

Speculating on an Apple Gaming Platform

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April 23, 2009

If I was to speculate as to what Apple® is up to, I would look no further than where the money is. In looking at the money stream from the iTunes store one can see that Apple has ongoing revenue as users buy music, video as well as applications for the iPhone and iPod. For users that need a lightweight computer to check messages they have the MacBook Air. The value proposition of simply introducing an Apple “netbook” computer is limited. Perhaps for around town, a “netbook” might be useful. But then how much software are you going to sell for a computer simply used to send or receive email or SMS messages? Besides, this is something the iPhone already does. It makes a lot more business sense for Apple to introduce a gaming platform - something with a little more processing power and a larger screen than an iPhone but not as large as a “netbook.”

Such a device would position Apple to once again create an ongoing revenue stream from the sale of games from the iTunes store. And, if such a device was Wi-Fi and 3G enabled, there is no reason that it couldn't receive and send message as well. And it likely would be network enabled to allow for the purchase and download of games, music and movies from the iTunes store. It would also be a product that a parent could give their child to use in the back seat of their car, in an airport or on a plane without handing over their cell phone. Of course this is pure speculation and there would be some stiff competition in the handheld gaming market. But it is often fun to speculate on what new gadgets might hit the market. A new gaming platform introduced in mid-summer might cause a frenzy at Christmas – but only if there were some great games to go with it. We will all have to wait and see.

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