

PRESS RELEASE
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Apple introduces HomePod mini: A powerful smart speaker with amazing sound



HomePod mini offers a great music listening experience, an intelligent assistant, and smart home capabilities, with built-in privacy and security, in a beautiful compact design



HomePod mini, the newest addition to the HomePod family, stands at 3.3 inches tall and offers impressive sound, the intelligence of Siri, and smart home capabilities.



Cupertino, California — Apple today unveiled [HomePod mini](#), the newest addition to the HomePod family that delivers impressive sound, the intelligence of Siri to get things done, and a smart home experience that offers comfort and convenience without complexity. At just 3.3 inches tall, HomePod mini is packed with innovative technologies and advanced software that together enable computational audio to deliver breakthrough audio quality wherever it is placed. HomePod mini will be available in white and space gray at a great price of just \$99.

“HomePod mini has everything customers want in a smart speaker — amazing sound for listening to music, a world-class intelligent assistant that delivers a personal experience to each member of the household, and like every Apple product, it’s designed with privacy and security in mind,” said Bob Borchers, Apple’s vice president of Worldwide Product Marketing. “HomePod mini is the ultimate smart speaker for anyone with an Apple device. It works effortlessly with iPhone to hand off music, answer calls, or deliver personalized listening suggestions, elevates the sound from Apple TV, plays music from a Mac, and so much more. There’s a lot of Apple innovation packed into such a small speaker, all at an affordable price.”



HomePod mini uses the intelligence of Siri to deliver a personalized experience for each member of a household.



HomePod mini is designed to work with Apple Music, podcasts, radio stations from iHeartRadio, radio.com, and TuneIn, and in the coming months, popular music services including Pandora and Amazon Music. Multiple HomePod mini speakers work together to stream music or podcasts to multiple rooms, all in

perfect sync. By placing two HomePod mini speakers in a single room, a stereo pair can be created for a wide soundstage, filling the space with rich, enveloping sound.



A touch surface right on top of HomePod mini lets users play, pause, skip a song, adjust the volume, or talk to Siri.



Amazing Sound

HomePod mini delivers an incredibly rich and detailed acoustic experience, using computational audio to deliver peak performance. To achieve big sound out of such a compact design, the Apple S5 chip in HomePod mini works with advanced software to analyze the unique characteristics of the music and apply complex tuning models to optimize loudness, adjust the dynamic range, and control the movement of the driver and passive radiators in real time. The Apple-engineered full-range driver, powered by a neodymium magnet and a pair of force-cancelling passive radiators, enables deep bass and crisp high frequencies.

Applying the same acoustic principles used to deliver amazing sound in HomePod, HomePod mini features an Apple-designed acoustic waveguide to direct the flow of sound down and out toward the bottom of the speaker for an immersive 360-degree audio experience. This allows customers to place HomePod mini almost anywhere in a room and hear consistent sound. A three-microphone array listens for "Hey Siri," and a fourth inward-facing microphone

helps isolate sound coming from the speaker to improve voice detection when music is playing.

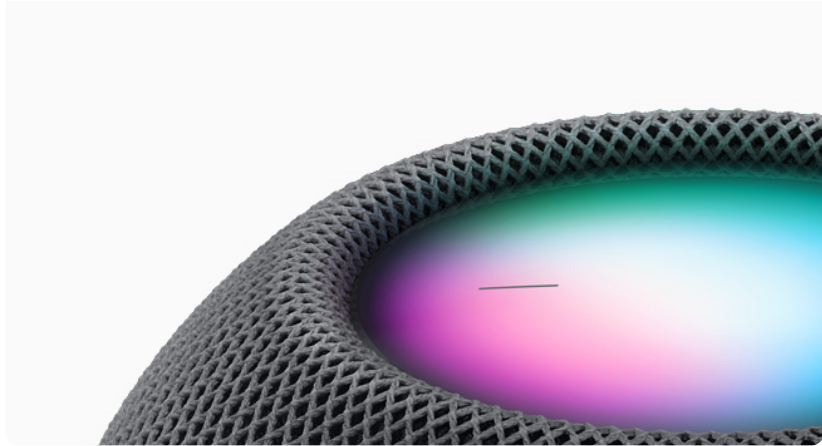


HomePod mini features custom hardware, including the Apple S5 chip, and advanced software to deliver breakthrough sound using computational audio.



Powerful Intelligent Assistant

With the intelligence of Siri, HomePod mini delivers a personalized and deeply integrated experience for iPhone customers. Siri can identify who is speaking and tailor music and podcasts to their preferences, and respond to personal requests, like accessing messages, reminders, notes, and calendar appointments, or making and answering phone calls.¹ Siri also offers users a personal update for a quick snapshot of their day. With a single request, users can ask Siri "What's my update?" to hear the latest news, weather, traffic, reminders, and calendar appointments.



HomePod mini features the powerful intelligence of Siri to get things done.



HomePod mini works effortlessly with Apple devices, making it easy to pick up an incoming call, listen to music on the Mac, or upgrade the TV experience by taking the sound from Apple TV to the next level. When listening to music on iPhone, customers can simply bring their device close to HomePod mini and seamlessly hand off the music without missing a beat. And later this year, the experience gets even better with visual, audible, and haptic effects when sound transfers from one device to the other.² Personalized listening suggestions will also automatically appear on iPhone when it is next to HomePod mini, and instant controls are available without having to unlock iPhone.²

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