DOCKET

Δ

PRESS RELEASE October 13, 2020

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

Fi 🎽 💌 🖉

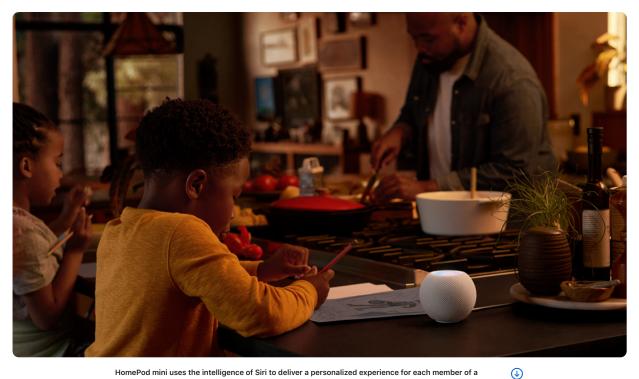
HomePod mini offers a great music listening experience, an intelligent assistant, and smart home capabilities, with built-in privacy and security, in a beautiful compact design



LARM Find authenticated court documents without watermarks at <u>docketalarm.com</u>.

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.

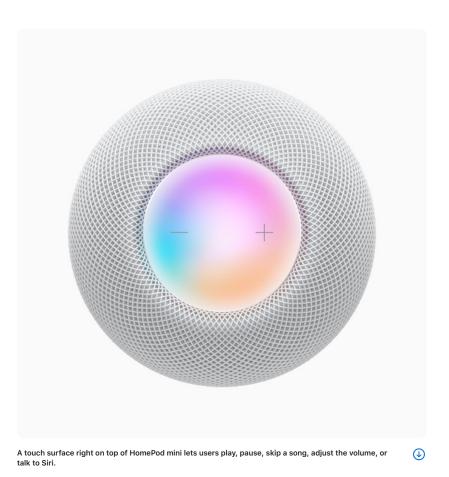
HomePod mini is designed to work with Apple Music, podcasts, radio stations from iHeartRadio, radio.com, and Tuneln, and in the coming months, popular music services including Pandora and Amazon Music. Multiple HomePod mini speakers work together to stream music or podcasts to multiple rooms, all in

DOCKET

Find authenticated court documents without watermarks at docketalarm.com.

 (\downarrow)

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.



Amazing Sound

DOCKET

Δ

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 threemicrophone 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.



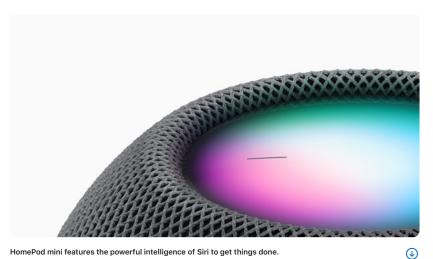
HomePod mini features custom hardware, including the Apple S5 chip, and advanced software to deliver breakthrough sound using computational audio.

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.



Find authenticated court documents without watermarks at docketalarm.com.



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

DOCKET A L A R M



Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.