

The First iPod



Hae Jin Ko, Romarly Valentin,
Lucas Lindaman, Laura Herrera,
Mohammed Shadman Shafiyee, Ulrich Mokoło

Historical Context

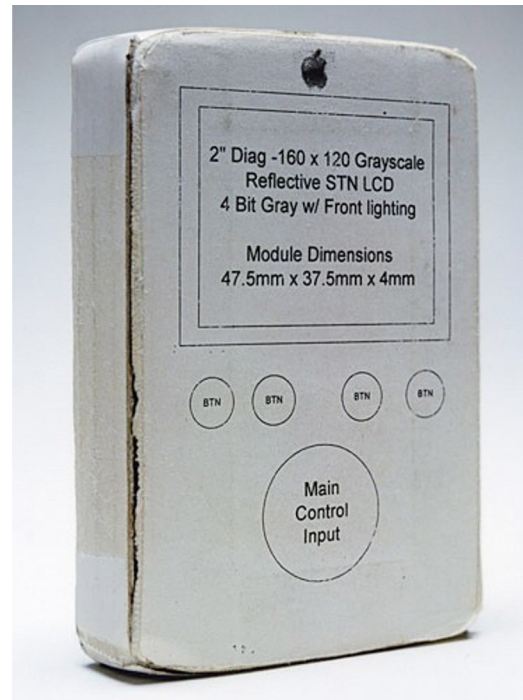
- IXI 1987: First digital audio player. Capable of of one hour of audio playback.
- AT&T PAC 1996: used the AT&T perceptual Audio Coding for music compression. AT&T developed an internal web based music streaming service to download music
- MPMan 1997: First MP3 player. Sold in Asia capable of handling 32 or 64MB and LCD display.
- Audible PLayer 1998: First production-volume portable digital audio player cost \$200only support playback in Audible's proprietary. Had 4MB capacity, and could play 2 hours using rechargeable battery.
- Rio PMP300: Release after the MPMan, could only feature 32MB storage capacity. Very successful during holiday seasons assumed to be the first audio digital player.

Historical Context Continued

- Personal JukeBox 1999: First hard drive based digital audio player using 2.5” laptop hard drive. The player had an initial capacity of 4GB or 1200 songs.
- NOMAD Jukebox 2000: Compaq developed a player more powerful than their previous Jukebox. It had capacity of 6GB and used laptop drives.
- Archos Jukebox 2000: Released a few months after the NOMAD Jukebox.. It’s space capacity was about 6GB.
- CW100 2000: Release by South Korean software company Cowon Systems
- Apple iPod 2001: Apple’s first generation iPod with a 5GB hard drive digital audio player with 1.8” Toshiba hard drive and 2” monochrome display.

Specs Of The First iPod

- Capacity: 5GB (1000+ songs)
- Supported Audio Formats: MP3, WAV, AIFF
- Colors: White
- Screen: 160 x 128 pixels, 2 inch, grayscale
- Battery Life: 10 hours
- Dimensions: 4.02 x 2.43 x 0.78 inches
- Weight: 6.5 ounces
- Price: \$399



Importance Of Portability

“1000 songs in your pocket”

- Steve Jobs recognized that the computer was the central hub for managing music libraries among its capabilities in this digital shift
- Most portable MP3s were horrible
 - Unattractive and/or ineffective graphical user interface
 - Limited memory
- The iPod paired with iTunes allowed users to manage large music libraries and take it on the go
 - Not bulky
 - Had a good battery
 - 1000 song capacity due to 5GB hard drive
 - Scroll wheel to navigate huge lists of songs

First iPod Commercial



Very first advertisement for iPod 2001:

One main character dancing from his digital music collection, downloaded from his iBook.

Steve Jobs avoided putting people into commercials because it was hard to find an actor who appealed to everyone.

Problems: People mistook it to be an iCloud commercial, different from intentions.



Team Members & Roles

Lucas - Actor

Jinny - Filming & Editing Video

Mohammed - Editing Video

Laura - Directing

Romarly - Stage Support and Directing

Ulrich - Analyzing & Powerpoint

lucas.lindaman@stonybrook.edu

haejin.ko@stonybrook.edu

mohammed.shadmanshafiye@stonybrook.edu

laura.herrera@stonybrook.edu

romarly.valentin@stonybrook.edu

ulrich.mokolo@stonybrook.edu

How the reenactment was made:



Filming the last scene:
Took us more than 10 times
to film this scene because
the timing and lighting
were difficult to sync with
the actual video.

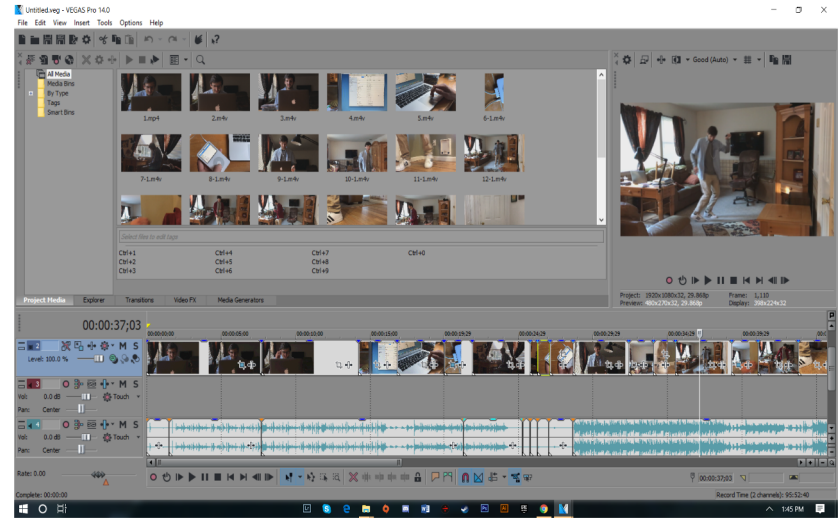


Filming the moonwalk scene.



Thanks to Lucas's mom, we
were able to get pictures
and videos from behind the
scenes.

How The Video Was Edited



Process:

- Scenes were filmed multiple times in different angles.
- Constantly rewinding the actual video to compare the scenes to align them.
- Making sure the lighting and prompts align.
- Used iMovie and Sony Vegas Pro.

What We Learned From This Reenactment

- The hard work that is put into making a commercial ad:
 - Getting the right angle, lighting, timing, materials, actors, storyline.
- A commercial ad is not created just because:
 - There's a meaning to every scene.
 - The creators are trying to sell something to the audience.
 - The video needs to catch the audience attention.
- There might be disagreements throughout the way:
 - Have different opinions.
 - At the end one needs to realize what the main goal is.
 - What does the audience want to see?
- You need a team:
 - Need the help of others, can't be done alone.
- Schedules:
 - Everyone runs on a schedule.
- Have fun!

References & Links

- iPod Specs: <https://www.lifewire.com/history-ipod-classic-original-2000732>
- First iPod Commercial (2001): https://www.youtube.com/watch?v=mE_bDNaYAr8
- Reenactment: <https://drive.google.com/file/d/1tMncvonOyt2IrAhHjcjiLdgiDAm6bU1u/view>