

Niti Patel and Louisa Le

Find my headphone jack

The Risk Apple took to innovate from the
well-known 3.5mm Headphone Jack



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Apple is considered a leading pioneering industry of technologically innovative phone company, constantly improving and launching new trends in the industry. It started from the release of the iPhone in 2007 to the 7th of September 2016, launching the iPhone 7 with the removal of the 3.5mm headphone jack and the introduction to the wireless earphones, the AirPods.

But in comparison to past steps in innovation, the crowd was hesitant, confused and ridiculed this upheaval of the headphone jack. Phil Schiller, Apple VP, quotes in the reveal, "the courage to move on and do something new that betters all of us" and hoped to provide a great wireless audio experience.

The removal of the 3.5mm headphone jack was believed to be a sales strategy or a design strategy, either way, this divided the consumers. Precarious of this potential outcome, Apple provided a \$150 Audio Adapter which slots into the charging port, which was not practical as

many loved the multipurpose of both a headphone jack and

charging port for simultaneous charging and audio.

Many concerns arose within the audience like the aesthetics and flimsy design, questions on easily losing one or both AirPods and the large price-tag of \$159 on top of the iPhone.

Eventually, consumers saw the practicality of the wireless AirPods and many around the world wear them with stride and none bat an eye to the disappearance of the beloved headphone jack. Features like easy synch, feature app called, Find My AirPods, non-easy slip and grip, smart ear detection and 5 hours of battery-life with a charging case while holding onto the material and sound quality.

Because of this innovating and advanced step in wireless and Bluetooth technology, the rest of the world and industry followed in their footsteps like Google, HTC, Motorola, Huawei, Xiaomi, Sony, and Nokia and transitioned to a headphone jack-less

future. Apple set the bar for innovation in wireless technology in 2016 creating a new standard in wireless Bluetooth audio devices with a controversial and lacklustre beginning which flourished overtime within the mobile industry.

Benefits of Removing the Headphone Jack:

- Allows better waterproof phones due to ports being difficult to waterproof.
- Higher quality cables which are shorter and don't break easily.
- Creates smaller, compact phones.
- Slowly removing traditional and outdated parts.
- With the amount of space the headphone takes in the phone, it only has a limited amount of functionality to them.
- The inconvenience of wired earphones (knots and tangles are mathematically prone to tangling. AirPods and Bluetooth devices has removed that probability.

- Wired earphone break, snag easily
- Seamless connectivity through Bluetooth via AirPods in comparison to forcefully removing devices from ports and as a result, wear and tear.

New apple iPhones have made it that wired earphones or devices are inconvenient and time consuming, needing multiple adaptors resulting in more price tags, making Bluetooth and wireless devices convenient, effective and over-time, worth the price.



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Each AirPods weighs 4 g
While the charging case weighs 38 g

WEIGHT

Case's power capacity: 398 mAh,
connected via lightning connector

CAPACITY

BATTERY LIFE

Battery life: 24 hours listening time, 18
hours talk time, 5 hours listening time,
3 hours talk time in a single charge.

CONNECTION

TECHNICAL

MEASUREMENTS

Distance of connection: 9 meters

AirPods comes with dual
beamforming microphones, dual
optical sensors, motion-detecting
accelerometer, speech-detecting

APP

AirPod: 16.5 mm × 18.0 mm × 40.5 mm
Case: 44.3 mm × 21.3 mm × 53.5 mm

Apple's App: Find My AirPods

Release Date: 27/03/2017 on iOS 10.3

Assists in finding and locating a device
connected via Bluetooth. Enables a
feature to make the AirPods emit a
sound when commanded via app to
assist in finding the airpods as well as
providing distance from user.



MEASUREMENTS



Distance of connection: 9 meters

AIRPODS POPULARITY

BEFORE AIRPOD LAUNCH ■ AFTER AIRPOD LAUNCH

