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The Introduction to a Loss

The loss of the iPhone headphone jack and the
introduction of Apple airpods



Introduction to Airpods and Loss of headphone jack

By Yuvani Mallawarachchi



To this day Apple has succeeded in introducing products which are unique and economically efficient as well as pleasing customers at the same time. September 2016 marked the release of the brand new Iphone which was the Iphone 7 and Iphone 7s. There was a great demand for this product as it contains a mercury-free LED –backlit display and a recyclable aluminium enclosure along with many more features. Although the latest phone also had some issues that customers were not so pleased with. This was the Loss of the headphone jack and the Introduction of the new Apple Airpods.

Along with the introduction to the very first Iphone that ever existed, came Apple's classic "Iphone" headphone set which existed up until the Iphone 7 which was when Apple introduced new features for the headphones. Iphone 7 itself has a greater range of improvements regards to their new features as it is claimed that it "doesn't do anything new and that only incorporated improvements at the components level"

(Sampere. J, 2015). Apple produced the 'Apple Air Pods' which are considered to "provide a wireless audio experience not possible before." Like many other wireless headphones the Apple air pods connect to your phone via Bluetooth. Conveniently the Apple Airpods are optional to purchase as the Iphone 7 comes with a separate headphone option. As well as removing the classic head phone jack that appears on every Iphone, they introduced brand new ear phones which contain a lightning jack adapter known as the 'Lightning Jack headphones' this allows for the charging jack of the phone to be dual-purpose in order for it to also be used as a charging jack as well as an earphone jack.

By the loss of the separate earphone jack, purchasing of Apple air pods became more in demand as people found it hard to listen to their music whilst also charging their phone. However the air pods were promoted to be more commute friendly, less obtrusive and also will give you a five-hour music play and battery life span is of 24

hours this is due to the new Apple W1 chip which claims to “deliver innovative feature including high quality sound, great battery life and automatic setup”. Although this new product has many high quality features the price point is quite high (AU \$229) leaving purchasers of the Iphone 7 with no choice but to use the given headphone set with the phone. The extraordinary feature of the Apple Airpods include that they come with a wireless charging case that allows for charge once the case is closed and once the lid is open the phone automatically recognizes that the pods are ready to use as they have dual optical sensors and accelerometers in each pod so they can detect when the pods are not in your ear and when they are to pause the music.

They can detect your voice when you are speaking with their beam-forming microphones to recognise your voice so it is able to filter out external noise. They also have “touch sensitive back” which means that you are able to tap the pod in order to

reach to Siri or to answer calls with their build in microphone.

The main issues that have risen since the production of the Iphone 7 was that you are not able to charge your phone whilst also using the earphone jack, with the latest feature having a dual-purpose lightning jack for charging and listening to music it disables this. Apple’s reason for this is due to “economic interest” in order to “improve their economic margin”.



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Comparison of the sales of the iPhones since the removal of the headphone jack

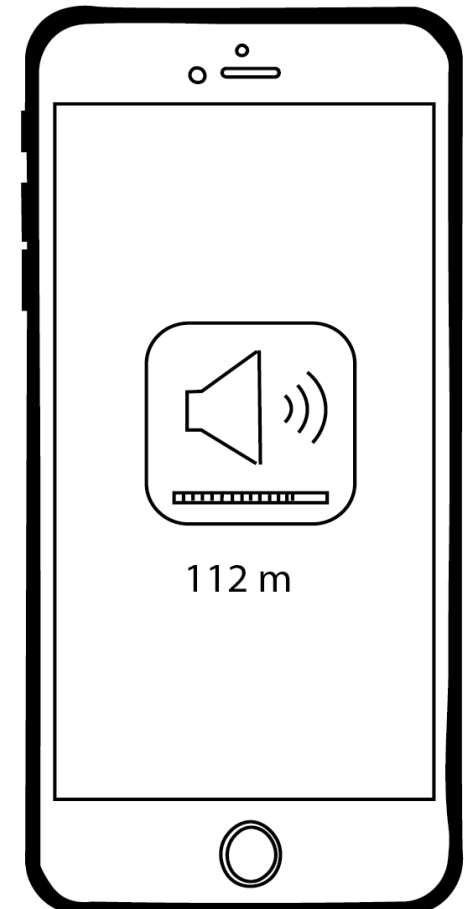
Iphone 7



Iphone 6

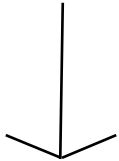


Iphone 5



Evolution of the iPhone headphone jacks

iPhone 5



iPhone 6



iPhone 7



