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Music Tech 1

5 October 2021

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

The iPod and the Sony Walkman are the same in the sense that they were both very revolutionary products in the tech and music world. But the biggest similarity is that they are both portable compact music players.

2. How did they change the music industry?

They both changed the music industry by making music much more portable and they changed the way that we listen to music. We went from only listening to music at home or in the car to listening to it while running or going for walks.

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

The target audience for all of the devices' marketing campaigns was the everyday person. All of these advertisements just show normal people going about their daily life but then they get one of the three portable music players and their lives become fantastic.

4. Future Devices will have...

I personally think that there won't be any more portable music players being made. I think all portable music will be on phone apps and it will just evolve as phones evolve.

5. What would you like to see?

I would really like to see much more equalizer settings when it comes to portable music players so it can sound much better and how I want it to sound.

