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Subject: **Top 100 - A**
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To: ET [REDACTED]

Here's my current cut.

Steve

1. 2011 Strategy - SJ

- who are we?
 - headcount, average age, ...
 - VP count, senior promotions in last year
 - percent new membership at this meeting
- what do we do?
 - pie chart of units/product line and revenues/product line
 - same charts with tablets + phones merged together
- Post PC era
 - Apple is the first company to get here
 - Post PC products now 66% of our revenues
 - iPad outsold Mac within 6 months
 - Post PC era = more mobile (smaller, thinner, lighter) + communications + apps + cloud services
- 2011: Holy War with Google
 - all the ways we will compete with them
 - primary reason for this Top 100 meeting - you will hear about what we're doing in each presentation
- 2011: Year of the Cloud
 - we invented Digital Hub concept
 - PC as hub for all your digital assets - contacts, calendars, bookmarks, photos, music, videos
 - digital hub (center of our universe) is moving from PC to cloud
 - PC now just another client alongside iPhone, iPad, iPod touch, ...
 - Apple is in danger of hanging on to old paradigm too long (innovator's dilemma)
 - Google and Microsoft are further along on the technology, but haven't quite figured it out yet
 - tie all of our products together, so we further lock customers into our ecosystem
- 2015: new campus

2. State of the Company - Peter & Tim

- FY2010 recap
- FY2011 plan
- where is our business - geo analysis (NA, Euro, Japan, Asia, possibly break out china) (present on map)
- key milestones, trends & future goals
- comparisons with Google, Samsung, HTC, Motorola & RIM

3. iPhone - Joz & Bob

- 2011 Strategy:
 - "plus" iPhone 4 with better antenna, processor, camera & software to stay ahead of competitors until mid 2012
 - have LTE version in mid-2012
 - create low cost iPhone model based on iPod touch to replace 3GS
- Business & competitive update
 - show Droid and RIM ads
- Verizon iPhone
 - schedule, marketing, ...
- iPhone 5 hardware
 - H4 performance
 - new antenna design, etc
 - new camera
 - schedule
- iPhone nano plan
 - cost goal
 - show model (and/or renderings) - Jony

- Top 10 carriers LTE pop 1
2011, 12, 13

- Android comparison

4. iPad - Bob, Jony, Dan Riccio, Michael Tchao, Randy Ubillos, Xander Soren, Roger Rosner
- 2011 Strategy: ship iPad 2 with amazing hardware and software before our competitors even catch up with our current model
 - Business & competitive update - Michael
 - Apps, corporate adoption, ...
 - show Samsung, HP(?) and iPad ads
 - 2011 Product Roadmap - Bob, Dan & Jony
 - iPad 2
 - new ID, H4, UMTS + Verizon in one model, cameras, ...
 - EVT units & cases
 - HDMI dongle (use for projection of demos below?)
 - iPad 3
 - display, H4T
 - **DEMOS:**
 - PhotoBooth (Michael?) — *same tech demo from before*
 - iMovie (Randy)
 - GarageBand (Xander)
 - text book authoring system (Roger)
 - working display for iPad 3 (during break) — *just display*

5. iOS - Scott, Joz
- Strategy: catch up to Android where we are behind (notifications, tethering, speech, ...) and leapfrog them (Siri, ...)
 - Timeline of iOS releases from first until Telluride, including Verizon
 - Jasper tent poles
 - Durango tent poles (without MobileMe)
 - Telluride tent poles (with "catch up" and "leapfrog" notations on each one)
 - **DEMOS:**
 - Jasper: AirPlay to AppleTV - video from iPad, photos from iPhone, ??
 - Durango: ?? (without MobileMe features)
 - Telluride: Siri, ?

6. MobileMe - Cue, SJ, Roger Rosner
- Strategy: catch up to Google cloud services and leapfrog them (Photo Stream, cloud storage)
 - Android
 - deeply integrates Google cloud services
 - way ahead of Apple in cloud services for contacts, calendars, mail
 - 2011
 - Apple's year of the cloud
 - tie all of our products together
 - make Apple ecosystem even more sticky
 - Free MobileMe for iPhone 4, iPad and new iPod touch
 - Jasper
 - Sign up with Apple ID, Find My iPhone
 - Durango
 - Find My Friends, Calendar, Contacts, Bookmarks, Photo Stream
 - April
 - iWork cloud storage
 - Telluride
 - cloud storage for third party apps
 - iOS backup
 - new iDisk for Mac
 - Growth
 - projected growth, cost/user
 - plan to scale to 100 million users
 - transition plan for paid members
 - what about email?
 - **DEMOS:**
 - Find My Friends
 - Calendar
 - Photo Stream
 - iWork cloud storage (Roger Rosner)

- 7. Mac - David Moody, Bob, Craig Federigi, Randy Ubilos & ?
 - Hardware roadmap
 - Lion plan
 - Mac App Store
 - Final Cut Pro **DEMO (Randy & ?)**

- 8. Apple TV 2 - David Moody, Jeff Robbin
 - Strategy: stay in the living room game and make a great "must have" accessory for iOS devices
 - sales so far, projections for this holiday season
 - add content:
 - NBC, CBS, Viacom, HBO, ...
 - TV subscription?
 - where do we go from here?
 - apps, browser, magic wand?

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- 9. Stores Update - Eddy, Patrice
 - Music
 - Strategy: Leap even further ahead of Google in music
 - Beatles
 - iTunes in the cloud
 - App Store
 - Strategy: Leap even further ahead of Google in discovering great new iOS apps

10. iAds Update - Andy Miller

11. Retail Update - Ron Johnson