AirPods
First Look

AirPods are breakthrough headphones that reinvent the wireless experience, making it effortless and magical. Automatically on and always connected, AirPods are ready to go whenever you are. Powered by the new custom Apple H1 headphone chip, the new AirPods feature up to two times faster switching between devices,¹ provide hands-free “Hey Siri,”² and are available with the standard charging case or new Wireless Charging Case. With up to 50 percent longer talk time and an always-ready charging case, you get more than 24 hours of listening in your pocket.³ And high-quality, efficient wireless combined with beamforming, voice-detecting microphones mean AirPods sound fantastic whether you’re listening to music or doing the talking.

### Key messages

**Breakthrough wireless design**
- Completely wireless headphones are automatically on and always connected
- AirPods sense when they’re in your ears and know when you’re listening
- Music pauses when you take one or both AirPods out, and playback automatically resumes when you put them back in within a few seconds
- Use one AirPod or both—the sound and microphones are always in the right place

**Hands-free “Hey Siri”**²
- AirPods now support hands-free “Hey Siri”—simply say, “Hey Siri,” and your favorite personal assistant is ready
- Use “Hey Siri” to change songs, adjust the volume, make a call, or get directions
- Hear incoming callers announced and say, “Hey Siri, answer the call,” or double-tap to answer or end the call
- Double-tap to play or skip forward for music and podcasts

**Powered by the Apple H1 headphone chip**
- Apple-designed H1 chip delivers up to 50 percent faster transferring of calls from iPhone to AirPods⁴
- You also get up to two times faster switching between your other devices!¹
- Ultra-low power usage and fantastic battery life for amazingly small and light devices

**Fantastic sound and voice**
- High-quality AAC wireless audio provides incredible-sounding music over a more robust wireless connection
- Each AirPod has dual optical sensors that work with a motion-sensing accelerometer to detect when they’re in your ears
- For calls and Siri, beamforming microphones work with a separate voice-detecting accelerometer to focus on your voice and filter out background noise

**50 percent more talk time and 24 hours of listening³**
- Up to 5 hours playback and now 3 hours of talk time on a single charge
- Store and charge your AirPods with the included charging case
- Choose from the standard charging case that uses the Lightning connector, or the new Wireless Charging Case that uses the Lightning connector and is also compatible with Qi-compatible charging mats
- Both charging cases provide multiple charges for AirPods for more than 24 hours of listening time
- 15 minutes of charge time in the case gives you 3 hours of listening time or 2 hours of talk time

**Seamless use with your Apple devices**
- Setup is simple with your iOS device—just open the lid to the AirPods case and hold it close
- After AirPods are connected to your first iOS device, they’re automatically set up for your other devices, including your iPhone, iPad, iPod touch, Apple Watch, Mac, and Apple TV signed in to your iCloud account
- Your iPhone and Apple Watch are simultaneously connected, and AirPods will automatically switch between them
- You can listen to audio on Mac or iPad with a single click or tap

---

¹ Testing conducted by Apple in February 2019 using preproduction AirPods (2nd generation) and AirPods units and software paired with iPhone Xs Max and iPad Pro (12.9-inch) (3rd generation) with prerelease software. Testing consisted of switching the audio source from iPhone to iPad. Performance depends on device settings, environment, and many other factors.

² Siri may not be available in all languages or in all areas, and features may vary by area. Internet access required. Cellular data charges may apply.

³ Battery life depends on device settings usage, and many other factors.

⁴ Testing conducted by Apple in February 2019 using preproduction AirPods (2nd generation) and AirPods units and software paired with iPhone Xs Max units and prerelease software. Testing consisted of transferring phone call audio from iPhone to AirPods. Performance depends on device settings, environment, and many other factors.
Quick demos

If you have AirPods, use these demos to show customers key product features, then invite them to try for themselves.

Simple setup
Set up all your Apple devices quickly and easily

- Unlock iPhone, or your iOS device, and open the AirPods case. Hold them next to each other and tap “Connect.”
- If “Hey Siri” isn’t set up on the iOS device, a prompt will help assist in setup.
- Point out that now AirPods will instantly connect just by taking them out of the case.
- Note how setting up AirPods with iPhone also automatically sets them up with iPad, iPod touch, Apple Watch, Mac, and Apple TV signed into customers’ iCloud account.

Automatic playback
AirPods sense when you wear them and automatically play

- On iPhone, open the Music app and play a song.
- Ask the customer to put AirPods in their ears. Note how the music switches to AirPods and continues playing.
- Then ask the customer to take one AirPod out and then put it back. Point out how the music pauses and resumes.
- Ask the customer to take both AirPods out. Note how the music pauses and you can resume playing on iPhone.

Say “Hey Siri”
Control your music and much more with your voice

- Ask the customer to put one or both AirPods in their ears.
- Ask the customer to say, “Hey Siri, play music.”
- Show that Siri is listening on iPhone.
- Encourage the customer to try other examples:
  - “Hey Siri, turn down the volume” (when music is playing)
  - “Hey Siri, how’s the battery on my AirPods?”
  - “Hey Siri, is it going to rain today?”
- Go into Settings, Bluetooth, and tap on the next to AirPods. Show how you can also program AirPods to double-tap for Siri.

Charging and storage
The AirPods case charges quickly and holds additional charges

- Open the lid of the AirPods case and explain that AirPods are charging whenever they’re inside.
- Show the status light—it’s inside the standard charging case and on the front of the Wireless Charging Case. Point out that it shows the charge for the AirPods when they’re inside. Note that orange means charging, and green means fully charged.
- Remove the AirPods and explain the status light shows the charge of the case.
- Close the lid and mention that the case holds multiple charges for AirPods.
- With the Wireless Charging Case, place it on a charging mat. Talk about how it means customers can charge using a Qi-compatible charging mat or via the Lightning connector on the bottom.

For informational purposes only. Not for customer use.
© 2019 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies.
Product specifications are subject to change without notice. March 2019.