

Benefits of the iPad 3

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Introduction

The iPad's many versions have taken over the internet tablet industry. Apple has created this tablet to look like an oversized iPhone. The touch screen portable "tablet" is about 9.7 inches. Although there are up to 3 versions of the iPad, they all generally have the same purpose of a small, thin computer with many user-friendly gadgets. In March of 2012, Apple came out with the iPad 3 that has added improvements to trump the tablet industry competition. The tablets new improvements include faster internet with LTE network, an extensive media library with many new applications, a high resolution screen and a better camera. The iPad is "regarded as the leader of the tablet pack" (Apple's new iPad 3, 2012, p.33).

With the many advancements, many have become anxious to get their hands on the latest version of Apple's tablet. Although some may argue that it is not a necessity, the iPad 3's new technological improvements have started to revolutionize the tablet market.

Description

The new iPad 3 has many advances that make the iPad more user-friendly and enjoyable, the screen's retina display is four times the pixels of the iPad 2, making the web pages, text, and images look more realistic. The screen is claimed to have a better display than most computers and HD TV's (Apple Launches new iPad, 2012, p.33). The iPad 3 introduces LTE (Long Term Evolution) network which is capable of fast upload and download speeds up to 72Mbps downloads (Apple's new iPad 3, 2012, p.33). In today's world, speeding up the network allows everyone to work at a faster rate, accessing information, and accomplishing more in a shorter period of time.

There are also new additions such as “Siri,” this is a voice-to-text command that has many capabilities such as composing emails and navigation. By stating a command or question, “Siri” can provide you with that information.

For those that use their iPad 3 for leisure, there is an enhanced camera that has a 5 megapixel illumination so you can take photos or record a HD video (Apple Launches new iPad, 2012). The iPad’s new media library runs almost all 585,00 applications available from the App Store that includes all categories including books, games, business, news, sports, health, reference and travel (Apple Launches new iPad, 2012).

Potential Benefits

The iPad 3’s new improvements satisfy the student, the businessman or the every day person. One of the iPad 3’s improvements is an extensive media library, students and business workers can use this media library to access applications. These applications can be used for both work and fun.

iPad’s have been become popular with college students, they use them for their classes and fun. Ann Kirschner wrote an article in The Chronicle of Higher Education that states that there is a note-taking application called “Pentultimate” that conveniently lets you take notes and save them to your iPad (2010). Avid iPad users take advantage of the applications that can improve their efficiency in the office and in the classroom.

There are applications built into the new iPad such as iLife and the iWork, Pages, Keynote, and Numbers and have all been updated to take advantage of the new iPad Retina display (Apple Launches new iPad, 2012). These applications are similar to Microsoft Word programs but are catered to enhance the new iPad display. These applications would help

students in their classes and business workers in many ways. For example, preparing to presenting proposal.

In a journal article by Barbara McClanahan, Kristen Williams, Ed Kennedy, and Susan Tate, they introduce how the iPad could be implemented to help facilitate learning at young ages.

“In the few months since the release of the iPad, school districts from California to Virginia have adopted it to meet educational purposes, especially to enhanced, interactive textbook access” (2010).

Using iPads as electronic textbooks can engage the students and help them focus on reading and learning. Barbara Ludlow, editor of *Teaching Exceptional Children* thinks iPads are the future of “one-to-one educational delivery” (2010).

For the businessman, Jeff Drew says that the “iPad is good for tasks such as reading PDFs, reviewing financial statements, going over material with clients at meetings, sending email and synchronizing Microsoft Outlook through services such as Microsoft Exchange” (2011). Having the portable iPad in your office can help you communicate with co-workers at your convenience without being hunched over a computer screen.

Lastly, iPads have are also enhanced to help stimulate the economy. Steve Jobs creates new versions of the iPad to transform media in every aspect of people’s lives. The authors of *The Economists* journal believe that the iPad could create a shift towards digital content for newspaper and magazine editors as well as e-books. In hopes to create tablets as being the 21st century’s version of the “printed page” (Business: Steve Jobs and the tablet of hope; Apple unveils the iPad, 2010).

Legal and Ethical Issues

Legally, many are against the monopoly of Apple in the tablet and communication industry. Stephen Abram points out that the special glass used to create the tablet product continues to be pre-ordered by Apple, freezing out any other competitors' chance to create a similar product (2011). He also believes that Apple can ultimately control what information we have access to by what is offered (Abrams, Concerns about Technological Fragmentation, 2011). Abrams is worried about people accessing free information without the professional knowing. This applies to e-Books and e-Readers as well as access to applications made by Apple themselves.

All in all, Abrams questions whether too much control has been given to only a few companies in the tablet industry.

Conclusion

To conclude, the iPad can be utilized in our everyday life. It has proven to play an important role in education and business for work and fun. Although there are other tablets in the running, the iPad 3's technological advancements are what makes it a desirable product. The iPad continues to perfect the product making it better and better. The advancements include faster internet, a updated retina display and access to a media library containing over 500,000 applications.

Not only has the iPad updated their display and speed, but they have made the product easier to use by many ages. Becoming a iPad user can help you in many aspects of your life. The convenience and fun of this product is becoming a part of many people's lives.

References

Abram, Stephen. (2011). Concerns about technological fragmentation. *Information Outlook*, 15(3), 32-34. Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/865048576?accountid=14541>.

This journal article states the legal issues, Stephen Abrams thinks is a problem. He also gives his opinion on the Apple company as a whole so I think that this article is a good source to pull facts from. It is the other side of the argument.

Apple launches new iPad. (2012, Mar 07). *Targeted News Service*, Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/926564270?accountid=14541>.

This news article gives facts about what the new iPad's capabilities are. Although the article has no author, It is retrieved from ProQuest and published by Business Wire.

Apple's new iPad 3. (2012). *Enterprise*, 18(4), 33-33. Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/1022705175?accountid=14541>.

This article was useful because it compared the new iPad with the other older versions and gave the updates that were made. This is also a trade journal.

Business: Steve jobs and the tablet of hope; apple unveils the iPad. (2010, Jan 30). *The Economist*, 394, 72-73. Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/223980965?accountid=14541>.

This magazine article how coming out with new iPads could help stimulate the economy not only because of purchasing them but because they can use this as a print source and for

advertisements.

Drew, Jeff. (2011). The iPad decision. *Journal of Accountancy*, 212(4), 26-31,10. Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/897120761?accountid=14541>.

This journal article gives the benefits of using the iPad in your everyday life. It is from an academic journal and the ProQuest database.

Kirschner, Ann. (2010). My iPad day. *The Chronicle of Higher Education*, , n/a. Retrieved September 28, 2012 from ProQuest database.

<http://search.proquest.com.mutex.gmu.edu/docview/375716585?accountid=14541>.

This article is about a person who uses their iPad very frequently in her life. Although this was a trade journal, it was similar to interview because it was through an avid iPad user's voice.