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## [Apple May Update iPods'™ Firmware While Still Boxed](#)

*Apple's™ latest invention is an "active packaging" for iPods and other electronic devices*

[Apple](#) has filed for a new patent application called "active packaging" for what is most likely the company's line of iPod media players. The concept could supply power and firmware updates not only to iPods, but also to iPhones and other electronic devices while still inside their retail packaging. An additional aspect of the invention looks at displaying demo videos while still in the box.

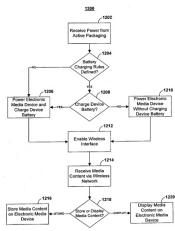
According to the Cupertino-based company, "The invention relates generally to electronic media devices, and, more particularly, to active packaging for electronic media devices that allows power, data, or both power and data to be supplied to one or more electronic devices housed within the active packaging." Apple claims that this so-called "active packaging" may be used "for supplying power, data, or both power and data to an electronic media device while the device is housed within the active packaging is provided."

As with every patented invention, Apple continues by explaining how it will / may work to the benefit of the end user (as well as the company), by providing examples. One such example claims that, "The ability to fully view or interact with the electronic media device while still inside the packaging is severely limited in most packaging designs." A representation of the invention is available above (click picture to enlarge). The illustration is a simplified block diagram of what may be an iPod in accordance with one embodiment of the invention.

"In addition, typical packaging designs do not enable the electronic media device or devices housed within the packaging to present content (e.g., media content or advertising) while inside the packaging and without draining battery power. Other functionality, such as firmware or software upgrades, are also typically not available while the electronic media device is housed within the product packaging (e.g., at a retail location). This is primarily due to the inability to provide external power or data to the device while still housed within the packaging."

Therefore, Matt Rosenblatt, the credited inventor for the "active packaging," proposes a retail packaging that provides "power, data, or both power and data to one or more electronic media devices housed within the packaging."

In the company's own words, "The power may be provided by a direct power connection to an external power supply or by one or more wireless power techniques. A data signal may be provided by one or more direct data lines to the electronic media device within the packaging, or the electronic media device may enable an integrated wireless network interface to receive a data stream while housed in the packaging." The company also suggests that current iPod retail boxes / cases could be "printed (or in-molded) with one or more wire traces to supply power, ground, and data to the device."



A simplified diagram of an electronic device in accordance with one embodiment of the "active packaging" invention  
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