

10 September 2008

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New 4G nano available in a multitude of vivid colors
Apple

[Apple Launches Its Thinnest iPod Yet - 4G iPod Nano](#)

The sleek device costs just \$149 (8GB)

Among the newly-introduced products at Apple's [September 9 event](#) (Let's Rock), was also a Fourth Generation iPod nano, featuring Apple's [new Genius technology](#). Steve Jobs said on stage that the new iPod nano was "the thinnest iPod [they]'ve ever made." It is immediately available in 16GB in 8GB form.

The new design makes the new iPod fit "even more comfortably in your hand," Apple says. The two-inch display, with a curved aluminum and glass enclosure, rounds up the new design features added to the 4G nano.

As far as the new functionality goes, this iPod nano works seamlessly with iTunes importing, managing syncing content, but also the new Genius feature, recently included by Apple in the latest version of iTunes.

Surprisingly, Apple also decided to include an accelerometer with the device, allowing users to shake-to-shuffle their music, and watch video in landscape view, by turning the device side-ways.

Since the nano is specifically aimed at music playing, we reckon it wouldn't hurt to give you an update on just how many songs are available to preview and buy on the iTunes Store at the moment - roughly 8.5 million. Apple's 4G nano can go up to 24 hours of constant music playing, and four hours of video playback, so it's a good thing they decided to throw in a 16 gigger too, with all these options around you.

"The iPod nano is the world's most popular music player and we've made it even better for this holiday season," said Steve Jobs, Apple's CEO. "We think users are going to love the amazing new design, the automatic Genius playlist creation, as well as automatically going into Cover Flow with just a turn of the wrist."

Of course, with the new nano, you can also visit the iTunes Store to buy games too. No, not the App Store - that's for iPhone and iPod touch users, who benefit from more processing power and touchscreen functionality - but the iTunes Store, which holds a great deal of casual and cheap games for your small iPod nano. TV shows and movies are also available to preview and buy, which makes the new nano an even more attractive device, now that Apple and NBC Universal are [back in business](#).

In usual Apple manner, the company describes its new device as being able to hold up to 4,000 songs, 14,000 photos and 16 hours of video - for the 16GB model, and 2,000 songs, 7,000 photos and 8 hours of video - for the 8GB model. The 16GB nano costs \$199, while the 8GB SKU goes for \$149. The device is already available to buy in [a rainbow of colors](#). Check it out!