

1. How are the Sony Walkman & Apple iPod the same?

The Sony Walkman and Apple iPod are the same because they both fit in your pocket.

2. How did they change the music industry?

they changed the music industry by making sure you can listen to music in your pocket when walking around.

3. What was the target audience for each device's marketing campaign?

The target was so that you could listen to endless songs on a go they targeted people who wanted music technology.

4. (Speculate) Future devices will have.....?

I think future devices will no longer have a on and off button. All you would simply have to do is say turn on or turn off.

5. (Dream Big!) What would you like to see?

I would like to see a phone that has a voice activated turn off and on system.