



## **Back to school tools – iPhone and Accessories**

Gone are the days of sharpening pencils and organizing notebooks before the first day of school. Now in preparation, students fully charge their laptops, double-check their schedule online and set an alarm on their iPhone.

Technology is dominating college campuses and the way American students learn. According to eTextbook seller, CourseSmart and Wakefield Research, 73% of college students said they would not be able to study without some form of technology. 38% of those students said that they could not even go more than 10 minutes without checking their laptop, tablet, eReader or their beloved smartphone.

Test Kitchen Research, from the University of Colorado, found that while the iPhone is third in overall sales, behind Blackberry and Android, among the college-age demographic, 40% of students use an iPhone, making it the most popular smartphone with college students.

With students going back-to-school across the nation, below is a list of accessories to help enhance their iPhone and college experiences.

### **1. iTunesU**

With over 800 active universities, including MIT, Yale, Stanford, Oxford and UC Berkeley, contributing lectures, slideshows, PDFs, books, films, exhibit tours, and audiobooks, iTunesU is an amazing resource of knowledge. In the Beyond Campus section of iTunes U, students can access content from distinguished entities such as MoMA, the New York Public Library, Public Radio International, and PBS stations. CourseSmart and Wakefield Research found that new media options are increasingly engaging students, who said they use tools such as videos and podcasts (24%) and iTunes® (12%) as study supplements. iTunesU is available through iTunes for your computer, iPod, iPad and iPhone.

### **2. zBoost Metro iP**

Technology isn't only affecting how students learn but also how they live. Research from the CDC found that forty-four percent of people between the ages of 18-and-30 live wireless only. With this increasing trend, many universities have begun eliminating landlines in dorms and around campus. Because students now have to rely on a wireless signal, the zBoost Metro iP ([www.Wi-Ex.com](http://www.Wi-Ex.com)) is necessary for back-to-school. Designed for consumers in single story urban settings, the zBoost METRO iPhone signal booster boosts indoor signal for multiple users up to 1500 sq ft and doesn't require an outside antenna placement –perfect for dorm and apartment living. The zBoost METRO iP supports all U.S. phones and mobile devices using 800 and 1900 MHz but is optimized for use with the iPhone.

### **3. Collegiate Cases and Covers**

Because technology is so important to college students' learning, it is also important to protect the multiple study tools. i-Fanatic.com is a manufacturer, distributor and retailer of high-end collegiate

cases and protectors for the iPhone and iPod, as well as laptop sleeves and accessories. With an expansive list of university options, i-Fanatic says their goal is “to not only help our customers protect and accessorize their investment, but to also allow them to show their spirit.”

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