

Dear Apple iPad suggestion reviewer/s,

I read on the Retail News Network that you guys wanted some suggestions from us retail people. So, here goes. This will be a little out of order in terms of coherence.

1. While the keynote and apple.com/ipad are unclear how the iWork apps will handle document storage, I have a few ideas on the subject. MobileMe iDisk integration would be perfect. Positioning MobileMe to iPad customers would be even easier if while explaining how iWork works, I could show them how they can save the documents to the iDisk, which syncs with their computer at home, all without wires. For those who decide against MobileMe, iWork.com is great and little known service that could be promoted and used on the iPad.

2. MobileMe Notes syncing. Wouldn't it be great if the Notes on your iPad, iPhone and Mac always stayed in sync, just like Contacts and Calendars do? I don't want to have to plug in my device in order to make sure notes are backed up and synced, MobileMe should do that. I should also be able to access the notes on the MobileMe portal.

3. Treat the iPad like a Mac and offer One to One with it. Sure, the iPad is great. But wouldn't it be great if you could come back to the Apple Store and learn how to get the most out of it? I think for a new device like this it's a great solution. Perhaps there should be different pricing on an iPad One to One membership since you can't exactly do as much with an iPad as a Mac (Final Cut, Logic, and Aperture come to mind), \$49?

4. I know that Flash on the iPhone/iPod Touch is the go to request, but Flash on the iPad is a must have. I realize it's incredibly processor and battery intensive. Maybe there could be an option in Safari on every flash web object to temporarily turn Flash capability on and off, so it doesn't automatically run. This could reduce the strain on the battery and make a lot of people happy. It's not just to watch Hulu, although Hulu on the iPad would be amazing, but a lot of modern, beautiful websites use Flash. If Flash isn't on the iPad, then it's not really the real internet is it? I think if you were to probe our customer base, you'd be surprised how many people would give up 5 hours of that 10 hour battery just for flash. I would.

5. Camera. But not on the back, that'd be useless. A lot of blog writers want a camera on the rear of the iPad (like the iPhone), but obviously that's not what the iPad is designed for. However, a camera on the front would be amazing. Imagine an iPad version of iChat where you can sit on your couch with your iPad and talk to your friend across town. Or, a group of friends passing an iPad around while talking to another group. I think that alone would take the iPad to the next level of magical. On the business side of things, iChat on the iPad would be a great way to show a presentation or slideshow from Keynote. iChat on the iPad would be awesome for Instant Messaging too.

6. I'm sure this is already in the works, but I'll throw it out there anyway. Find my iPad. Enough said.

7. After seeing the amazing iWork suite on the iPad, I got to thinking. Wouldn't it be great if you could build a website and publish it right on the iPad? It'd be so easy and fun. An iPad version of iWeb would be incredible. And that's one more thing we could teach customers in One to One.

8. Merge the iPod and iTunes apps. The iPod app is almost like a hybrid of the desktop iTunes and the iPhone OS iPod. I think it'd be really cool if there was just one app called iTunes on the iPad, which had the iTunes Store built in, just like desktop iTunes. It'd be more simple, and there'd be less tapping between apps. It makes sense on the iPhone, but not on the iPad.

9. iTunes radio is a less appreciated item in iTunes, but I love it. I have a large iTunes library, and I love music. A really great way for me to find new music is for me to select a genre based station, and listen to music that is selected for me which I can decide if I want to buy or not. This would be a great feature to have on the iPad. I can see myself listening to music on iTunes Radio while browsing the web, checking email, playing sudoku, or instant messaging with friends. It'd be easy to build into the existing app.

10. I'm sure multitasking for the iPhone is the most requested thing out there. On the iPhone, it could go both ways. Multitasking would be cool for some things, but for the most part it wouldn't really affect a user's everyday life. On the iPad, it's a

different story. On a device which bridges the gap between personal computer and smartphone, being able to do more than one or two (listening to iTunes and _____) things at once is essential. If I could be listening to music, browsing Wikipedia, typing a report in Pages, surfing Safari and using a Dictionary app, I wouldn't feel the need to use a computer. Adding multitasking into the OS would make the reasons for using a computer over an iPad much fewer. Again, I realize memory and processing speed is an issue, but I'm sure Apple can come up with a way to make the iPad even more amazing through multi tasking. It's really a must have for such a capable device.

11. iBooks is awesome. It really makes the kindle look stupid. After watching the keynote, my wife (a librarian) made a suggestion that really made a lot of sense. iBooks should have a section where you can create different "playlists", if you will that would look like different book shelves that you could personalize. You could organize these lists into categories of, say: books to share, books to read in the future, and organize them in order of preference, and even have a smart book shelf option to contain books that you're currently reading, recently downloaded, etc. There's a lot of potential for the iBooks app.

12. The Lockscreen. It's really big and pretty, but it's kind of a pain to have to unlock the screen and look around on a few pages (depending on how the home screen is organized) to see what notifications you have (email, iChat, facebook, new NY Times articles, stock updates, calendar events, etc). Wouldn't it be nice if you could have the option to have notifications show on your lockscreen, so you could see all the notifications you may or may not have, without really powering up the device. This could save battery power.

13. The Mac has a beautiful glowing light. This kind of goes in hand with the lockscreen suggestion, but what if when you have a notification, not only does it appear on your lockscreen, but there's also a glowing indicator light like there is on the Mac. It would let you know you had something to read on the iPad from far away.

14. I saw in Numbers the different keypad options for numeric and date entry. One thing I noticed that was missing but definitely useful is an independent calculator. It would be really cool if while you were doing a spread sheet, or even

a document or presentation, there was a little button you could tap that would bring up a small calculator that was independent from the document, note, email or webpage so that you could do a quick calculation if need be, and be done with it, without having to quit, launch and relaunch several apps. It could be built into the on screen keyboard. I think it'd be a really nice touch to make the iPad experience that much better and care free.

15. Notes. The notes app is cool, but there's so much potential. This goes for the iPad and iPhone. The user should be able to change the font. I don't know about you, but the font that's there now isn't my style. It's hard to read and weird looking. Also, we could add an option to add a checkbox bullet point to create a checklist right in notes. This would eliminate the need for a separate app to do something that Notes could easily do.

16. Tops sites would look really nice on the iPad's screen.

17. The Find feature in Safari would be incredibly useful on both the iPad and iPhone.

18. The MobileMe Portal should be available on iPad's Safari. The iPad is exactly the type of device that peers of the owner would want to check their email on.

19. I'm not sure how it's set up now, but the iPad Safari should register as a full web browser and not a mobile web browser, so that websites' mobile sites don't come up by default. That would just be annoying on such a large screen.

20. I feel like the photo app on the iPad could include some basic-intermediate editing functions. Crop, Saturation, Contrast, Tint, and Temperature would be great photo touching options. Some photo effects like sepia, black and white, vignette and boost/decrease color options would be great too. Essentially, the capability to have a mini-iPhoto is right there. Apps like Photoshop Mobile, Photogene and others shouldn't even be in the iPad app store with an enhanced version of Photos. We have the ability to bring some of our great Mac iPhoto features to the iPad, let's do it.

Hope this helps. I tried my best to include things that I had actually thought out and imagined myself and others using in everyday life. I look forward to seeing the potential of this incredible device.

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