Is Apple Planning to Out-Zune Competitors With Wireless iPod?

Does Steve Jobs ever sleep? Hot on the heels of releasing the most drooled-over gadget in history, Apple appears to be prepping another quantum leap in the digital-music space. A leaked patent application shows that Jobs and Co. are working on next-level iPhones and iPods with device-to-device wireless connectivity. This sounds like the technology that Microsoft’s Zune utterly failed to get anybody interested in last year, but — no surprise — Apple does it right: While Microsoft hobbled Zune’s wireless capability with strict limits on song sharing, Apple’s technology allows users to peruse the catalogs and playlists of nearby devices and pick tracks to download. And unlike the Zune — or any other device on the market — iPods and iPhones with this new technology would be able to purchase tracks directly, without synching with a
computer. While there’s no indication of when the new technology will make its way into the market, we’re betting that salivating consumers will be waiting in line again sometime in the next year or two.

-- Evan Serpick

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Logan | 7/16/2007, 11:01 am EST

I have a Zune, and I absolutly love it. I couldn’t be happier with it. In my opininn, Zune’s kick iPod’s asses, hands down. Zune has better graphics, better sound quality, and is an all around better product. Plus, Zune did device to device sharing first– it’s time for Apple to stop sucking the profit out of everyone else’s ideas.

Me | 7/15/2007, 9:22 pm EST

David, the ipod nano isnt actually planned at this time, that was a rumour that has since been dismissed

david | 7/13/2007, 5:52 pm EST

the wireless thing is retarded ands useless but the ihone nano is amazing, do to the price it’ll be. C’mon, i dont wanna hear people bitxhing about how small the touch screen will be.DEAL WITH IT, not everyone is rich enough to aford a 600$ phone/ipod/Internet, no matter how f**king cool it is.

w | 7/13/2007, 3:25 pm EST

Hey Aries73...where in my post did I say my taste in music was superior to anybody elses? I just said that other peoples’ taste in music isn’t necessarily what I like. By the way...go f*ck yourself

music major > PatD fans | 7/13/2007, 1:48 pm EST

If he is any indication, perhaps being a music major does improve ones cognizance of musical talent and quality. Perhaps he was just lucky though and managed to avoid being enthralled by all these boyband/pop rock hybrids.

zune 2.0? | 7/13/2007, 1:37 pm EST

This whole article circles around one huge flaw: Microsoft won’t be working on anything better while apple develops its own wifi. The first zune was simply a way to break into the business and gain market share and experience. Before it was even released, J Allard was probably thinking how to really exploit the technology and hardware in the next version. Microsoft has the money to make this long term strategy work. Once they have their foot in the door, all it takes is time and patience.

Of course none of this really matters because both the iPod and Zune are mediocre devices. I just don’t like hearing nonsense about the iPod being the one and only portable media device.

THE TIP OFF

Got wind of a rock & roll secret that’s too good to keep? Send it our way and join the pop culture dialogue!
Ass kickers | 7/13/2007, 1:06 pm EST

Classic backlash, you're a pompous ass. Who cares if you're a music major, like that makes your taste better than others. Liking things because they're obscure is just as lame as liking things because they're popular. Get a life and a real college degree.

Ghost Mutt | 7/13/2007, 12:53 pm EST

True I suppose, I have two Luke Vibert albums and the second New York Dolls album, all out of print (at least over here anyway). You can have them if you want. Anyway I have to leave you fellows now, it's time to go home in Ireland.

Classic backlash | 7/13/2007, 12:36 pm EST

'Tis true, many, many people have very poor, superficial taste in music. Not usually hard core music fans, or music history majors like myself, but way too many people find Fall Out Boy and Panic! to be the penultimates of music greatness...

However, the technology should still be useful for sharing between a.) the large mass of idiots who love to enjoy their crappy music and b.) the smaller mass of not-idiots who hunt down greatness wherever they can find it.

It will especially be nice to find rare tracks that itunes may not have from good artists.

Ghost Mutt | 7/13/2007, 12:33 pm EST

When I mention dreck, by prime example I am referring to anything which people use the adjective 'EMO' to describe. By prime opposite example see Creedance Clearwater Revival.

Andrew Miller | 7/13/2007, 12:25 pm EST

Similarly, Steve Jobs has petitioned for a patent on new iPod technology that can read minds.

kyguy | 7/13/2007, 12:04 pm EST

Maybe you can't share music with other Zunes because you're the only one who bought one.

Aries73 | 7/13/2007, 11:29 am EST

Of course, we all know you two have only the most superior quality of music and no one can question your taste in music.

It's funny how so many people who post here act like they're above everyone else. News Flash: Your taste in music is no more superior or inferior than anyone else's. That said, kindly get over yourselves.

wrecksracer | 7/13/2007, 11:17 am EST

Hey...I don't know how that post saying "I am deaf, and can't even listen to the damn thing!" got attributed to me, but I didn't post it.....and it's not funny to make fun of deaf people.....

wrecksracer | 7/13/2007, 11:11 am EST

I have to agree with Ghost Mutt. I have a Zune, but rarely use
the wireless connection to other devices. What other people have on their players doesn't interest me (especially if it is modern dreck).

**Ghost Mutt | 7/13/2007, 10:57 am EST**

That's all well and good, but since most people's taste in music is terrible, as is most of the modern dreck we hear, does it really matter?

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