



Apple in Education

Complete solutions for any learning need.

10 Reasons for Apple in Education

For decades, Apple has provided technologies that empower educators and inspire students. Supporting the best in education philosophy, Apple continues to deliver innovative products that are ideal for teaching and learning. Let Apple help you create a learning environment that transforms the individual learning experience and allows all of your students to realize their own unique talents.



1. A commitment to education.

For over 30 years Apple has been dedicated to advancing teaching and learning through technology. From products designed with education in mind, such as the durable MacBook computer, to industry-leading Apple Professional Development, to iTunes U and its wealth of free education content, Apple continues to demonstrate a strong commitment to education.

2. The leader in mobile learning.

As the number one provider of notebook computers to K-20 education institutions and college students, Apple leads the way in mobile computing with technologies such as MacBook, iPad, and iPod touch. With mobile technologies, students can surf the web, access thousands of education applications, and explore over 350,000 educational audio and video files in iTunes U, at any time and in any location.¹

3. Technology that advances learning for a new generation.

Apple technologies are designed to help develop the creative and critical-thinking skills important for today's learners. With iLife '11, Apple's award-winning suite of digital authoring applications, students can produce meaningful projects that demonstrate understanding and unleash creativity. And the accessibility features built into Mac OS X, iPod touch, and iPad let all students be productive and engaged. When you're looking for innovative approaches to learning, Apple provides the ultimate in education technology.

4. Value for learning.

For every technology purchase, it's important to consider what's included in the box as well as the time and resources required for installation, training, and maintenance. When you consider all the built-in features on a Mac—including a wealth of software, wireless networking, and the iSight video camera—in addition to the low cost of training, support, and maintenance, Apple is the clear choice, delivering incredibly high value for every dollar spent.

5. Reliable products that are easy to support.

Apple is the only technology provider that designs the hardware, the operating system, and many built-in software applications, ensuring a high level of stability right out of the box. Mac OS X is built on UNIX, the rock-solid platform that's tried and proven in the industry to be stable, secure, and free from PC viruses. These features make Apple products easy to support and provide a safe computing environment for educators and students. Apple is focused on providing quality products that last a long time. This is undoubtedly why Consumer Reports consistently rates Apple number one in customer satisfaction over all its competitors.

6. The most compatible and interoperable technology platform.

Apple products fit seamlessly into existing IT infrastructures. With the ability to run applications such as Microsoft Office, connect to any network infrastructure, share files with PCs, and even run Microsoft Windows, today's Intel-powered Mac computers provide the ultimate compatibility with a PC environment.² And because iPad and iPod can be used with either a Mac or PC, it's easy to add them into any school environment.

7. High performance infrastructure solutions.

Along with desktop computers, notebook computers, and mobile devices, Apple also offers exceptional infrastructure solutions based on Mac OS X Server. With Mac OS X Server, Apple makes it easy for schools to provide a learning environment where students can create and share podcasts, blogs, wikis, group calendars, video chats, and more.

8. It just works.

Mac OS X provides a familiar interface, consistent menu commands, and tight integration between applications. It even automatically detects wireless networks without any special configuration. With iPad and iPod touch, students can page through websites, access educational applications, or keep track of their calendars with just the touch of a finger. Apple products are easy to learn, use, and maintain, which means there's more time to focus on teaching and learning.

9. A legacy of innovation.

In the 1970s, Apple ignited the personal computer industry with the Apple II and still continues to provide innovative and transformational products: award-winning desktop and notebook computers; Mac OS X—the most advanced and easiest-to-use operating system; iPad—Apple's most advanced technology in a revolutionary device; and iTunes U—Apple's repository of free educational content. It's no wonder Apple tops Fortune's "Most Admired Companies 2010" list.

10. The only technology provider that offers a complete solution.

Apple offers educators a total solution, from hardware and software to services, including planning, implementation, professional development, digital content, and technical support—all delivered by Apple. Apple's commitment to education is rivaled only by its dedication to the user experience. Apple technology is synonymous with innovation, quality, and ease of use.

For more information about Learning with Apple, visit www.apple.com/education or

¹Internet access required. ²Microsoft Office and Microsoft Windows sold separately.