

Critics on the new iPod video

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The new iPod video has a wide range of new qualities and among these, the most important is, without any doubt, the video feature. Due to the fact that the market already had a small and portable device which basically played games, but also played videos, the new iPod video was released with some suspicions of the critics. The video iPod is hardly the first portable video player on the market, as the device belonging to Sony claims to be the number 1 portable video player in the world, but it is principally used to play video games. Even so, the sales of this new product turned out to be surprisingly high, a fact which was obvious shortly after the first semester.

The main concern regarding the product was the fact that due to the small screen, the people willing to watch a serious movie on it would be limited. In fact, studies show that most people prefer to feel the actual movie, while watching it in front of a big screen, like the one in the movie theatres. Even more, the new cell phone with a video feature which was so famous in Asia was used for watching movies only for a few minutes, considering the fact that it had a small screen which couldn't allow catching all the quality details of the movie. The critics even mentioned the fact that, while being on a bus, in a cab or waiting in line at some office, the video iPod with its tiny screen might be a good solution, after all. This is due to the fact that this activity is considered a great snack or a great break. Based on this, the analysts mentioned that if Apple wanted to really hit the market, they should opt for an iPod with a bigger screen, so that customers would be eager to watch even the long movies on this device.

Another aspect which was highly debated was the fact that the battery life of this new device lasts less than expected. While the play station portable has a battery which lasts up to 8 hours while watching a movie, the iPod video only provides 2 hours of battery life, which is a big disturbance, when trying to watch a full length movie on this small digital device. Another thing that the critics attacked was the fact that the iPod takes too long time to download various movies. If for the play station portable, this task is doable in less than 3 hours, while the QuickTime 7 Pro took almost 12 hours to encode the video in an iPod-friendly format.

The sales of the new iPod video show the fact that the public accepts and wants this new product with a lot of interest, due to the fact that it can play music, store pictures and play movies at the same time, a fact which makes it a multifunctional device. Even if the new item received many criticism, the shirt-pocket-size new video iPod, seems to be one of the most preferred objects of the teens of today, as they use it to store and listen to thousands of music and other audio files downloaded straight from the Internet or from DVD's, cameras and from the computer files.