

By Cameron Ho Yin Cheuk

Gluing the Ecosystem

AirPlay as the binder of
the Ecosystem?



Gluing The Devices!

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CONNECTING THE ECOSYSTEM:

The iPhone's diverse ecosystem is an essential part of its popularity over the years, it has become a hand held television and a network itself *'pretty amazing isn't it'*.

Within this article we will look into the impact of **AirPlay** within iPhone's, present a significant impact of connecting Apple's diverse ecosystem through its compatibility with other devices.

AIRPLAY?

Before AirPlay it was introduced as **AirTunes** developed within 2004. AirTunes is similar towards its evolved stage, a software predominantly streaming itunes from a modem.

Airplay is a service that Apple devices can use to stream audio and video between electronic devices. This is similar to the way you might connect to a streaming radio or video Using AirPlay, you can play media from a single AirPlay-compatible source, like an iPad or iPhone, and stream it to multiple AirPlay-compatible devices on the same network, including TVs and stereo systems. Airplay upgraded to 'Airplay 2' has shown

References:

Arndt, Harris.M(2019)How Does Airplay Work and What Devices Can use It Retrieved 25/9/2019 <https://www.lifewire.com/how-does-airplay-work-and-what-devices-can-use-it-2438219>

Cuofano.G (n.a) Apple Mission Statement and Vision Statement In A Nutshell Retrieved 25/9/19 <https://fourweekmba.com/apple-mission-statement-vision-statement/>

its promise to become a *'wireless network'* improving its range of connection able to connect with multiple devices at a greater range.

ITS IMPACT

These devices will influence consumers to invest within these products promoting them as well.

Airplay has the ability to connect to devices at a longer distance, encouraging its concept to produce a wireless home network in place,

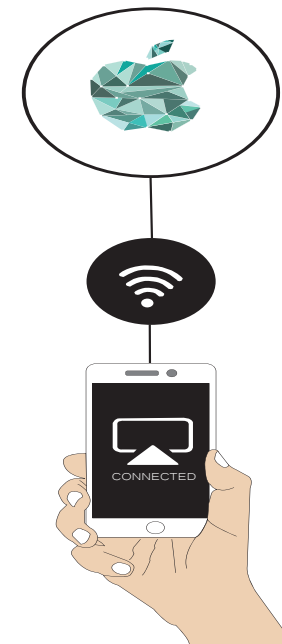
Airplay connects to these popular exclusive Apple devices;

- Apple Home
- Apple TV
- iPhones (from iPhone 5)
- Macbook/ (pro)
- iPads (iPad mini 2 - iPad Pro)

APPLES VISION OF AIRPLAY:

Like the world everything evolves, Apple has evolved over the past years by improving their ecosystem through the years through innovative wireless technology.

The integration of **Airplay** ties into Apple's desire *"to bring the best user experience to its customers through its innovative hardware, software, and services."*Apple intends to expand the power of the iPhone to become a hand-held remote controller to glue their ecosystem together. The iPhone has evolved as a base-station which can connect to endless possibilities.



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n.d. (n.a) History of Apple AirPlayRetrieved 25/9/19 <https://backtracks.fm/blog/history-of-apple-airplay/>

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HOW AIRPLAY WORKS?

SOURCE AND RECEIVER:

AirPlay has two active components: a source and a receiver.

SOURCE:

The source is a device running AirPlay-enabled software, meaning that it can stream media (audio or video) using AirPlay.

SOURCES Include:

- Any iPhone with 3G or 4
- 2nd Generation iPad
- iPod Touch
- 2nd Generation Apple TV

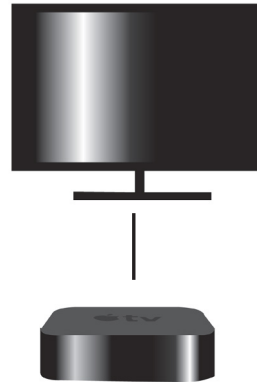
RECEIVER:

The receiver is an AirPlay-compatible device that can play that streaming media as well as display track information, such as the song title and artist name. A single source can send its stream to multiple receivers.

- 2nd Generation Apple TV (is the only device that can stream HD video, Photos and Audio from the source device.



RECEIVER
(connected
to television)

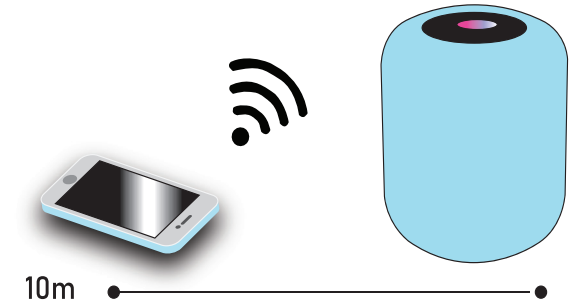


RECEIVER-----
(AppleTV)

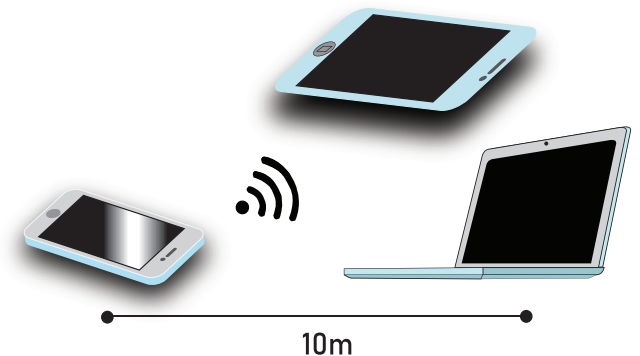
SOURCE-----
(iPhone with
3G or 4)



TELEVISION EXAMPLE



SPEAKER EXAMPLE



LARGER DEVICES EXAMPLE

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Crawford.S (n.a) How Apple AirPlay Works

<https://electronics.howstuffworks.com/airplay.htm>

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SETTING UP AIRPLAY



1. Make sure iPhone and receiver connected



2. On your iPhone open control center



3. Hold the music control area and press the AirPlay button

DEVICE CONNECTED!

MIRRORING AIRPLAY



1. Open control center



2. Tap on 'screen mirroring'.



3. Select receiver device

DEVICE MIRRORED!

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