

# iPod touch



Hybrid Offering	
<b>Brief description</b>	The iPod touch is a portable media player equipped with WiFi. The user can download music and other media directly onto the device via the integrated iTunes application that connects to Apple's iTunes Onlineshop.
<b>Hybrid offering's industry</b>	Entertainment
Company details	
Apple Inc. www.apple.com	Apple was founded in the year 1976 in Cupertino USA. Originally, it was a computer company but in the last years Apple Inc. expanded into other industries such as entertainment and telecommunication.
<b>Company's industry</b>	Computer, computer software, entertainment, telecommunication
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The product dimension is an Apple iPod touch. The device operated by a touch screen, which is specifically created for use with fingers. For downloading media on the device, WiFi or cable connection can be used.
<b>Service dimension</b>	The service is the iTunes store which is integrated into the iPod touch operating system. The user can browse the store and download music or other media wirelessly onto the device.
<b>Other links</b>	<a href="http://www.apple.com/de/iPodtouch">http://www.apple.com/de/iPodtouch</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	Product Orientation
<b>Community as service</b>	No
<b>Target market</b>	B2C
<b>Revenue model</b>	Pay As You Consume

## Images

Product dimension



Service Dimension

