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## [Jon Rubinstein: I Hope that Apple Will Sell More Than 340 Million iPods](#)

*An interview in Berliner Zeitung*

In an interview for the German newspaper Berliner Zeitung, Jon Rubinstein, Senior vice president at iPod Division, talked about the iPod, the competition with Sony and about the battle between cell phones and Apple's wonder player. When asked by the German journalist whether he hopes to sell more walkman devices than Sony (who sold 340 million units) Rubinstein answered that he expects to top that figure. He said that the iPod is more difficult to copy than the walkman, Apple's player being a part of an ecosystem consisting of the player, iTunes and the songs. In fact, in Jon Rubinstein's opinion, the iPod won't suffer many significant changes over the following years and it's unlikely that Apple will develop a cell phone division. Rubinstein believes that it's better to have a specialized device and he said that Motorola ROKR is not a competitor for iPod, but only an iTunes compatible cell phone. The interview with Jon Rubinstein is [available here](#). This week, Softpedia would like to know your opinion on gaming consoles. What is your favorite console you either own or you are planning to buy? Are you an Xbox fan or a Playstation fan? Has Xbox360 convinced you it's time to buy one? Or you'll wait for the PS3? [Express your opinion here.](#)