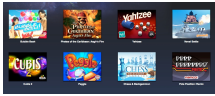


3 March 2008

By: Filip Truta, Apple News Editor



iPod games (iTunes grab)

[Apple Patent Hints at iTunes Games Rentals](#)

A more game-focused iTunes Store is hinted in the latest patent application from Apple

No one really knows for sure what [Apple](#) is thinking when it comes to the video games market (or anything else for that matter), but one thing is for sure: they're counting on those for profit quite a bit. Evermore according to a recent Apple patent filing, which points to automatic determining of which [iTunes](#) titles are compatible to what iPod/iPhone. Particularly, which iPods or iPhones that are tied to a customer's iTunes software, according to [AppleInsider](#). Now, as everyone can see, Apple is really breaking a sweat over games for its touchscreen devices. One piece of evidence in this direction is the high number of games available as of last week up on Apple's iTunes Store, as the aforementioned source points out. "One aspect of the invention pertains to acquiring compatible game software for a portable electronic device by way of an electronic download from a server device to a client device. Subsequently, the game software is provided from the client device to the portable electronic device," wrote a Los Gatos-based Apple employee going by the name of Christopher Wysocki. "The acquisition of the game software can be through on-line purchase or rental from the server device, which can host an on-line media store," Wysocki continued. "Another aspect of the invention pertains to acquiring updates to game software that has previously been acquired and provided to a portable electronic device. Game software updates for a plurality of different hardware platforms are available from a server device. A client device associated with the portable electronic device can interact with the server device to obtain any game software updates that correspond to the hardware platform utilized by the portable electronic device associated with the client device." A total of 31 iPod games are currently available for iPod devices while, as of this week, some 20 titles are exclusively aimed Apple's latest iPod models. Sources indicate that these numbers are likely to swell, and at a fast rate too, especially for iPhone and iPod touch. Oh, I can't believe you're asking why.... Because of the upcoming SDK, of course!