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## iPad

### The Reality Behind The Hype

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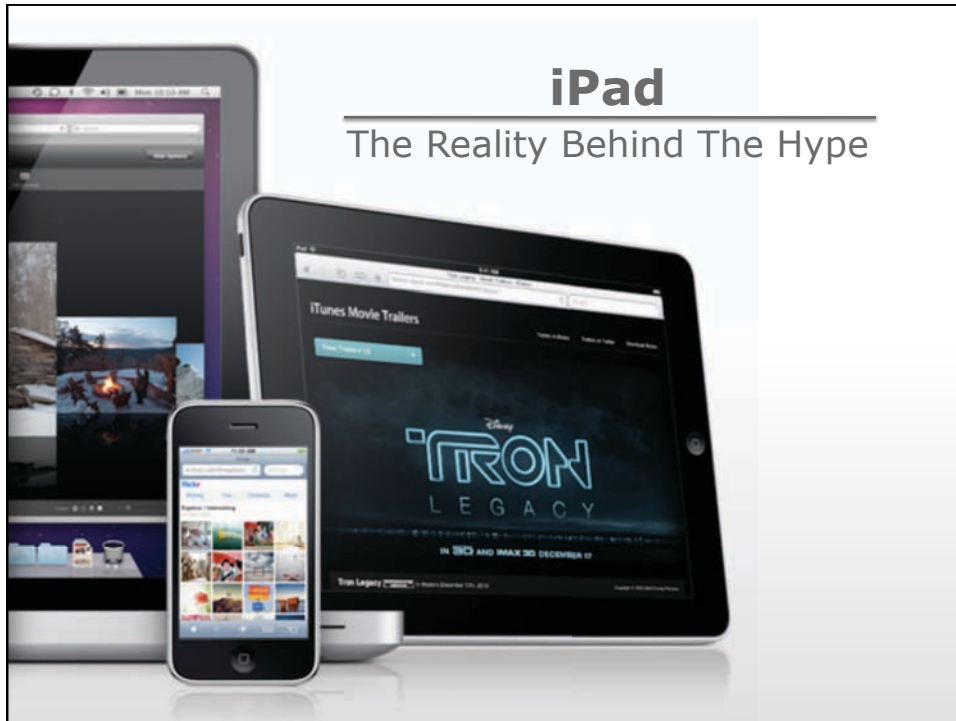
## **iPad**

### **The Reality Behind The Hype**

You've probably heard the buzz by now. The new Apple iPad may be the can't miss sales tool of the year. But just how applicable is it in our industry? Our SMART team did the research and determined the benefits and potential disadvantages of using the iPad at your next trade show or out on a job site.

The following presentation will help you understand how this valuable tool can be utilized both in the field and at trade shows. This can be an extremely effective tool once you understand its capabilities. As with any technology, remember that training is always necessary before it can be implemented.

To receive a copy of the following presentation, e-mail Kerry Johnson at [kjohnson@growwithbmg.com](mailto:kjohnson@growwithbmg.com) or call 260.422.7100.



## iPad Specifications

- Starting at \$499 (Wi-Fi)
- 9.5"H x 7.47"W x 0.5" D
- 1.6 pounds
- 9.7" LED-Backlit Display
- 16GB, 32GB, or 64GB
- Up to **10 hour** Battery life

## iPad Comparison

- It only weighs 1.6 pounds. If you drop it, the chances of survival are minimal.
- Its screen is 9.6 inches tall and 7.5 inches wide. This would prevent you from showing more than two people a presentation at one time.
- You must have an internet connection to show your website. Internet connectivity may not be reliable at a show or on the job site.



## iPad Comparison

- Want to take your iPad outside? Your LED screen will be hard to see in the sunlight.
- It does not support Flash, so you will not be able to access many websites.
- It does not have a CD or DVD drive. You can't upload a CD full of pictures or information or show a DVD.
- iPads are a hot commodity; there is the potential for theft if left unattended.
- It has a 10-hour battery life. If you use it all day on the trade show floor, you will have to recharge it for use with potential customers in the evening.



## Trade Show Benefits

### 1. Portable All-In-One Source

- Display video demonstrations of products, literature, photos and other sales-related information wherever you go.



## Trade Show Benefits

### 2. In-Booth Presentations

- Share an interactive presentation with visitors to your booth without the need for other costly equipment.

NOTE: If you plan to connect the iPad to a large-screen TV for viewing a presentation, be aware that only apps with video output capability—and there aren't many of them—will display anything on the TV. These apps are capable of displaying videos, photo slideshows and Keynote presentations in slideshow mode. Only the video output is displayed; not what you see on the iPad screen in general.



## Trade Show Benefits

### 3. Share Your Website (Internet Connection Required)

Navigate attendees through your website right from your iPad.



## Trade Shows Benefits

### 4. Touch Screen Convenience

- Eliminate the need for a mouse and keyboard with the largest portable touch screen available today.



## Built In Applications

- Safari
- Mail
- Photos
- Videos
- YouTube
- iTunes
- App Store
- Maps
- Notes
- Calendar
- Contacts



## Custom Applications

- Tons of applications for purchase on the App. Store
- *Cannot Delete* Default apps

