

16 February 2008

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It looks so good you'd almost want to take it with you on the road
techradar.com

[Apple's Latest: the 'iRack' and 'Air Poo'](#)

None are real, both speak the truth

Mac news readers and users of **Apple's** products will have no trouble understanding the sarcasm in Madtv's Steve Jobs keynote parody, and the new (yet false) Apple product in the Air family, (techradar.com's) **Air Poo**. Even though the reality isn't that bleak, the two Apple jokes do reflect Apple's current status to some degree. Hadn't Apple been busy developing the MacBook Air, the iRack doesn't sound that far fetched. The fact of the matter is that if iRack shipped with an Apple logo on it, featuring an AC adapter for each shelf, we'd probably be stacking iBooks, iPhones and iPods on it regardless the stupidity of our actions. Needless to say, some would find the iRack appealing even without the extra feature on our behalf. As far as Apple's marketing strategy is concerned, again, the video doesn't lie much. In fact, Apple's whole strategy is based on innovations and timing. There's usually no plan B for the Cupertino folks, but that doesn't necessarily mean it's a bad thing. After all, leaving the MacBook Air aside, Apple has pretty much hit all the right spots within the last 3 years. Moving on to the Air Poo. As [techradar](#) themselves write, it "is surely the ultimate iAccessory for the productivity-focused exec who cannot afford to lose valuable work time due to unnecessary distractions, such as having to take a morning..." well, you know. Unlike its Air sibling (the **MBA**), the "dream tech-toilet" comes fully packed: a dock for your iPod and iPhone, surround sound speakers "for on-the-toilet entertainment" and of course, a built-in docking system for your sexy MacBook Air. And guess what: the docking system also sports a built-in 802.11 wireless router. No mentioning of firmware though. To top it all, cold-a** mornings are history thanks to the "warm bottoms" feature that uses a customized heated seat. Add the "multi-touch flusher" and you're ready for some serious iCrap.