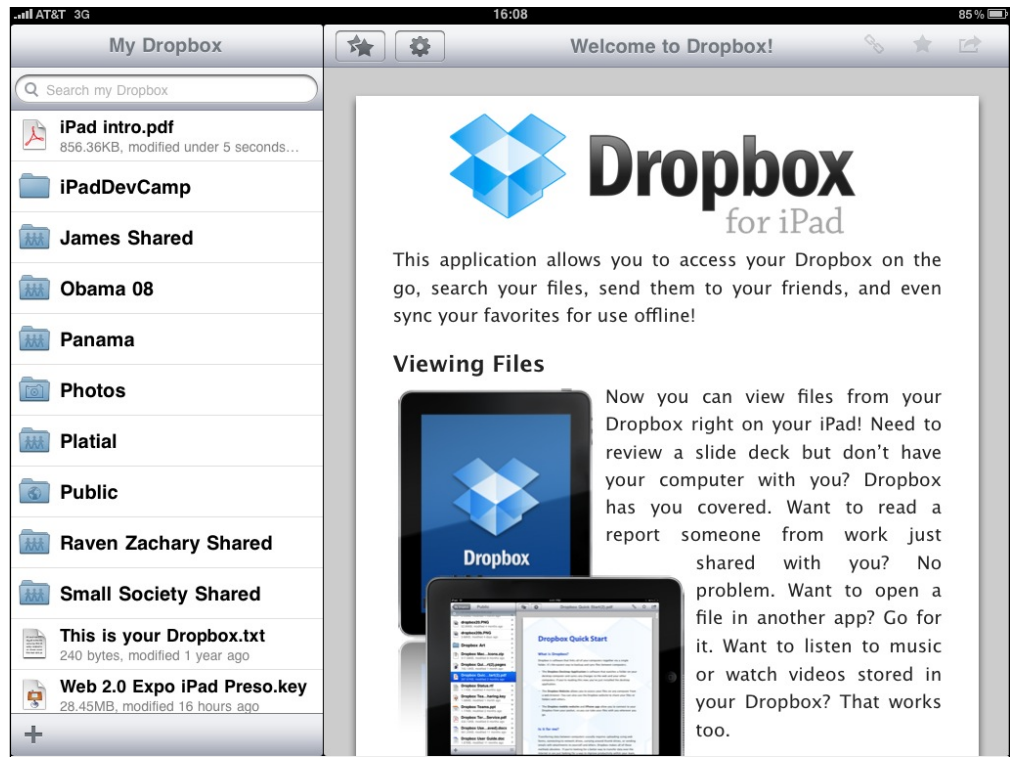
**From POP to IMAP Folders**

**From Local Files to Cloud Files**

**From everything everywhere  
to the most important things  
accessible when I need them.**

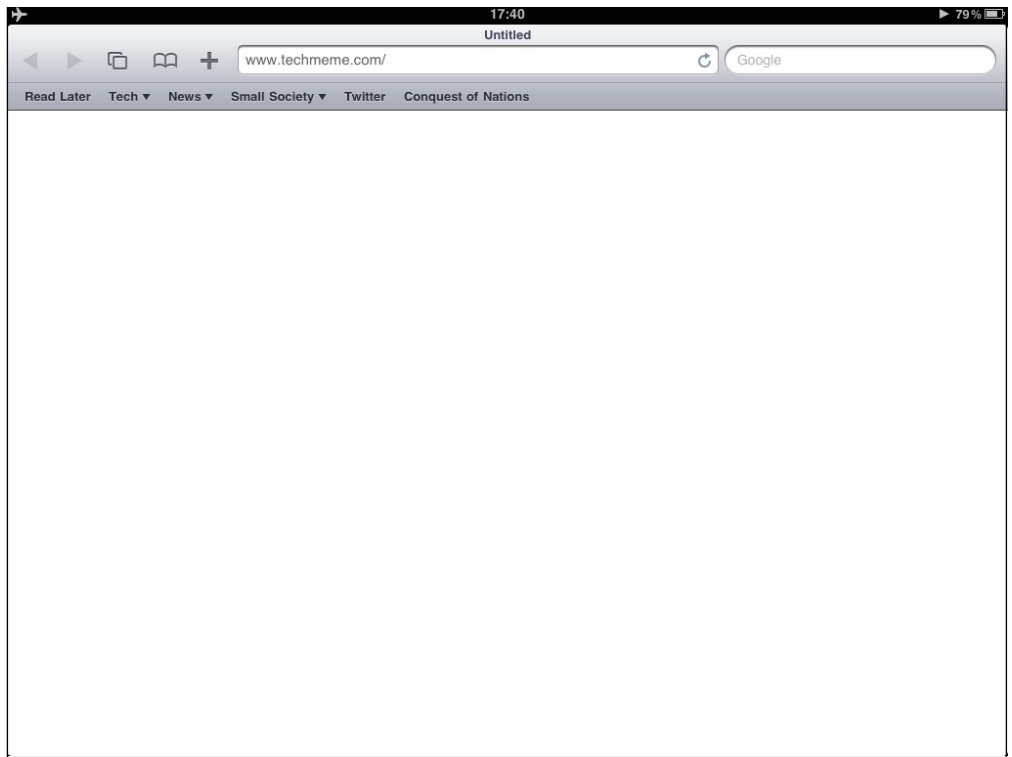


**Dropbox + Google Docs  
= wonderful.**





Folders		Settings		★ Starred	
Read Later	>	<b>HP On Palm Acquisition: “Our Intent Is To Double...</b>		>	
★ Starred	>	TECHCRUNCH.COM — As you may have heard, HP has just announced the acquisition of Palm for \$1.2 billion. It's a massive move that HP hopes will res...		>	
Archive	>	<b>Elevation Gets Bailed Out of Palm Investment by...</b>		>	
★ mara@rinzai.com	>	BUSINESSWEEK.COM — April 29 (Bloomberg) — Elevation Partners LP's \$460 million investment in Palm Inc. got rescued yesterday when Hewlett-Packard...		>	
Techmeme	>	<b>Palm CEO: “We Are Taking a Huge Step Forward”...</b>		>	
Wired	>	BIT.LY — On Wednesday afternoon Hewlett-Packard (HPQ) announced plans to acquire Palm (PALM) for \$1.2 billion, throwing a lifeline to the struggling sm...		>	
Wikipedia Featured	>	<b>Apple Buys Intrinsity, a Maker of Fast Chips - NYT...</b>		>	
The Economist	>	NYTIMES.COM — Apple wants the fastest chip for its mobile devices and has bought another chip maker to gain an edge over its competitors....		>	
Editor's Picks	>	<b>Should we fear space aliens? - CNN.com</b>		>	
		CNN.COM — (CNN) — Stephen Hawking's new documentary premiered Sunday night on the Discovery Channel. In it, he claimed that intelligent alien life alm...		>	
		<b>What Happened When I Went Undercover at a Ch...</b>		>	
		ALTERNET.ORG — What I saw and experienced at JIM both enraged and disturbed me. I had trouble staying in character as I watched one man, as part...		>	
		<b>United States Academic Decathlon</b>			



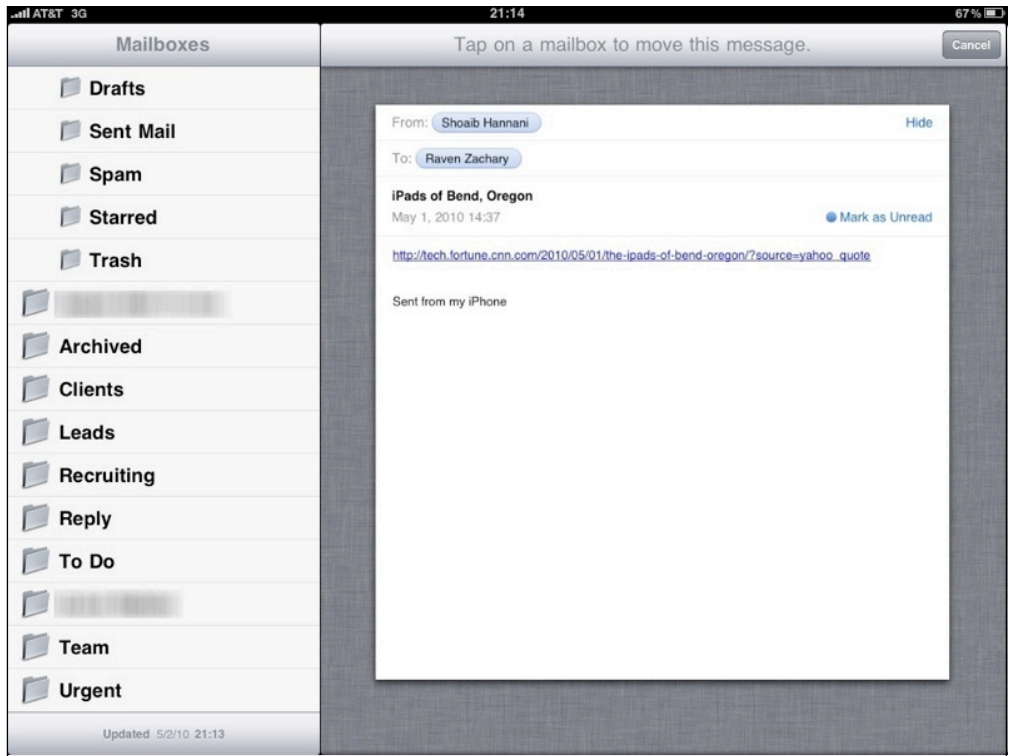
## **I) Email**





- Filtering
- Rules
- Views
- Threaded Conversations
- Smart Mailboxes
- RSS Integration

## **Limitations with Mail**



AT&T 3G 21:15 Gmail 67%

Read Later Tech News Small Society Twitter Conquest of Nations

Google Mail Calendar Docs more

Menu To Do (2) Archive Delete

**Dawn Foster** 02/21  
 Interested in Sponsoring BarCampPortland 4?  
 As a previous sponsor of BarCampPortland, I wanted to let you know about BarCampPortland 4 being held jointly with CodeCamp on May 22nd at the University of Portland. With this combined event, we expect 800-1000 participants. We're still in the early planning phases of the event, but you can learn more by visiting the wiki at <http://barcampportland.org/>

David Lowe-Rogstad 02/18  
 Vote early, vote often  
 As most of you know, I'm not too ...

Justin, me (2) 02/18  
 Fwd: Posting messages to B...  
 Nice, thanks! On Feb ... Sent Mess...

Webvisionary Awards 02/17  
 » Puny Humans - Submit You...  
 Webvisionary Awards May 20th 2...

Zip-Codes.com 02/08  
 » Zip-Codes.com February 2...  
 Dear Raven, There were 123 cha...

BigStartups 01/12  
 » You've been invited to add ...  
 BigStartups is an online resource f...

Oregon Business Mag... 12/10/09  
 » Wider lists, slideshows, and...  
 Wider lists, slideshows, and new f...

Justin R. Miller 12/9/09  
 Michigan Students Make Mus...  
[http://www.npr.org/templates/story/...](http://www.npr.org/templates/story/)

Sign out raven@smallso... Help

**Interested in Sponsoring BarCampPortland 4?** To Do

**Dawn Foster** 02/21  
 to Dawn Show details

As a previous sponsor of BarCampPortland, I wanted to let you know about BarCampPortland 4 being held jointly with CodeCamp on May 22nd at the University of Portland. With this combined event, we expect 800-1000 participants. We're still in the early planning phases of the event, but you can learn more by visiting the wiki at <http://barcampportland.org/>

Please contact me if you are interested in sponsoring BarCampPortland again this year. As always, we're very flexible about sponsorships. We don't have formal sponsor levels, but usually individuals / bloggers contribute \$250, small startups around \$500, and other companies are usually in the \$1000+ range. In exchange for your sponsorship, we provide visibility for sponsor logos on our websites, prominent logo placement on signage at the event, and more.

We will also have a limited number of specific sponsorships for anyone who wants to sponsor a specific meal or other activity. These include:

- \$4,000 Venue and Onsite Registration  
 Logo on Event and Room signage
- \$1,500 Friday Evening Speaker/Volunteer Event  
 Name/Logo on two signs (11/17) at refreshment stations
- \$1,000 Saturday Morning Coffee  
 Name/Logo on two signs (11/17) at refreshment stations

Send feedback | View Gmail in: Mobile | basic HTML | Desktop © 2010 Google

## **2) Keynote**






AT&T 3G 20:13 72%

My Presentations Undo Apple Store Talk April 2010

1 My Macworld  
2  
3 iPhone Apps  
4 iPad Apps  
5  
6  
7 Forward to an iPhone OS Leader  
8  
9 The Mobile Age  
10



1984 1991

2007 2010

+

AT&T 3G 19:43 75%

25 200 iPhone Apps

26 App Store 3.5 Summary

27 App Store Review

28 App Store Review

29 App Store Review

30 iPhone Enterprise Solution

31 iPad Adoption

32 The New Device Retail Opportunity

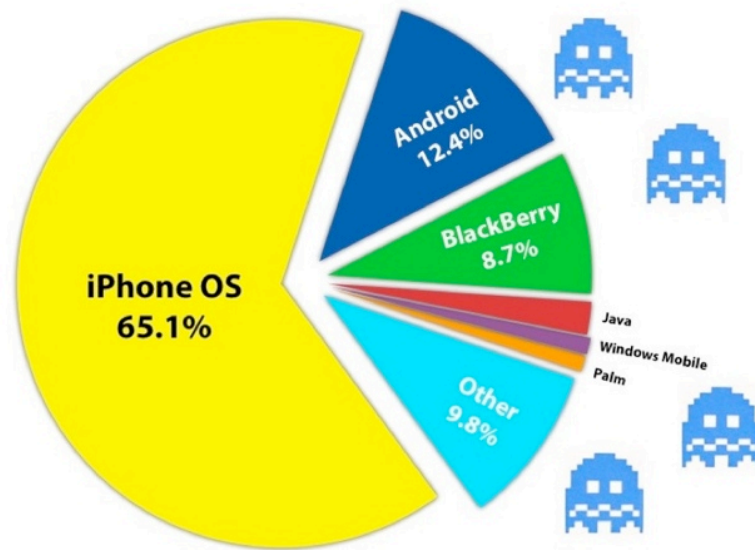
33 iPad Wi-Fi + 3G Friday 30 April 2010

34 iPhone OS is built on a professional desktop OS. It's multi-touch. It's multi-tasking. It's multi-app. It's multi-media. It's multi-way. It's multi-core. It's multi-processor. It's multi-processor.

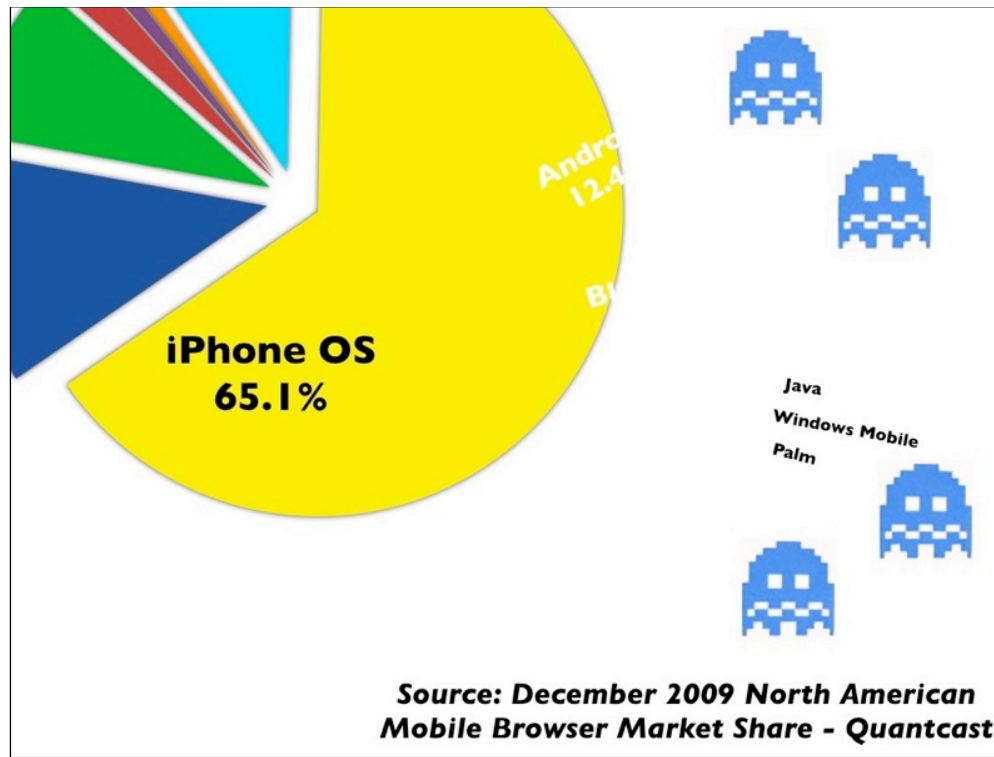
Video Out

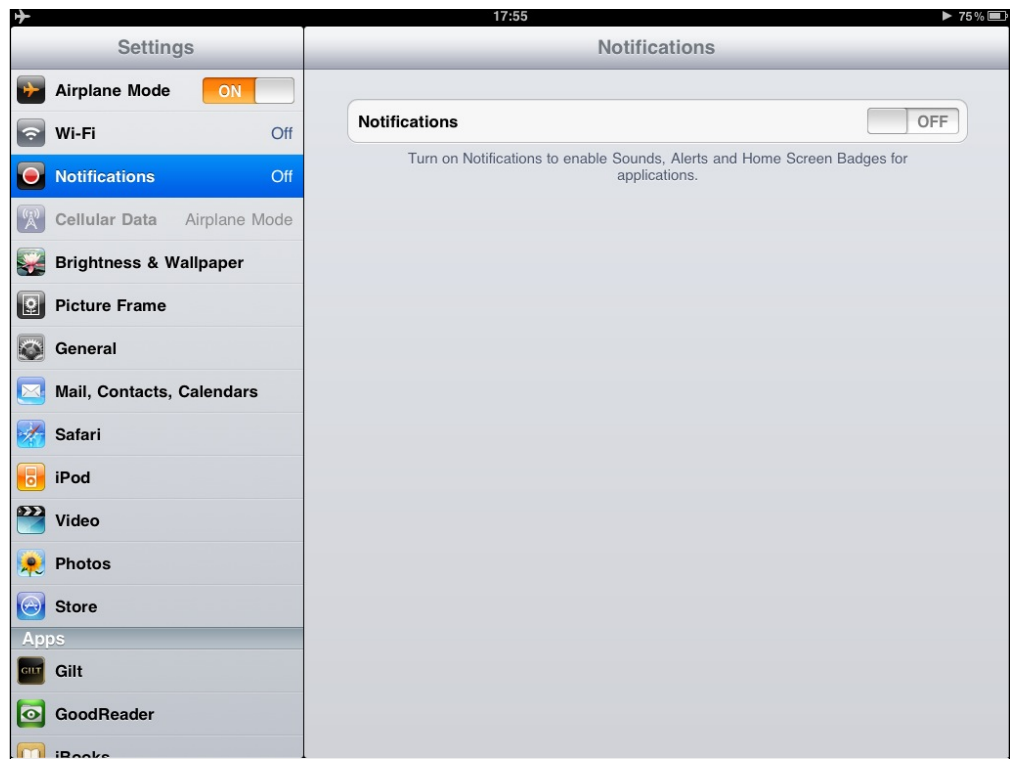
← 34 of 35 →

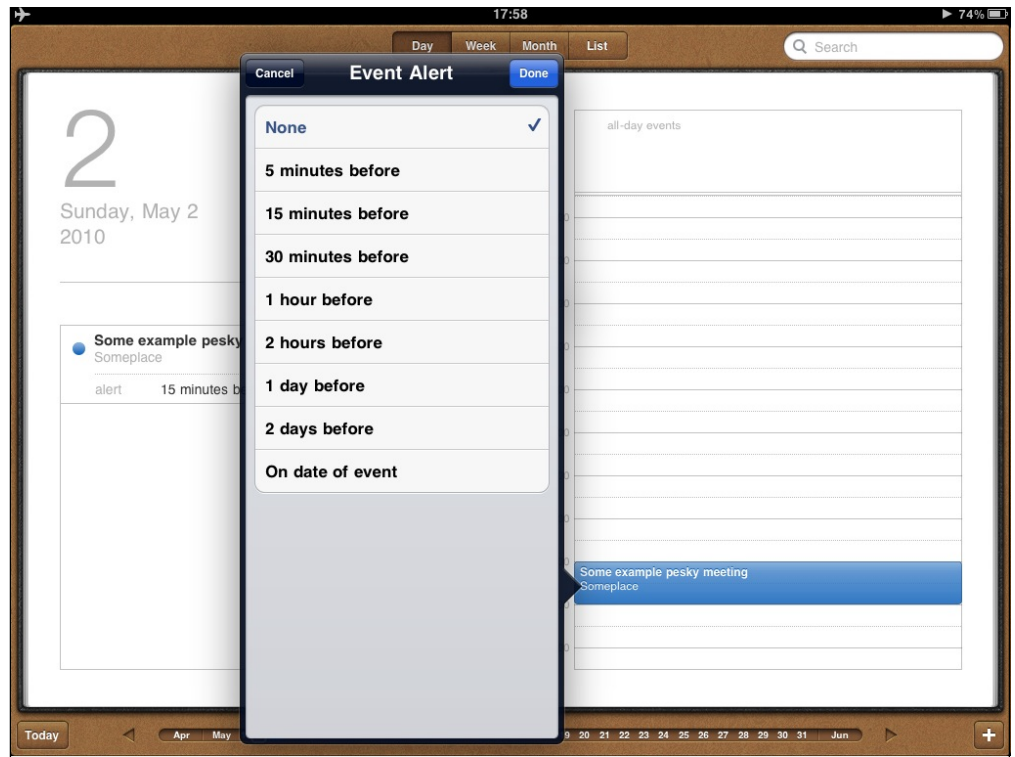
Tap to advance.  
Touch and hold to start laser pointer.



*Source: December 2009 North American Mobile Browser Market Share - Quantcast*







**Reboot before stage.**



## Keynote for iPad: Best practices for creating a presentation on a Mac for use on an iPad

Last Modified: April 22, 2010

Article: HT4114



### Summary

When you create a Keynote presentation on your Mac that you intend to share to an iPad, your presentations will look their best if you follow the recommendations below.

### Products Affected

iPad Apps, iPad

- When you create a new presentation on your Mac, use one of the following themes:
  - Black
  - Blackboard
  - Craft

**<http://support.apple.com/kb/HT4114>**



### **3) Kids**







## **The \$2,000 Solution**

- iTunes sync
- OS updates
- Some websites
- Documents
- Printing
- Backup

## **Additional iPad Limitations**

- Playing DVDs
- Making mix CDs for friends
- Photo archives
- Writing (Scrivener)
- Comparison shopping (multiple web pages)

**Why my wife still uses a computer**



**It *is* a laptop replacement (for me).  
It is *not* a computer replacement.**



**Developers and designers  
won't have this option as easily.**



**My next computer purchase  
will not be a laptop.**



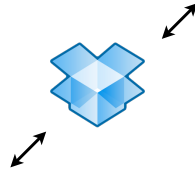
**Work**

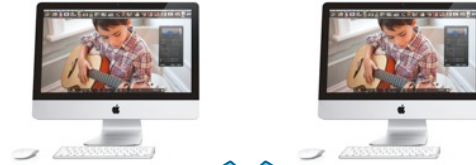


**Home**



**Travel**





**\$2,728 USD**

**\$2,228 USD**

***Will save \$500 USD and 13 lbs / 5.91 kg***





using ipad as a

Search Advance

Web [Show options](#)

[Air Display: Use](#)  
May 25, 2010 ... The  
was slow and buggy.  
gizmodo.com/.../air-d

[The iPad as a Le](#)  
Jun 8, 2010 ... Every  
people declaring that  
www.charleshudson.

[The iPad Entrepreneur: The iPad as a First Class Channel](#)  
Jun 11, 2010 ... iPad Business Strategies, Design and Development ... Wired treated the  
iPad channel as a first class citizen. It didn't put out an edition ...  
theclevermonkey.blogspot.com/2010/.../ipad-as-first-class-channel.html - [Cached](#)

[News results for ipad as a](#)

- using **ipod** as a **phone**
- using ipad as a **laptop**
- using ipad as a **monitor**
- using ipad as a **remote**
- using ipad as a **reader**
- using ipad as an **ereader**
- using ipad as a **display**
- using **ipod** as a **hard drive**
- using **ipod** as a **modem**
- using ipad as a **remote control**

Screenshot by Mike Solomon



**I  
travel  
lightly.**

**Thank you!**

small**society**

[www.smallsociety.com](http://www.smallsociety.com)

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