


PRESS RELEASE  
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# Apple reveals new AirPods Pro, available October 30



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All-New Design Features Active Noise Cancellation for Immersive Sound



AirPods Pro bring Active Noise Cancellation with superior sound to the AirPods family.



Cupertino, California — Apple today announced [AirPods Pro](#), an exciting addition to the AirPods family that features Active Noise Cancellation and superior, immersive sound in an all-new lightweight, in-ear design. AirPods Pro are available to order on [apple.com](#) and the Apple Store app starting today and in stores beginning Wednesday, October 30.

“AirPods are the best-selling headphones in the world. The one-tap setup experience, incredible sound and iconic design have made them a beloved Apple product, and with AirPods Pro, we’re taking the magic even further,” said Phil Schiller, Apple’s senior vice president of Worldwide Marketing. “The new in-ear AirPods Pro sound amazing with Adaptive EQ, fit comfortably with flexible ear tips and have innovative Active Noise Cancellation and Transparency mode. We think customers are going to love this new addition to the AirPods family.”



The comfort and fit of AirPods Pro feel natural whether listening to music with Active Noise Cancellation turned on or having a face-to-face conversation while in Transparency mode.



AirPods Pro join the existing AirPods line in delivering an unparalleled wireless audio experience. Each model uses advanced technology to reinvent how people listen to music, make phone calls, enjoy TV shows and movies, play games and interact with Siri. The magical setup experience customers love with today's AirPods extends to AirPods Pro. By opening the charging case near an iOS or iPadOS device and giving it a simple tap, AirPods Pro are immediately paired to all the devices signed into a user's iCloud account, including iPhone, iPad, Mac, Apple Watch, Apple TV and iPod touch.

## All-New Design

AirPods revolutionized the wireless audio experience with a breakthrough design, and now AirPods Pro take it even further with a new class of lightweight, in-ear headphones engineered for comfort and fit. Each earbud comes with three different sizes of soft, flexible silicone ear tips that conform to the contours of each individual ear, providing both a comfortable fit and a superior seal — a critical factor in delivering immersive sound. To further maximize comfort, AirPods Pro use an innovative vent system to equalize pressure, minimizing the discomfort common in other in-ear designs. AirPods Pro are sweat- and water-resistant, making them perfect for active lifestyles.<sup>1</sup>

AirPods Pro bring the magic of AirPods to an all-new lightweight, in-ear design.



## Active Noise Cancellation

Active Noise Cancellation on AirPods Pro uses two microphones combined with advanced software to continuously adapt to each individual ear and headphone fit. This removes background noise to provide a uniquely customized, superior noise-canceling experience that allows a user to focus on what they're listening to — whether it's a favorite song or a phone conversation.

The first microphone is outward-facing and detects external sound to analyze environmental noise. AirPods Pro then create an equivalent anti-noise that cancels out background noise before it reaches the listener's ear. A second inward-facing microphone listens toward the ear, and AirPods Pro cancel remaining noise detected by the microphone. Noise cancellation continuously adapts the sound signal 200 times per second.

## Immersive Sound

AirPods Pro deliver superior sound quality with Adaptive EQ, which automatically tunes the low- and mid-frequencies of the music to the shape of an individual's ear — resulting in a rich, immersive listening experience. A custom high dynamic range amplifier produces pure, incredibly clear sound while also extending battery life, and powers a custom high-excursion, low-distortion speaker driver designed to optimize audio quality and remove background noise. The driver provides consistent, rich bass down to 20Hz and detailed mid- and high-frequency audio.

AirPods Pro are packed with audio innovation to deliver superior sound and an immersive noise-canceling experience.



## Transparency Mode

Transparency mode provides users with the option to simultaneously listen to music while still hearing the environment around them, whether that's to hear traffic while out for a run or an important train announcement during the morning commute. Using the pressure-equalizing vent system and advanced software that leaves just the right amount of noise cancellation active, Transparency mode ensures that a user's own voice sounds natural while audio continues to play perfectly.

Switching between Active Noise Cancellation and Transparency modes is simple and can be done directly on AirPods Pro using a new, innovative force sensor on the stem. The force sensor also makes it easy to play, pause or skip tracks, and answer or hang up phone calls. Users can also press on the volume slider in Control Center on iPhone and iPad to control settings, or on Apple Watch by tapping on the AirPlay icon while music is playing.

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