

PRESS RELEASE  
January 23, 2018

# HomePod arrives February 9, available to order this Friday



Breakthrough Wireless Speaker Brings Advanced Audio Technologies Into Any Home for an Incredible Music Listening Experience



HomePod, the new Apple-designed home music speaker, is available in space gray and white.



Cupertino, California — HomePod, the innovative wireless speaker

available to order online this Friday, January 26 in the US, UK and Australia. [HomePod](#) will arrive in France and Germany this spring.

HomePod delivers stunning audio quality wherever it's placed — in any room in the house, playing any style of music. Using just your voice, it's easy and fun to use, and works together with an Apple Music subscription for a breakthrough music experience, providing access to one of the world's largest cloud music libraries. Siri, now actively used on over half a billion devices, has developed a deep knowledge of music and understands your preferences and tastes. And with Siri, HomePod can send a message, set a timer, play a podcast, check the news, sports, traffic and weather, and even control a wide range of HomeKit smart home accessories.

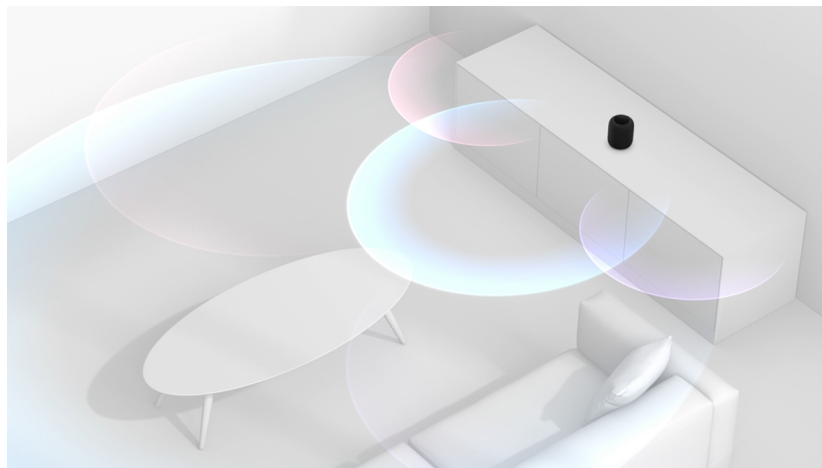


At just under 7 inches tall, HomePod features powerful speaker technology for immersive music listening.



"HomePod is a magical new music experience from Apple. It brings advanced audio technologies like beam-forming tweeters, a high-excursion woofer and automatic spatial awareness, together with the entire Apple Music catalog and the latest Siri intelligence, in a simple, beautiful design that is so much fun to use," said Philip Schiller, Apple's senior vice president of Worldwide Marketing. "We're so excited for people to get HomePod into their homes, apartments and businesses to hear it for themselves. We think they will be blown away by the audio quality. The team has worked to give Siri a deeper knowledge of music so that you can ask to play virtually anything from your personal favorites to the latest chart-topping releases, simply by

## Audio Innovations and Advanced Technologies



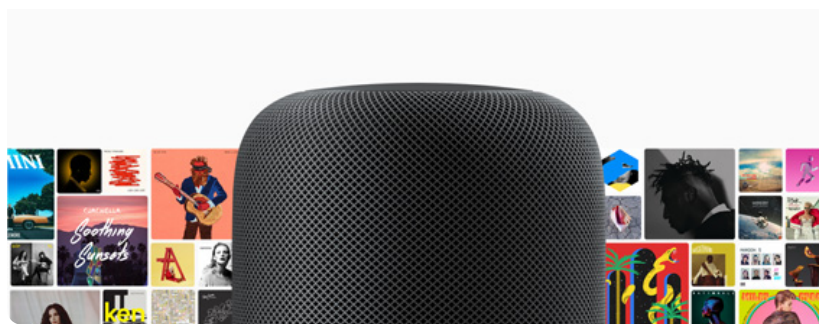
HomePod uses spatial awareness so it sounds great wherever it is placed.



At just under 7 inches tall, HomePod represents years of hardware and software innovation:

- Packed with Apple-engineered audio technology, HomePod uses advanced software for real-time acoustic modeling, audio beam-forming, echo cancellation and more, powered by Apple's A8 chip, delivering a wide, spacious soundstage. Using spatial awareness to sense its location in the room, it automatically adjusts the audio to sound great wherever it is placed.
- HomePod features a large, Apple-designed woofer for deep, clean bass, a custom array of seven beam-forming tweeters that provide pure high frequency acoustics with directional control, and powerful technologies that preserve the richness and intent of original recordings. With an array of six microphones, HomePod can hear "Hey Siri" from across the room, even when loud music is playing.
- Setup is as easy and intuitive as setting up AirPods — simply hold an iPhone next to HomePod and it's ready to start playing music in seconds. The Siri waveform appears on the top to indicate when Siri is engaged, and integrated touch controls also allow easy navigation.

## Apple Music

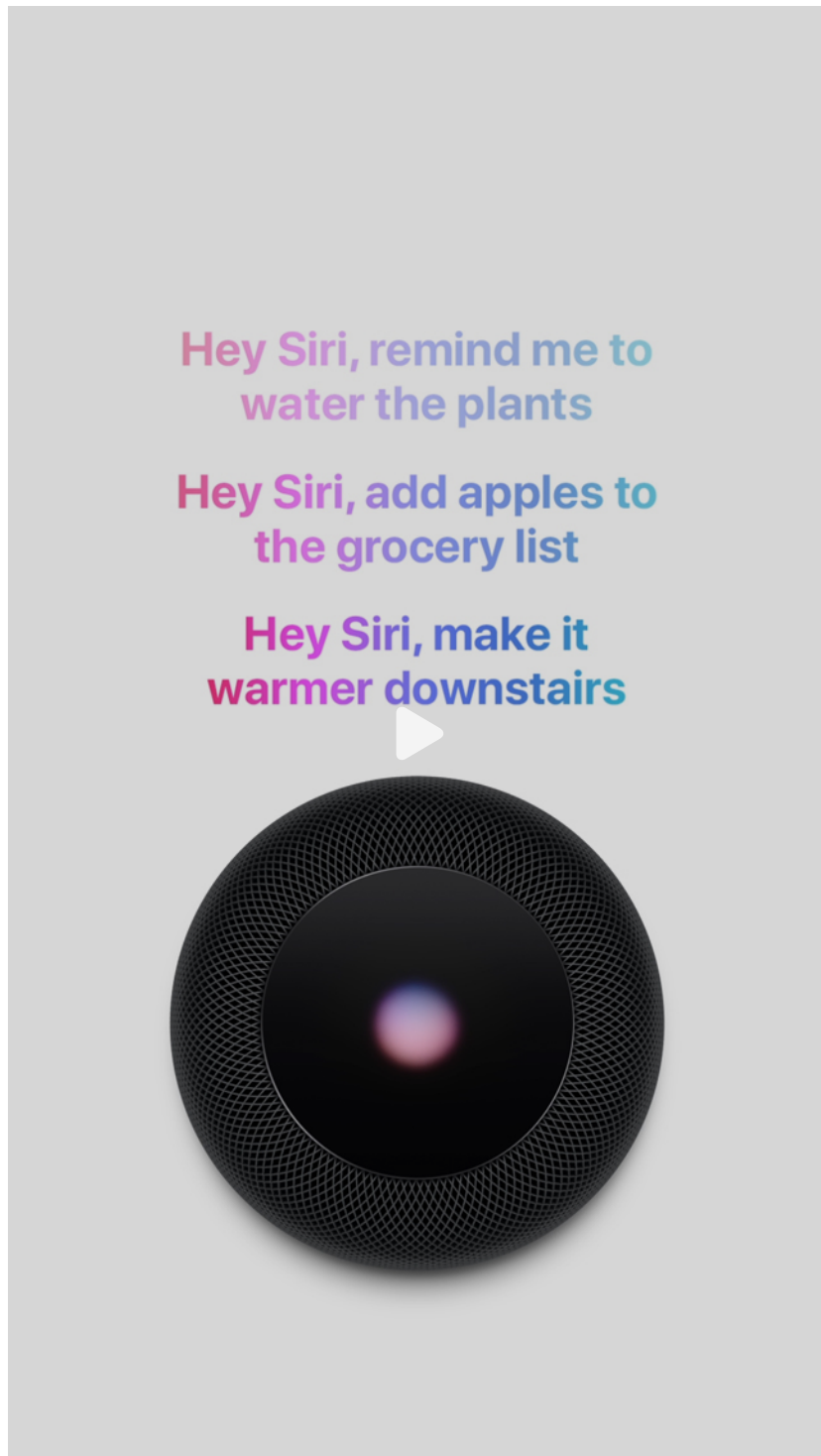


HomePod, Apple Music and Siri deliver the best music experience in the home.



HomePod is designed to work with an Apple Music subscription for access to hundreds of genres, moods and activities. It also learns preferences and tastes that are shared across devices. Using Siri to deliver deep knowledge of artists, songs, albums and more, HomePod can handle advanced searches within Apple Music's catalog, so users can ask questions like, "Hey Siri, when was this song released?" or "Hey Siri, can you play something totally different?" to change the mood. Apple Music subscribers can enjoy a catalog of more than 45 million songs, combined with their entire iTunes library, for online or offline listening — completely ad-free.

## Home Assistant



Siri intelligence helps users discover new music, control home accessories and more.



HomePod is a convenient way to send messages, set timers and reminders, check the weather and listen to shows on Apple Podcasts. The latest business news, headlines and sports updates stream directly to HomePod from NPR, CNN, ESPN and others. HomePod can also be used as a speakerphone with iPhone for crisp and clear audio quality.

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