

Music Tech Assignment #5

1. How are the Sony Walkman & Apple iPod the same?

Both devices are portable and play music on the go, allowing you to listen to your music anywhere.

2. How did they change the music industry?

Both the Sony Walkman and Apple iPod managed to change the music industry because they were very portable, and the iPod allowed you to easily add up to 1000 songs onto the device while having a battery that lasted for around 10 hours. The Sony Walkman also let you take your music anywhere, but did not play music digitally.

3. What was the target audience for each device's marketing campaign?

At the time each device seemed to target adults, as there were no children seen in the commercials which would come in later years.

4. (Speculate) Future devices will have.....?

I think we still have a lot more to explore when it comes to bluetooth products. We won't need any USB or cords attached to the device to be able to listen to our music.

5. (Dream Big!) What would you like to see?

As stated with what future devices might have, I would like to see advanced types of bluetooth software as time goes on.