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Flash Paper #5: Apple iTunes and App Store Ecosystem

### HoloCube

Our company can increase revenue from creation of the HoloCube as a product which can enhance the viewing experience of other Apple related products. This device projects a 3D display of the apple device making TV, movies, and videos more life-like and engaging for the viewer. Through partnering with Apple, and enhancing the viewing capacity of their existing line of devices, our company will be able to gain revenue from to sales of the device and bundling deals with Apple products.

The HoloCube allows users to view any content they desire in a 3d holographic form. By use of a Bluetooth transmitters found in Apple devices, the HoloCube will transform the way that content is viewed, by making it more life-like. Although there are Bluetooth projectors which exist, none are like the HoloCube, which displays 3D projections and operates via Bluetooth transmission from Apple devices. People will be able to connect their iPhones, Macs, iPads, and other Apple devices to the HoloCube and can view any media through a 3d hologram. Viewers can enjoy movies which they access on their Apple products or stream sporting events through a cool, and enjoyable life-like hologram. Our company can capitalize on this product by partnering with Apple. With their ecosystem having such a vast relationship with content owners, it will be a great way to combine the new life-like viewing experience, with the content it will complement.

Our company will gain revenue by selling the HoloCube directly to consumers, and also offering it in a bundle complementing an Apple device. As a complementary product, the market for the HoloCube is simple. When a person purchases an iPad, iPhone, or Mac device, in which they plan to watch videos, movies, or TV, they will want to buy a HoloCube, so they are able to project the media through their holographic projector. Additionally, the partnership with Apple will facilitate a bundle deal for consumers including an Apple device and a HoloCube. When the sale is made, our company will get a percentage of the bundle sale. Costs associated with the HoloCube will be research and development to configure the Bluetooth transfer of media from the Apple device to the HoloCube.