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PRESS RELEASE

March 20, 2019

AirPods, the world's most popular wireless headphones, are getting even better



New AirPods Are Powered by the New H1 Chip and Feature 50 Percent More Talk Time, Hands-Free "Hey Siri" and the Option of a Wireless Charging Case



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New AirPods build on the magical experience customers love delivering 50 percent more talk time, hands-free "Hey Siri" and the option of a new Wireless Charging Case.



Cupertino, California — Apple today announced new [AirPods](#), the second generation of the world's most popular wireless headphones. AirPods revolutionized the wireless audio experience with a breakthrough design and the new AirPods build on the magical experience customers love. The new Apple-designed H1 chip, developed specifically for headphones, delivers performance efficiencies, faster connect times, more talk time and the convenience of hands-free "Hey Siri." AirPods come with either a standard charging case or a new Wireless Charging Case for convenient charging at home and on the go. The new AirPods and AirPods with Wireless Charging Case are available to order on [apple.com](#) and the Apple Store app starting today, and in Apple Stores beginning next week.

"AirPods delivered a magical wireless experience and have become one of the most beloved products we've ever made. They connect easily with all of your devices, and provide crystal clear sound and intuitive, innovative control of your music and audio," said Phil Schiller, Apple's Senior Vice President of Worldwide Marketing. "The new AirPods build on the magical experience customers love, delivering 50 percent more talk time, hands-free "Hey Siri" and the option of a new Wireless Charging Case. The new AirPods and AirPods with Wireless Charging Case are available to order on [apple.com](#) and the Apple Store app starting today, and in Apple Stores beginning next week."

They are powered by the new Apple-designed H1 chip which brings an extra hour of talk time, faster connections, hands-free 'Hey Siri' and the convenience of a new wireless battery case."



The new AirPods feature the convenience of "Hey Siri" making it easier to change songs, make a call, adjust the volume or get directions.



The new Apple-designed H1 chip features custom audio architecture to create a revolutionary audio experience and improved synchronization. H1 allows AirPods to deliver up to 50 percent more

devices while listening to music on iPhone, Apple Watch or iPad is more seamless than ever with two times faster connect times. For the first time, AirPods now feature the convenience of "Hey Siri" making it easier to change songs, make a call, adjust the volume or get directions simply by saying, "Hey Siri."



Switching between iPhone, Apple Watch, iPad or Mac is two times faster with the new AirPods.



The new AirPods come with either the standard charging case or the new Wireless Charging Case. Each case holds additional charges for more than 24 hours of total listening time, ensuring AirPods are charged and ready to go whenever you are. The Wireless Charging Case is designed to offer the freedom of wireless charging with Qi-compatible charging solutions. An LED light indicator located on the front of the case conveniently shows the charge status with just a glance. Existing AirPods customers can purchase the standalone Wireless Charging Case.

Pricing and Availability

- AirPods with standard charging case will be available for **\$159** (US) and are available to order on apple.com and the Apple Store app starting today, and in Apple Stores starting next week.
- AirPods with Wireless Charging Case will be available for **\$199** (US) and are available to order on apple.com and the Apple Store app starting today, and in Apple Stores starting next week.

week.

- New for AirPods, customers can add a personal engraving to the AirPods with standard charging case and AirPods with Wireless Charging Case for free during checkout on apple.com and the Apple Store app.



Images of AirPods

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Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.

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