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Our Munchmaster found a lot of saucy sites on the internet. Page 35



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**His gas pedal made Toyota stomp on the brakes**

Jersey man's stuck accelerator was one of those that spurred massive recall. Page 8

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WEATHER

**TODAY**  
Chance of rain or snow, with a high near 42°

**TONIGHT**  
Partly cloudy, with a low around 17°

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**"Change has not come fast enough."**

President Obama in his State of the Union address

# Obama puts jobs at top of his list

President says he won't abandon health care, energy plans

By Jennifer Loven  
ASSOCIATED PRESS

WASHINGTON — Declaring "I don't quit," President Obama last night fought to recharge his embattled presidency with a State of the Union vow to get jobless millions back to work and to stand on the side of Americans angry at Wall Street greed and Washington bickering. Defiant despite

stinging setbacks, he said he would fight on for ambitious overhauls of health care, energy and education.

"Change has not come fast enough," Obama acknowledged before a politician-packed House chamber and a TV audience of millions. "As hard as it may be, as uncomfortable and contentious as the debates may be, it's time to get

serious about fixing the problems that are hampering our growth."

Obama looked to change the conversation from how his presidency is stalling — over the messy health care debate, a limping economy and the missteps that led to Christmas Day's barely averted terrorist disaster — to how he is seizing the reins. He spoke to

a nation gloomy over double-digit unemployment and federal deficits soaring to a record \$1.4 trillion, and to fellow Democrats dispirited about the fallen standing of a president they hoped would carry them through this fall's midterm elections.

With State of the Union messages traditionally delivered at the end of January, Obama had one of the presidency's biggest platforms just a week

after Republicans scored an upset takeover of a Senate seat in Massachusetts, prompting hand-wringing over his leadership. With the turnover erasing Democrats' Senate supermajority needed to pass most legislation, it also put a cloud over health care and the rest of Obama's agenda.

A chief demand was for lawmakers to press forward with his prized health care over-

SEE OBAMA, PAGE 3

THE DAWN OF A NEW COMPUTING ERA

# An iPad opener

The intuitive design of iPad's touch screen puts your finger on the pulse of the future

Everything you know about computers just changed. With its introduction of the iPad, Apple is likely to transform the way you do everything from read the newspaper to prepare business presentations. You might not experience these changes this year or next, but several years from now, you will probably look back on your current computer, even if it's a brand-new model — yes, even one from Apple — as an archaic system that

TECHNOLOGY  
**Allan Hoffman**  
[nj.com/business](http://nj.com/business)



was clunky and frustrating to use.

The reason for this can be summed up in one word: touch.

The iPad is controlled with a 9.7-inch, touch-sensitive screen, and it heralds a transition from using a mouse and a keyboard for typical computing tasks to touching, tapping and gliding your fingers on a silky glass screen. Anyone who owns an iPhone or iPod touch, Apple's other devices with a so-called "multitouch interface," knows how wonderfully intuitive and intimate the experience can be, especially when compared with a hulking desktop machine.

The iPad signals the moment when computers changed from being bulky products tethered to desktops and power cords to thin, portable devices

SEE HOFFMAN, PAGE 13



## Everything you need to know about the iPad

**WHAT IT IS**

A hotly anticipated tablet computer from Apple. The iPad is basically an oversized iPod touch with a modified interface. Its features include the ability to browse the web, check e-mail, listen to music and edit photos. The iTunes store is built in, letting users buy music, movies and television shows right on the device. iPhone apps can be downloaded on the iPad, where they can be blown up to a larger size. Apple also launched a new iBookstore for the device, which will serve up books from at least five major publishers.

**STRINGS ATTACHED**

A limited data plan from AT&T costs \$29.99 a month with no contract commitment, including use of AT&T WiFi hotspots throughout the United States.

**WHAT IT COMES WITH**

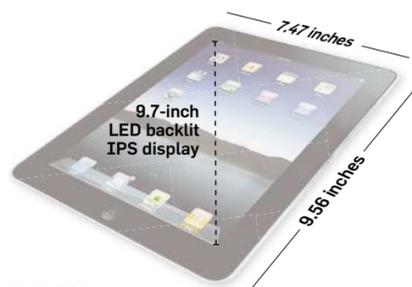
Accessories include a dock that lets users charge the iPad and type on the virtual touch screen at the same time. There is also a keyboard that slides right in, which could clinch the decision for users who are unhappy with Apple's refusal to include a keyboard with the iPhone.

**WHAT'S MISSING**

The iPad can't play Adobe Flash animations, which are widely used on the web. There is no still or video camera, no non-internet phone function, no removable battery or storage. And for now, it's unclear whether you can bundle an AT&T iPhone plan with an iPad data plan.

**WHAT IT COSTS**

Prices range from \$499 for a 16-gigabyte version to \$829 for the top 3G wireless-enabled model. The device will ship worldwide in 60 days or 90 days for 3G models.



**THE SPECS**

At a half-inch thick and weighing 1.5 pounds, the 1 GHz iPad is equipped with up to 10 hours of battery life and a month of battery standby. It also comes with a speaker, microphone, accelerometer, compass, headphone jack, 16 to 64 GB of flash storage, Bluetooth 2.1 and more.



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**iPad**  
**Price:** Range from \$499 to \$829

**Size:** 9.7-inch display

**Weight:** 1.5 pounds

**Storage:** 16, 32 or 64 gigabytes of flash storage

**Features:** Similar in look to an iPod Touch, it comes with a touch screen and a virtual keyboard. Every model comes with WiFi and Bluetooth, with 3G wireless capability in some. Battery lasts up to 10 hours, with a month of standby life. Runs every iPhone app at double the resolution. New iBookstore is fully integrated.



**Kindle**  
**Price:** \$259

**Size:** 6-inch display

**Weight:** 10.2 ounces

**Memory:** 2 gigabytes

**Features:** Most popular of e-readers, it has a slender profile, but no touch screen and black-and-white display. Second version has 2 gigabytes of memory and seven-day battery life. Books can be downloaded over a 3G network. Other features include text-to-speech for books and a basic web browser.



**iPhone 3GS**  
**Price:** From \$199 to \$299 with an AT&T contract

**Size:** 3.5-inch screen

**Weight:** 4.8 ounces

**Storage:** 16 or 32 gigabytes

**Features:** Inherited many features from previous models, including WiFi, touch screen, third-party applications and external hardware. Improved battery life of up to nine hours of WiFi internet access or five hours of 3G talk time. Improved 3-megapixel, auto-focusing camera. Video, but no zoom. Tethered to a two-year AT&T contract.



**BlackBerry Bold 9700**  
**Price:** \$199 with an AT&T or T-Mobile contract

**Size:** 2.4 inches

**Weight:** 4.8 ounces

**Memory:** 2 gigabytes

**Features:** Physical keyboard, which streamlines e-mail and texting, makes it popular in corporate America. While iPhone and iPad both synch with Microsoft Exchange, BlackBerry allows companies to centrally deploy devices, restrict access, install programs and wipe data remotely. Wide range of carriers offer the device.

— Venuri Sirirwardane

## Hoffman

CONTINUED FROM PAGE 1

you can carry in one hand and slip into a backpack.

It might be easy to dismiss the iPad as a toy — as nothing more than an oversized iPhone or iPod touch — and certainly it won't be sufficient for many business professionals, especially those requiring specialized software or big screens, at least in its current incarnation.

But two elements of Apple's iPad announcement made clear the company's ambitions to have the device function as more than a plaything. One was its reworking of three Office-like Macintosh applications — Numbers (for spreadsheets), Pages (for word-processing) and Keynote (for presentations) — for the iPad. The other was the iPad's ability to connect to Apple's wireless keyboard, or to purchase a docking station with its own keyboard.

Taken together, these mean the iPad will be more than capable when it comes to preparing documents, designing PowerPoint-like presentations and crunching numbers.

### THE GO-TO DEVICE

For me, and for others likely to be among the iPad's early adopters, I expect the iPad will relegate our other computers into devices used infrequently, and possibly only as glorified hard drives used mainly to store songs and photos and as a hub for our phones and iPads.

I was planning to buy a new MacBook, but now I'll just buy an iPad and use my MacBook, well, as a way to organize my files and use applications not available yet as web-based products or iPad apps.

The iPad may also be a lifeline for struggling media companies — in particular, book publishers, newspapers and magazines. That's not because the iPad introduced any magical way to sell their content, but because millions of consumers will have an all-purpose computing device they can hold in their hands and display soon-to-be-invented ideas of what books, magazines and newspapers can be.

That "soon-to-be-invented" part is the key, as it remains an open question whether slow-moving media organizations will have the business acumen, as well as the creativity and resources, to deliver wow-inducing publications (think video and audio, as well as easy ways to annotate and share content) that readers will be willing to pay for.

### BEYOND WORDS

With an iPad magazine (or, for that matter, a book or newspaper), you'd be getting far more than text. A magazine-like layout would be interactive, controlled with your fingers. Tap the screen, and a video clip starts to play. Touch a photo, and it zooms to fill the screen. Glide your fingers along the screen to move from page to page. Activate the microphone, and you could add an audio annotation. And you'd be holding this in your hand, just like a "real" magazine. That would be worth plunking down the cost of a subscription.

Now, does this mean you should rush out to drop \$499 (or more) on an iPad once it's available? Not at all. In fact,

you may never buy Apple's version of a tablet computer; others will likely mimic its innovations, and do so, perhaps, in devices that are cheaper or better.

But just as Apple transformed the music industry with the iPod and iTunes, and the phone industry with the iPhone, these changes are go-

ing to be finding their way into our computers. The apps, the multitouch interface, the simplicity and ease of use — all of these are vast improvements over today's computers.

But it's the "touch" that really sets the iPad apart. A computer, even a lightweight notebook computer, always feels somewhat cumbersome.

But a touch-screen interface feels natural, like it's an extension of you; it's more akin to holding a book, or a pen and notepad, than operating a computer. And that's a meaningful, even revolutionary, change.

Allan Hoffman may be reached at [www.allanhoffman.com](http://www.allanhoffman.com).

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