



# Apple a Day:

## Incorporating Apple's devices into practice

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# Current iOS Lineup

- ▶ iPod Touch (4<sup>th</sup> generation)



- ▶ iPhone 4s (5<sup>th</sup> generation)



- ▶ iPad (3<sup>rd</sup> generation)

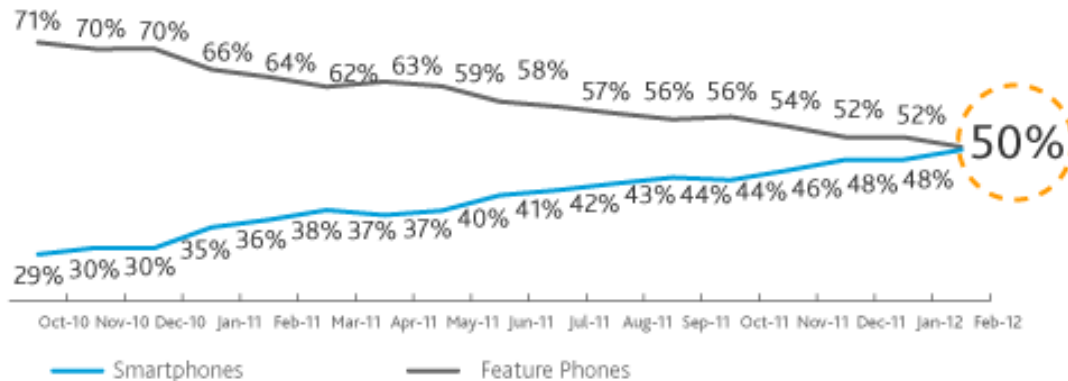


# Going Digital

- ▶ 85% of Americans own a cell phone <sup>(1)</sup>

## U.S. Smartphone Penetration

February 2012, Nielsen Mobile Insights



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

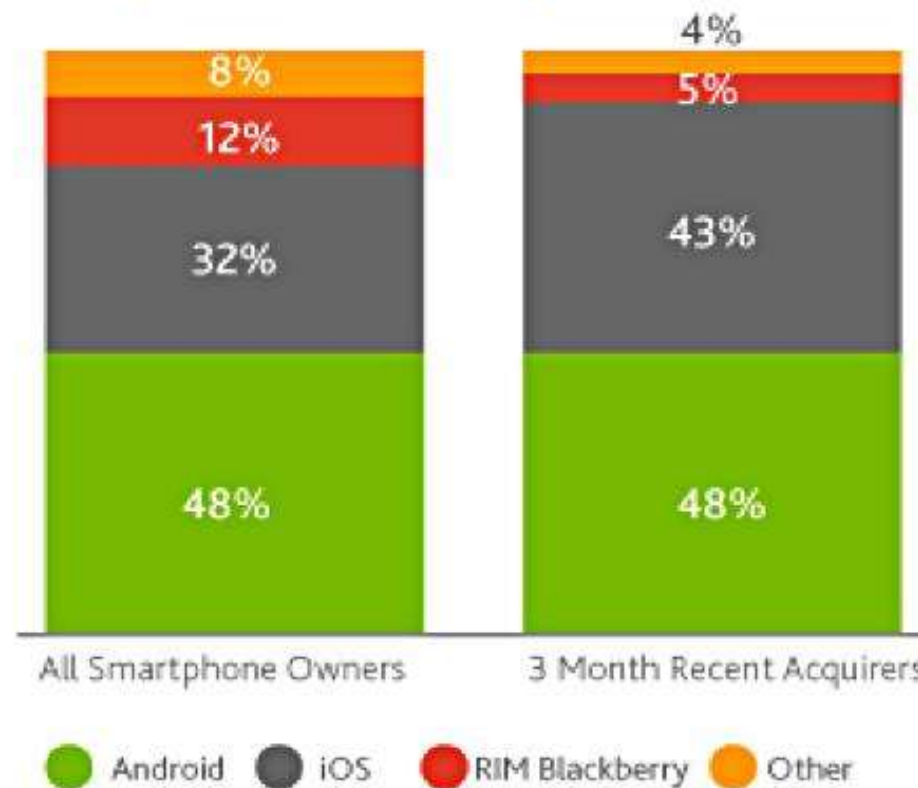
Source: Nielsen

nielsen

<sup>(1)</sup> 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-landline-tech-gadget?\\_s=PM:TECH](http://articles.cnn.com/2011-02-03/tech/texting.photos.gahran_1_cell-phone-landline-tech-gadget?_s=PM:TECH)>

# Smartphone Operating System Share

February 2012, Nielsen Mobile Insights



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*

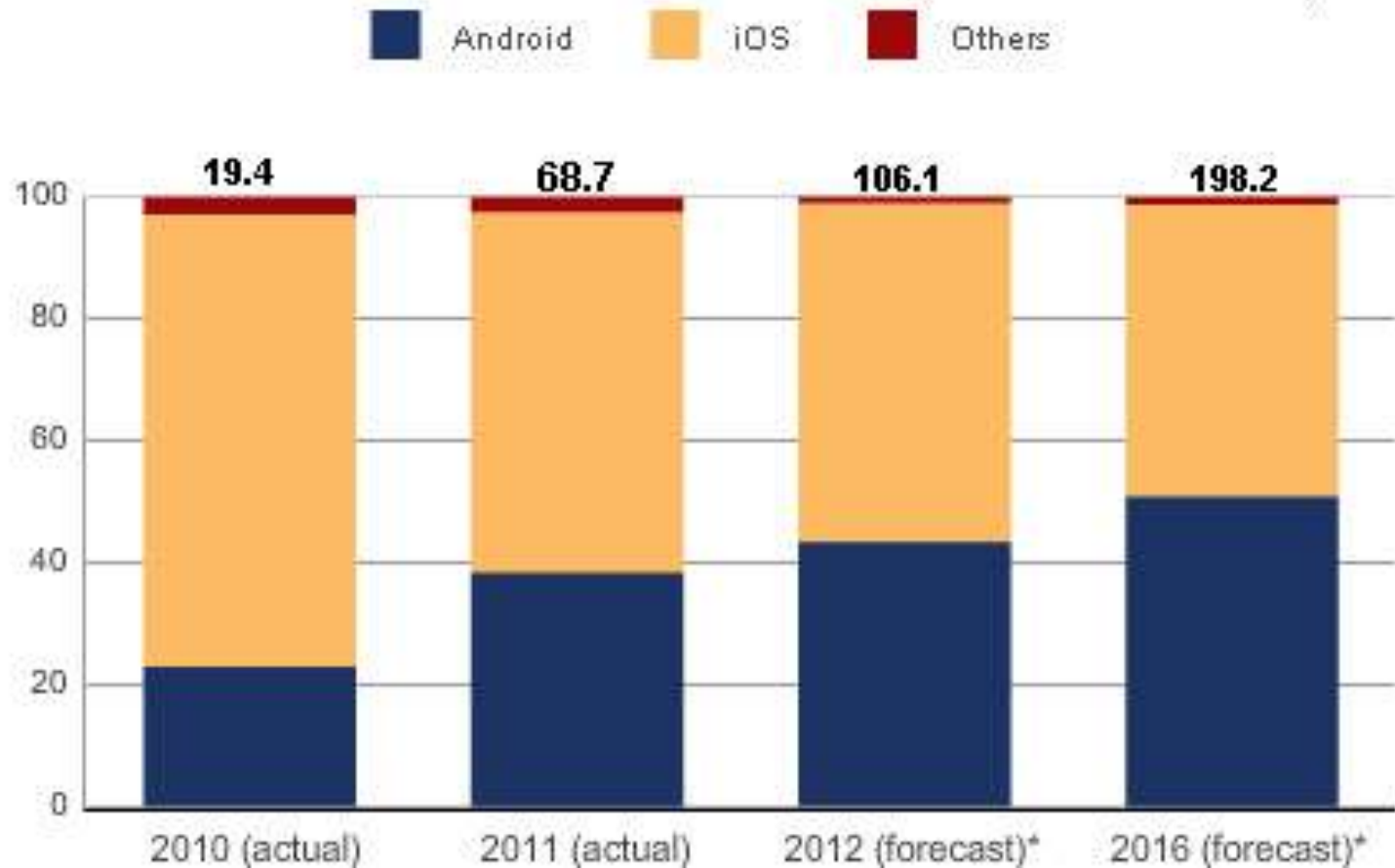
|   |                             |
|---|-----------------------------|
| 1 | Apple iPhone 4              |
| 2 | Apple iPhone 3GS            |
| 3 | Apple iPhone 4S             |
| 4 | RIM - BlackBerry Curve 8530 |
| 5 | HTC - EVO 4G                |

## Top Acquired Phones in the EU5

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

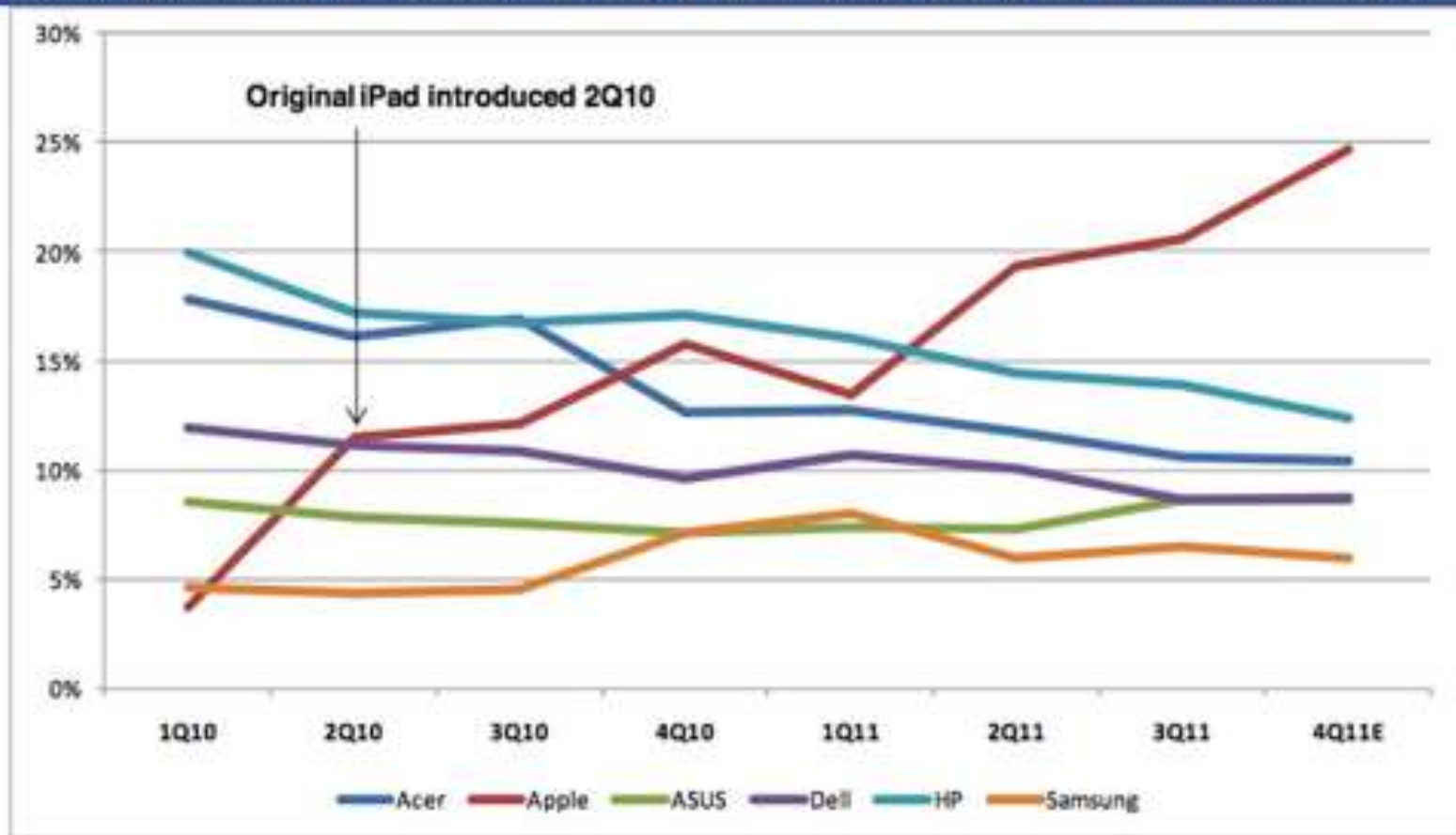
|   |                            |
|---|----------------------------|
| 1 | Apple iPhone 4             |
| 2 | Apple iPhone 3GS           |
| 3 | Samsung - Galaxy Ace S5830 |
| 4 | Samsung - Galaxy S II      |
| 5 | Apple iPhone 4S            |

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



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

Figure 1: Notebook + Tablet market share since the was iPad introduced



Source: Deutsche Bank and IDC data

# 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>