

The following is an excerpt from an article that appeared in the Brigham Young University *Daily Universe* 22 Nov 2005

## **ANNIE REYNOLDS**

An entire CD collection clipped to your belt, a hard drive in your hand bag, and your cell phone in your change pocket — thousands of dollars worth of mobility but only 3 pounds, 3 ounces of weight. When it comes to new age technology: less is more and thin is in.

**“People are taking more stuff with them – information, entertainment, so trends of smaller, lighter and thinner are going to follow,” said Beth Zimmerman, founder and principal of Cerebellas LLC, a strategic marketing and business consultancy in Long Island, N.Y. “It’s a continual push to be able to serve a constantly mobile people.”**

Companies compete to design the smallest possible products for consumers looking for technology that they can carry when while they are on the go.

“Once a product has been out for awhile, companies focus on smaller and faster,” said Agent Youngberg, director of the Geek Squad, a computer support team at Best Buy.

Darin Loertscher, service manager at MacDocs in Orem, said this pattern has most recently been occurring with laptops, cell phones and music players.

Music players first shrunk down to Sony Walkman, and now we have the Nano iPod, he said.

As thin as a pencil, the Nano will put 1,000 of your favorite songs in your pocket.

“When I watched the demo on the Apple Web site I just had to have it,” said Kyle Tiechert, 24, a recreation management major from Alpine, Utah.

Millions of others felt the same way.

Tim Cook, Apple’s executive vice president of worldwide sales and operations, reported that Apple sold more than 1 million iPod Nanos in the first 17 days of the product’s availability.

**“Who would have thought that the original iPod would look like a dinosaur compared to the Nano,” Zimmerman said.**

The Nano’s color screen, size, and storage capacity for songs, photos and homework make it especially appealing to college consumers on the go.

**“When you go from one lecture hall to another or even home for the holidays, there is a desire to be connected, informed and entertained in transit,” Zimmerman said.**

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“It’s the whole concept of fitting as much as you can in the littlest space possible,” Tiechert said. “It’s all about convenience.”

For product manufacturers, convenience is the delicate balance between size and functionality.

**“The key for product manufacturers and developers is to maintain as much of the essential functionality that consumers find in the larger products and to introduce new and relevant functionality,” Zimmerman said.**

**Which is what leads Zimmerman to believe that the future of technology is not going to be an issue of portability, but of incorporation.**

**“Rather than technology being manifest in things that we carry around, it will become wearable and more integrated into everyday items such as glasses, wristwatches and clothing,” she said. “Perhaps someday we’ll have our favorite technology implanted under our skin. Nothing would surprise me.”**