



Apple a Day: Incorporating Apple's devices into practice

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Current iOS Lineup

- ▶ iPod Touch (4th generation)
- ▶ iPhone 4s (5th generation)
- ▶ iPad (3rd generation)

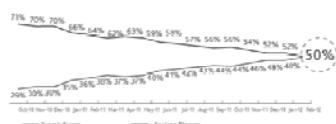


Going Digital

- ▶ 85% of Americans own a cell phone ⁽¹⁾

U.S. Smartphone Penetration

February 2012, Nielsen Mobile Insights



Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

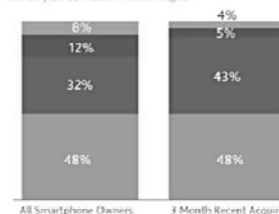
Source: Nielsen

nielsen

⁽¹⁾ Amy Gahran, "Report: 90% of Americans own a computerized gadget," CNN, 3 Feb. 2011. Cable News Network (2012). <<http://articles.cnn.com/2011-02-03/tech/texting.photos.gahran.1.cell.phone.headline-tech-gadget.7.s=PM:TECH>>

Smartphone Operating System Share

February 2012, Nielsen Mobile Insights



All Smartphone Owners

3 Months Recent Acquirers

● Android ● iOS ● RIM/BlackBerry ● Other

Read As: During February 2012, 48 percent of smartphone owners had a device that runs on the Android operating system

Source: Nielsen

nielsen

Top Acquired Phones in the U.S.

Source: comScore MobiLens, Jan-2011 to Dec-2011

1	Apple iPhone 4
2	Apple iPhone 3GS
3	Apple iPhone 4S
4	RIM - BlackBerry Curve 8530
5	HTC - EVO 4G

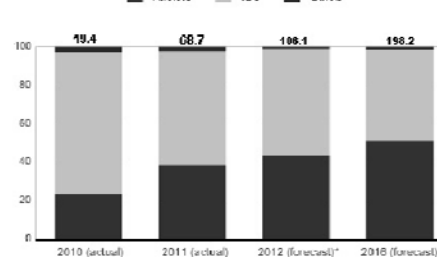
Top Acquired Phones in the EU5

Source: comScore MobiLens, Jan-2011 to Dec-2011

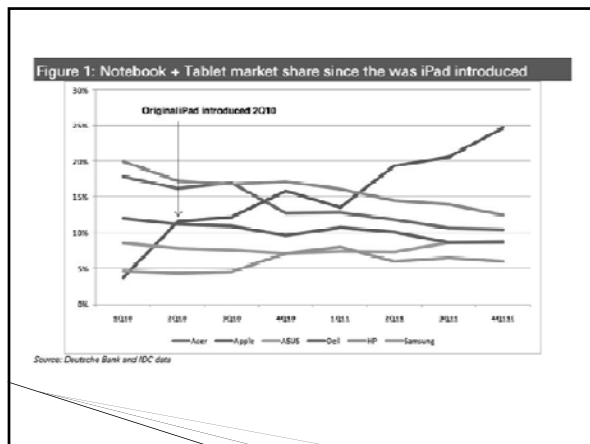
1	Apple iPhone 4
2	Apple iPhone 3GS
3	Samsung - Galaxy Ace S5830
4	Samsung - Galaxy S II
5	Apple iPhone 4S

Worldwide Media Tablet Shipments Split by OS Historical and Forecast* 2010 - 2016 (Units in Millions)

■ Android ■ iOS ■ Other



Source: IDC (13 March 2012) <http://www.idc.com/getdoc.jsp?containerId=prUS23371312>

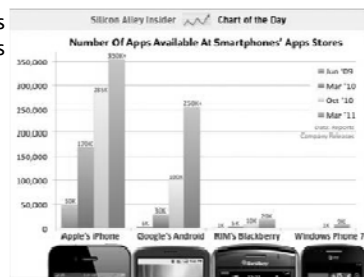


Why Apple?



The App Store

- Over 585,000 apps
- Over 200,000 apps specific for iPad
- Over 25,000,000,000 app downloads to date
- Over 50,000 Education apps
- Special Education section



Education

- Khan Academy
 - <http://itunes.apple.com/us/app/khan-academy/id469863705?mt=8>
- Write My Name
 - <http://itunes.apple.com/us/app/write-my-name-by-injini/id500623496?mt=8>
- Reading Trainer
 - <http://itunes.apple.com/us/app/reading-trainer/id406388984?mt=8>
- iBooks Textbooks
 - <http://itunes.apple.com/us/app/ibooks/id364709193?mt=8>

Functionality

- Splashtop
 - <http://itunes.apple.com/us/app/splashtop-remote-desktop-for/id382509315?mt=8>
- Notability
 - <http://itunes.apple.com/us/app/notability-take-notes-annotate/id360593530?mt=8>
- Dropbox
 - <http://itunes.apple.com/us/app/dropbox/id327630330?mt=8>
- CloudOn
 - <http://itunes.apple.com/us/app/cloudon/id474025452?mt=8>
- OnLive Desktop
 - <http://itunes.apple.com/us/app/onlive-desktop/id490292278?mt=8>

Profession

- PAR Toolkit
 - <http://itunes.apple.com/us/app/par-assessment-toolkit/id356919305?mt=8>
- Communication
 - Verbally
 - <http://itunes.apple.com/us/app/verbally/id418671377?mt=8>
 - Sono Flex
 - <http://itunes.apple.com/us/app/sono-flex-lite/id463709444?mt=8>
 - TapToTalk
 - <http://itunes.apple.com/us/app/taptotalk/id367083194?mt=8>

Profession

- Behavior Tracker Pro
 - <http://itunes.apple.com/us/app/behaviortrackerpro/id319708933?mt=8>
- Behavior Lens
 - <http://itunes.apple.com/us/app/behaviorlens/id459755410?mt=8>
- School Psychology Tools
 - <http://itunes.apple.com/us/app/school-psychology-tools/id435891534?mt=8>

Links

- List of useful iPad and iPhone apps
 - <http://db.tt/yh2uHAbt>
- Copy of this presentation
 - <http://db.tt/Mzyxfe7O>