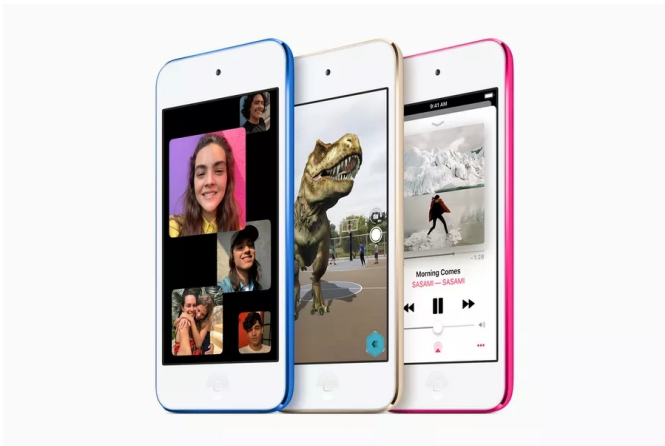


Apple Updates... iPod Touch

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Apple makes something of a surprise announcement with an update on the iPod-- a first in 4 years, the latest iPod touch carries an A10 Fusion chip, making the venerable portable music player the equivalent of the iPhone 7.



According to the company, the chip upgrade allows the iPod touch to handle AR experiences and Group FaceTime chats, as well as allow for improved game performance. The device offers 256GB of storage, while Apple Music provides a catalog of over 50 million songs, thousands of playlists and Beats 1 Radio access.

“We’re making the most affordable iOS device even better with performance that is twice as fast as before, Group FaceTime and augmented reality starting at just \$199,” Apple adds. “The ultra-thin and lightweight design of iPod touch has always made it ideal for enjoying games, music and so much more wherever you go.”

But why would Apple update the last surviving device in the iPod line? After all, the company stopped reporting separate iPod sales figures in 2014, when sales amounted to just 14.4 million, a far cry from the 54.8m heyday of 2008. That said, while portable music players have indeed gone the way of the dodo, the iPod touch remains a popular entry-level gaming device for children, as well as a cheap testing tool for iOS app developers.

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