



Apple User Group

July 29, 2021
99th Presentation*



*Since Jan 2010

Next Meeting

August 26th, 2021

Thursday 1:00pm



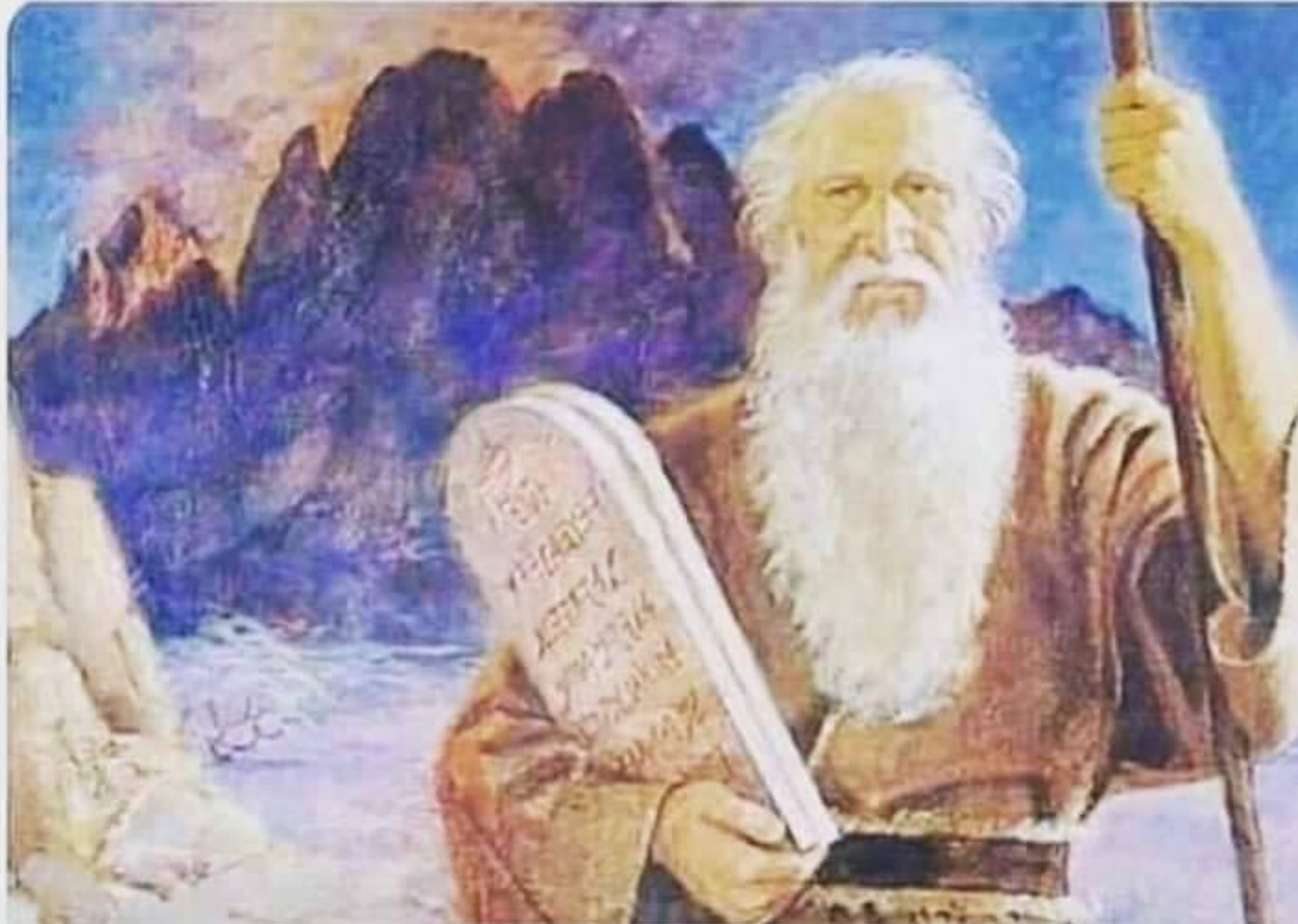
*Were
Back*

Welcome Back



- My last talk was Feb 27, 2020 and needless to say a lot has changed in the Apple world over the last 16 months
- There's been a new year of operating system upgrades and virtually every product line has had some form of upgrades since we last met
- Since I can't cover everything, I thought I'd start to catch up by going thru the new Apple hardware products that have been introduced since we met

So technically Moses is the first man to download files from the cloud using a tablet.



New iPads



iPad Pro



iPad Air



iPad

iPad



iPad



- The iPad (8th generation) was released in September 2020
- It's pretty much identical to the 7th generation iPad except it has the more powerful A12 Bionic chip replacing the previous A10 chip
- It still uses Touch ID built into the home button
- It's available in 3 colors: silver, grey, or gold
- It supports the 1st gen Apple Pencil and the Smart Keyboard

iPad



- It starts at \$329 (32GB) and is often on sale below \$300
- However, 32GB is not a lot of storage and would only be ok for a very casual user
- You can't upgrade storage later, and you'll need more than 32GB if you want to have a number of apps, music, or video's on your device
- So, for most people, I'd recommend the 128GB model for \$429
- This is still a great price/value, and is the iPad I'd recommend for most people

iPad Air



iPad Air

- The iPad Air was completely redesigned in the October 2020
- It starts at \$599 (64GB), and again I'd recommend getting the 256GB model for \$749
- While the iPad tapers down at the edge, the new iPad Air does not and is the same width across the device squared off at the edges
- I really like this new design and Apple seems to be adapting this new design on many products



iPad Air



- The Air has a very fast A14 chip and supports the Apple Pencil 2nd generation
- There is no Home Button, and the TouchID sensor is built into the top button
- On the iPad, you hold your finger on the home button and then press the home button again to get to the home screen
- On the Air, you place your finger on the top button and hold it there, and it goes directly to the home screen
- This system feels more reliable and natural to me



iPad Air



- It's available in 5 colors (blue, green, gold, space grey, and silver)
- It has a slightly larger display (10.9" vs 10.2") than the iPad
- It has an improved camera: 12MP with f/1.8 aperture (up from 7MP/f2.4)
- It is compatible with the Magic Keyboard and Smart Keyboard Folio (making it a decent laptop replacement)
- This is the iPad that I'm currently using and I love it
- That being said, it's more of a luxury model and I admit the extra cost might be hard to justify unless you have some heavy duty needs like photography, music, or video



iPad Air Smart Folio



- I've always purchased the Apple Smart Cover with my iPads
- They have a magnetic hinge and just a front cover which keeps the iPad light but protects the glass, and is easy to remove
- I was somewhat dismayed to find there was no Smart Cover for the Air, just a Smart Folio which covered both the front and back
- While it does add to the weight and thickness, I was truly surprised at how much I like the new Smart Folio
- It connects magnetically and is easy to remove, but it is also more stable and feels really good in the hand
- It costs \$80 (there are lots of cheaper third party covers available)



iPad Pro



iPad Pro



- Released April this year, the iPad Pro's are the most powerful, most fully featured iPads that you can buy
- Per their name, these are aimed at Pros (Photographers, Artists, Musicians, Videographers, etc.) or people who just want the best
- They use the FaceID to unlock the device or use Apple Pay, just like the latest iPhones
- You can get up to 2TB's of storage and either 8GB or 16GB of RAM

iPad Pro



- The cellular model is 5G capable and it has WiFi 6 network speeds
- It has the best iPad display: XDR liquid retina display and the 12.9” model uses the new mini LED technology
- They come with the same M1 chip that’s in the latest Mac models with a 8-core CPU which delivers up to 50 percent faster performance than the previous version
- The M1 also has an 8-core GPU, providing up to 40 percent faster graphics performance (more on the M1 later)

iPad Pro: Center Stage



- It has a new feature called Center Stage which uses the Ultra Wide camera and machine learning to change the way you participate in video calls
- As you move around, it automatically pans to keep you centered in the frame
- If others join in or leave the call, the view expands or zooms in
- Center Stage works with FaceTime and other video conferencing apps

Center Stage

iPad Pro



- The Pro also has a LiDAR Scanner which stands for Light Detection and Ranging
- LiDAR measures how long it takes light to reflect back from objects
- LiDAR more accurately focuses images and videos especially in low-light conditions and also reduce capture time
- It can create a depth map of any space you're in when using Augmented Reality(AR)

iPad Pro



- The Pros replace the Lightning connector with USB-C with support for Thunderbolt / USB 4
- Thunderbolt has fast 40-Gbps bandwidth that you can use for connecting to displays, drives, or even docks
- You can even use it to drive high resolution monitors like the Pro Display XDR at full 6K resolution
- It has five studio-quality microphones and a four speaker audio system that supports Dolby Atmos

Magic Keyboard





Magic Keyboard



- Apple introduced the Magic Keyboard in March 2020
- Compatibility and Price:
 - iPad Air (4th generation) @ \$299
 - iPad Pro 11-inch (1st, 2nd, and 3rd generation) @ \$299
 - iPad Pro 12.9-inch (3rd, 4th, and 5th generation) @\$349
- The Magic Keyboard features a floating cantilever design that attaches magnetically and the viewing angle can be adjusted as you like



Magic Keyboard



- It has a USB-C port for pass-through charging
- It has Backlit keys and a scissor mechanism like the latest MacBook keyboards
- It's built-in trackpad is designed for multi-touch gestures and uses a cursor like a Mac
- The trackpad and function keys are very much Mac-like
- It folds into a case to provide front and back protection for traveling

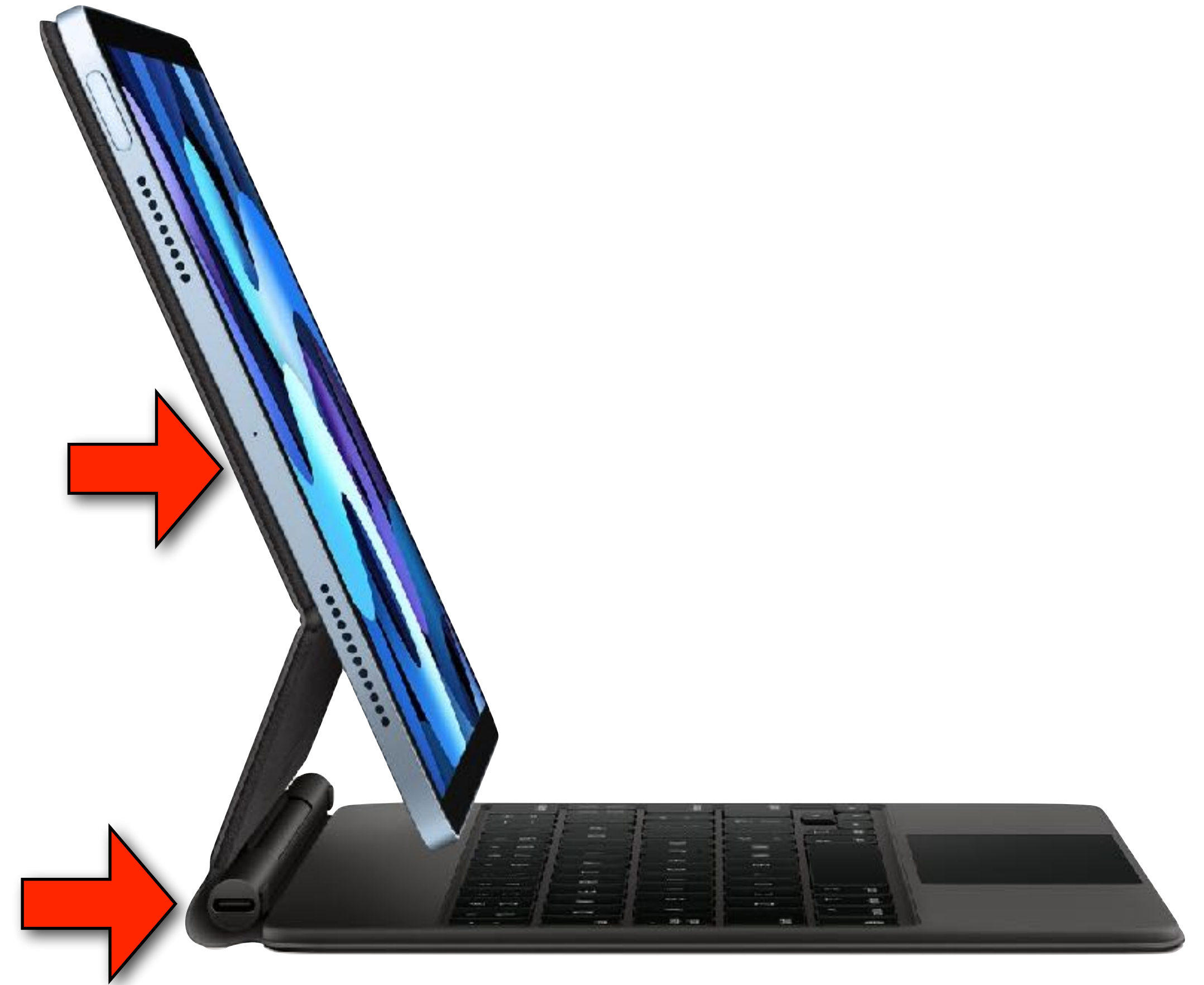


Magic Keyboard



- It's extremely nice and pretty expensive
- Primarily aimed at people who want to use their iPads as a laptop replacement
- Note: You can still use touch on the iPad even with the Magic Keyboard attached
- There are also multiple competing third party keyboards available now as well for less money (Logitech, Brydge,...)

Magic Keyboard





iPad Features



Storage	Mini	iPad	iPad Air	iPad Pro
Screen Size	7.9"	10.2"	10.9"	11"/12.9"
Chip	A12	A12	A14	M1
Security Id	TouchID Home button	TouchID Home button	TouchID Top Button	FaceID
Storage	64,256	32,128	64,256	128,256,512GB,1TB,2TB
Pencil Gen	1st	1st	2nd	2nd
WiFi	5	5	6	6
Bluetooth	5	4.2	5	5
Connector	Lightning	Lightning	USB C	USB C, Thunderbolt



iPad Pricing



Storage	32GB	64GB	128GB	256GB	512GB	1TB	2TB
iPad	\$329	-	\$429	-	-	-	-
iPad mini	-	\$399	-	\$549	-	-	-
iPad Air	-	\$599	-	\$749	-	-	-
11" iPad Pro	-	-	\$799	\$899	\$1,099	\$1,499	\$1,899
12.9" iPad Pro	-	-	\$1,099	\$1,199	\$1,399	\$1,799	\$2,199

*Original iPad \$499 (16GB) in 2010

iPhone 12



iPhone 12



- The iPhone 12 and 12 Pro families was announced October 2020
- The iPhone 12 comes in two sizes: The iPhone 12 with a 6.1” OLED display and the iPhone 12 mini with a 5.4” OLED display
- Other than the size, these two phones are identical
- They come in 5 colors (Black, White, Red, Green, Blue, and Purple)
- The both have the A14 chip (same as the iPhone 12 Pros)
- They are capable of 5G cellular networking speeds
- They have an all new design with square vs tapered sides

iPhone 12

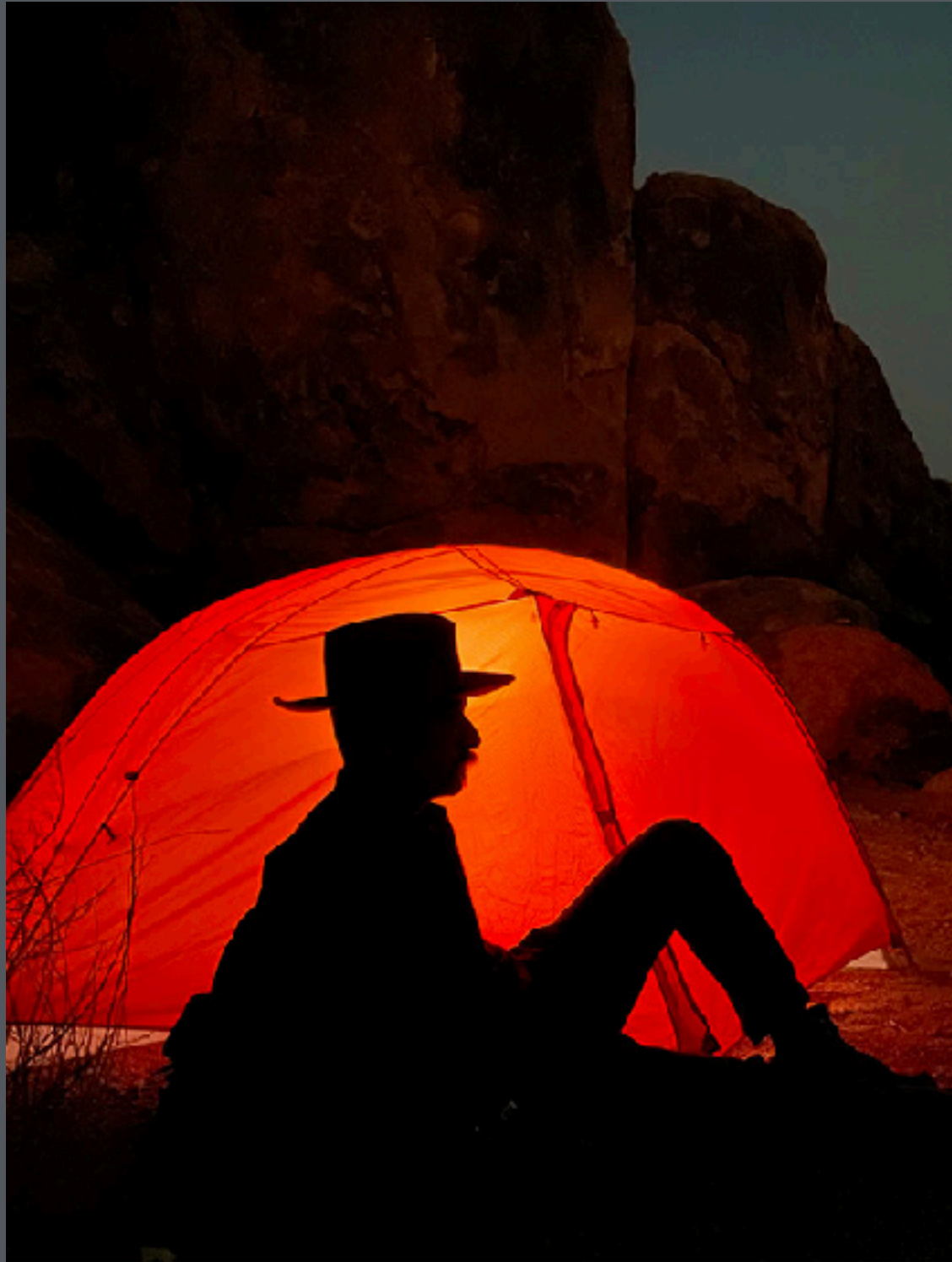


iPhone 12



- They all use FaceID to unlock the phone
- They have a new ceramic shield glass with 4X better drop performance
- They support state of the art video recording in 4K HDR video with Dolby Vision
- They have 2 cameras: wide and ultra wide with a new “Night mode” for greater detail and more natural color in dimly lit environments
- Night Mode is also present on the front camera for Selfies

Night Mode Photos



iPhone 12



- The iPhone 12 has a new technology - MagSafe, which allows you to attach cases, wallets, sleeves, and chargers magnetically and you can even snap on multiple accessories at once
- Magnets align themselves perfectly every time for faster wireless charging — even with a MagSafe case on
- Apple just released a MagSafe battery pack
- Third-party accessory makers are also offering many MagSafe compatible cases, car mounts, chargers, and more

MagSafe



iPhone 12Pro



iPhone 12 Pro



- The iPhone 12 Pro family consists of the iPhone Pro and Pro Max were also announced at the same time
- They also have OLED displays (6.1” and 6.7”)
- Functionality-wise, they have all the features of an iPhone 12
- In addition they have a three camera system that adds a telephone lens to the wide and ultra wide lenses
- The case is upgraded from aluminum to stainless steel

iPhone 12 Pro



- The iPhone 12 Pros also includes a LiDAR Scanner (Light Detection and Ranging)
- LiDAR uses light to measure the distance of physical objects and create an accurate depth map of your space in nanoseconds
- This delivers up to 6x faster autofocus in low light
- LiDAR allows virtual objects to be placed instantly and precisely for ultrarealistic AR (augmented reality) experiences
- They come in 4 colors: Pacific Blue, Gold, Graphite, and Silver

LiDAR Scanner



iPhone 12 Pro



- Why would you want an iPhone Pro?
 - The extra telephoto lens
 - LiDAR for low light photos (or AR)
 - The Pro Max size (6.7")
 - Or, you just want the best iPhone you can get
- If these things don't matter to you, stick with the iPhone 12 and save some money

iPhone SE (2nd Generation)



iPhone SE (2nd gen)



- This phone was released in April 2020 and starts at \$399, and comes in Black, White, or Red
- It's aimed at primarily two demographics
 - Those that like the very small 4.7" display
 - Those looking for an economical iPhone and don't need all the fancy features (kids?)
- It has a single camera, a very good A13 chip and a home button TouchID
- It has a single camera system that includes portrait mode



iPhone Features



Model	SE 2nd gen	12 mini / 12	12 Pro / Pro Max
Screen Size	4.7"	5.4"/6.1"	6.1"/6.7"
Chip	A13	A14	A14
Security Id	TouchID	FaceID	FaceID
Cellular	4G	5G	5G
Camera	Wide	Wide/Ultra Wide	Wide/Ultra Wide/Telephoto
LiDar	No	No	Yes
Storage	64, 128, 256	64, 128, 256	128, 256, 512



iPhone Pricing



Storage	64GB	128GB	256GB	512GB
iPhone SE	\$399	\$449	\$549	-
iPhone 12 mini	\$699	\$749	\$849	-
iPhone 12	\$799	\$849	\$949	-
iPhone 12 Pro	-	\$999	\$1,099	\$1,299
iPhone 12 Pro Max	-	\$1,099	\$1,199	\$1,399

* iPhone 11 and iPhone XR also available

You'll Be Able To Carry Phone In Pocket In Future

Some day, Mansfielders will carry their telephones in their pockets.

Don't expect it to be available tomorrow, though.

Frederick Huntsman, telephone company commercial manager, says, "This telephone is far in the future — commercially."

★
Right now, it's a laboratory development and it's workable, allowing the carrier to make and answer calls wherever he may be.

Other telephones of the future includes a kitchen loud speaking telephone, and a visual image telephone.

The kitchen instrument can be used as a regular telephone, a loudspeaking phone if the housewife happens to be busy preparing a meal, or as an intercom station for the home.

The visual image telephone allows the parties to converse by way of a microphone and loud speaker while a miniature television camera transmits the image. The "TV phone" also will have a writer signature transmission system and a conversation tape recorder.

The new phones are being displayed at the Home and Flower Show at the Coliseum.



HOW ABOUT THIS? — Mrs. Jean Conrad, commercial representative of Mansfield Telephone Co. holds up the pocket - sized, wireless telephone which Mansfielders will some day carry with them. The phone is still in the development stage and "far in the future."

\$300 M.U.

Prisoners

The sheriff ap...

Macs







M1 Chip



- The M1 is the first Apple-designed System on a Chip (SoC) developed specifically for the Mac otherwise referred to as “Apple Silicon”
- It’s a really big deal and marks Apple's transition away from the Intel chips that have been used in Macs since 2006
- In November 2020, Apple released the first Macs with an M1 chip: a 13-inch MacBook Pro, a MacBook Air, and a Mac mini
- In 2021, Apple added the M1 24” iMac, with the rest of the Mac Models likely transitioning in 2021 or 2022



M1 Chip



- Prior to now, Macs have used separate chips for CPU, GPU, I/O, security, memory, etc.
- As a "System on a Chip," the M1 integrates multiple components, (CPU, GPU, unified memory architecture (RAM), Neural Engine, Secure Enclave, SSD controller, image signal processor, encode/decode engines, Thunderbolt controller with USB 4 support, and more), all on one very thin 5 nanometer chip
- Interesting fact: There are over 16 Billion transistors on the M1 chip



M1 Chip



- M1 uses a unified memory architecture where all of the components in the M1 are able to access the same data without having to swap between multiple pools of memory
- Since the RAM is on the chip, it is not upgradeable and is available in 8GB or 16GB models
- The M1 chip includes an 8-core CPU with four high-performance cores and four high-efficiency cores.
- The high-performance cores are designed to offer the best performance for power-intensive tasks



M1 Chip



- For tasks that are less power intensive, such as web browsing, there are four high-efficiency cores that use a tenth of the power to preserve battery life
- Due to this design, the new Macs are very powerful, but still have a very impressive battery life and run extremely cool
- Now, similar to the iPad and iPhone, Apple has total control over the chip set, the hardware, firmware, and software
- This is pretty important and right now is unique to Apple



M1 Chip



- They can design a chip that is tailor-made to the machine they are designing and no longer have to convince intel to make the changes they want, or wait for the next generation of intel chip to bring out their next model
- Also because the chip architecture is shared with the iPhone and iPad, Apple can even more closely integrate software between their devices (i.e. run iPhone apps on the Mac or vice versa)
- While Apple still offers intel Macs, the M1 Macs are the future
- Unless you have some specific need, I'd definitely buy a M1 Mac now and wait until the rest of the Mac line-up transitions to M1

M1 MacBooks



MacBook Air



MacBook Pro 13"



M1 MacBooks



- The first MacBooks with the M1 chip are the MacBook Air and the MacBook Pro 13”
- There is not a lot of difference between these two models
- They both have a 13” display
- They have the same M1 chip set (although the entry-level Air model has one of the cores disabled for a 7-core GPU)
- They both have Touch ID, and the Pro has a TouchBar as well
- The Pro has better speakers and microphones



M1 MacBooks



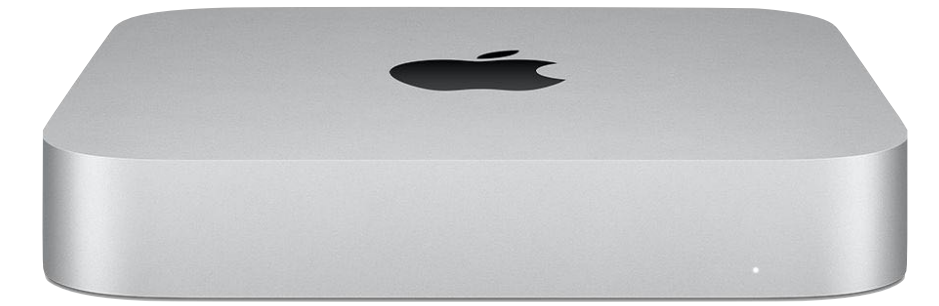
- The Pro also has better battery life (18 to 20 hours)
- The height of the Air is tapered from 0.16” - 0.63”
- The Pro is more square with a front to back height of 0.61”
- The models start at \$999 (Air) and \$1299 (Pro), and if fully configured are \$2049 (Air) and \$2299 (Pro)
- They both come in 3 colors: Space Grey, Gold, and Silver
- Seriously there’s not much separating these models

MacBook Mini





Mac mini



- The Mac mini desktop has the same M1 chip
- It comes with 2 Thunderbolt / USB 4 ports, 2 USB-A ports, HDMI 2.0, Wi-Fi 6, a 3.5mm headphone jack, and Gigabit Ethernet
- It starts at \$699 for 8GB unified memory with 256GB storage
- Fully configured it costs \$1699 for 16GB unified memory and 2TB of storage
- You can upgrade to 10Gb Ethernet for \$100

24" MI iMac





24'' iMac



- In April 2021, Apple released its first M1 iMacs with a 24-inch 4.5K Retina display (vs the previous 21'' display)
- It comes in two models (2 Ports or 4 Ports)
- The 2 port model starts at \$1,299 for an 8-core CPU, 7-core GPU, and 256GB SSD with two USB-C Thunderbolt ports
- It is available in 4 two-tone colors: green, pink, blue, and silver colors with matching Magic Keyboard and Magic Mouse (they're pretty!)



24'' iMac



- They feature a woven, color-matched cable and power connector that attaches magnetically (like the old Mag-safe connectors)
- They both include a higher quality 1080p FaceTime HD camera, studio-quality mics, and a six-speaker sound system
- They feature WiFi 6 and Bluetooth 5.0
- An Ethernet port is located in the power adapter which is standard on the 4 port model, and optional on the 2 port model

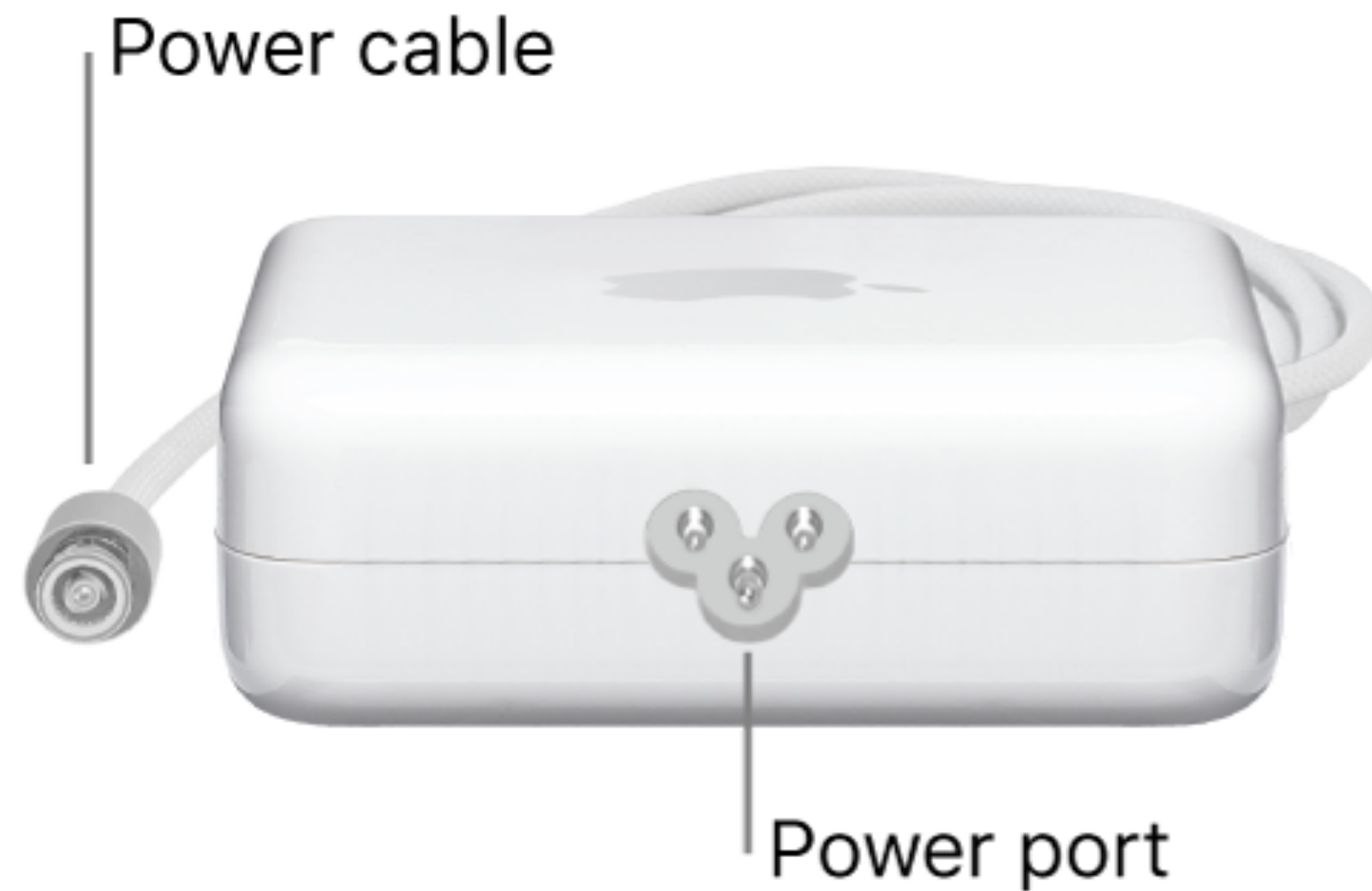


24'' iMac

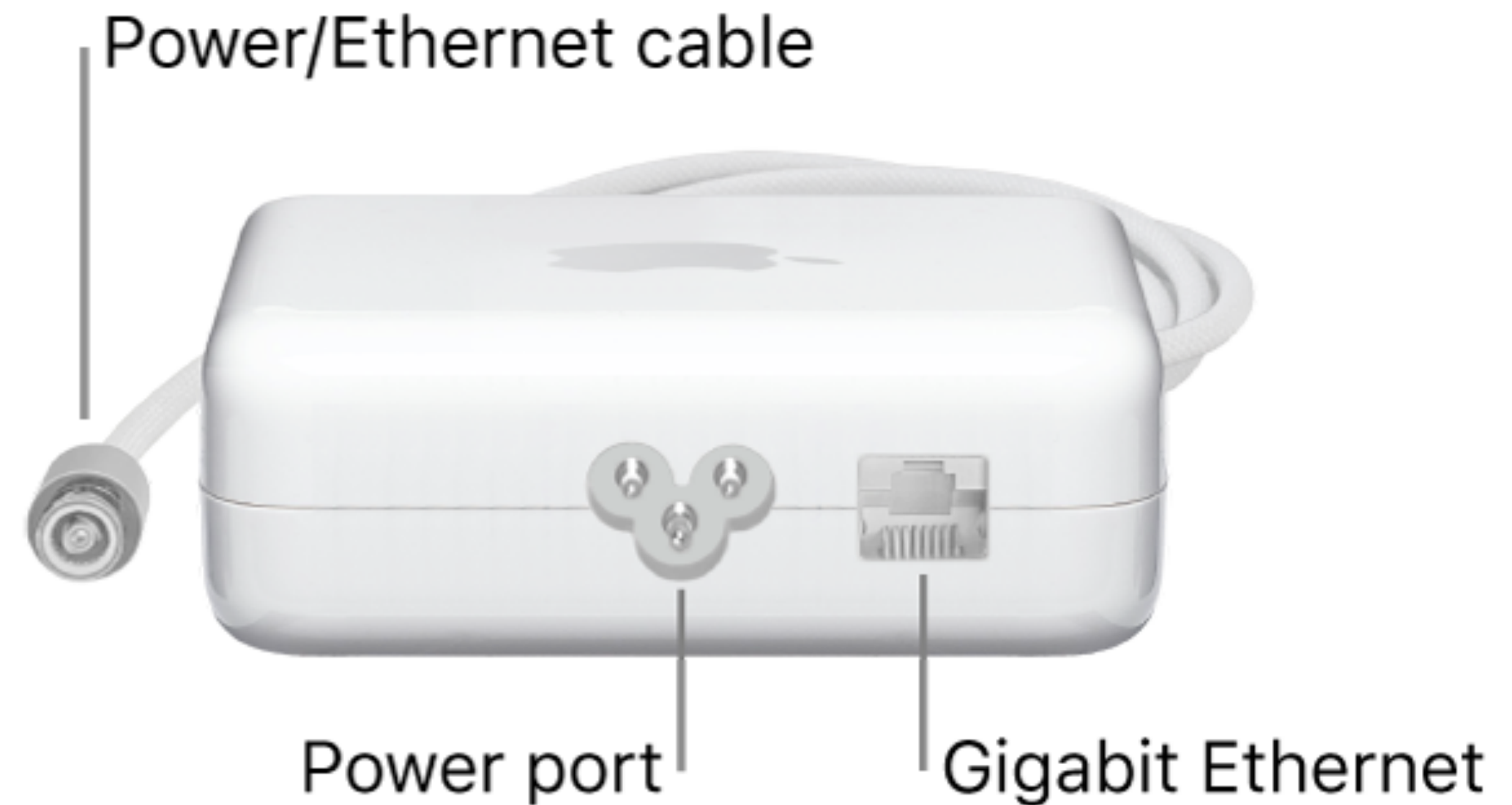


- The 4 port model has an 8-core GPU model, and starts at \$1,499 with 8GB of unified memory with a 256GB SSD
- It has two Thunderbolt ports, and two additional USB 3 ports
- This model is available in 3 additional colors: yellow, orange, and purple
- It's the first iMac with TouchID for secure login (also optional on 2 port model)
- It can be upgraded up to 16GB RAM and 2TB SSD storage

24" iMac Power cables



2 port model



4 Port Model
Optional on 2 Port Model



24'' iMac



- My buying advice:
 - I think 256GB is way too little for a Mac. I'd advice at least 526GB or even 1 TB
 - For the difference in price (\$200), I would get the 4 port model that includes Touch ID, 2 addition USB 3 ports, an Ethernet port, and the 8 core GPU
 - I think this is a very nice model, and am looking forward to the 27''(30'') M1 iMac to be released in the future

**THIS RARE PHOTO WAS TAKEN JUST
SECONDS BEFORE**

**FAMOUS BANJO PLAYER "ONE EYED BOB" GOT
HIS NICKNAME**



Air Tags



AirTags



- Apple introduced AirTags in April this year
- You attach to anything you wish to track (with the FindMy app)
- They cost \$29 each or \$99 for 4 with free engraving (if desired)
- They are a small disk: (1.26” in diameter, 0.31” thick that weighs 0.39 oz)
- It uses a standard CR2032 battery that is user replaceable
- It requires iPhone SE, iPhone 6s, iPad Pro, iPad 5th generation, iPad Air 2, or iPad mini 4 and iPadOS 14.5 (or later)





AirTags



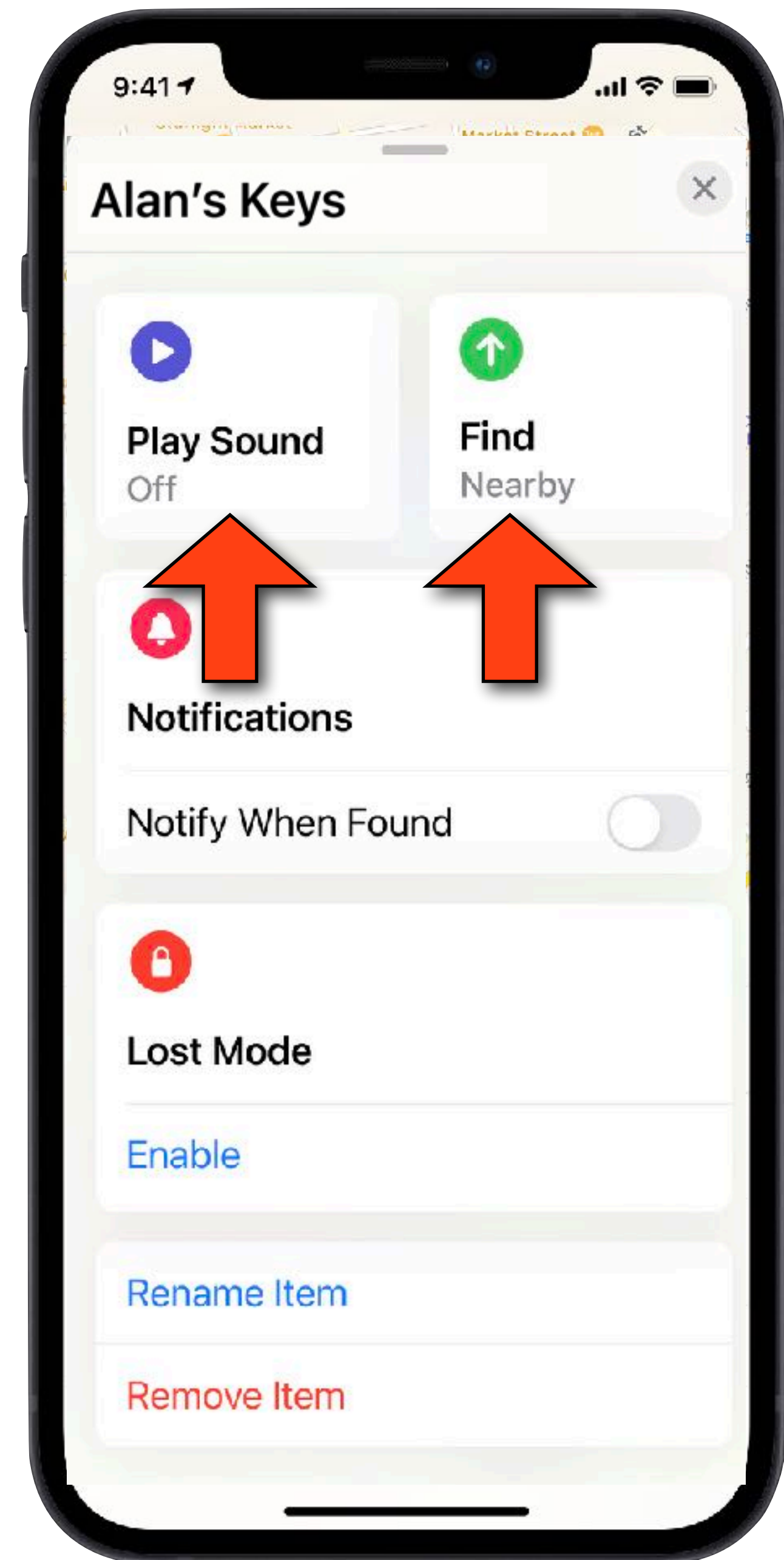
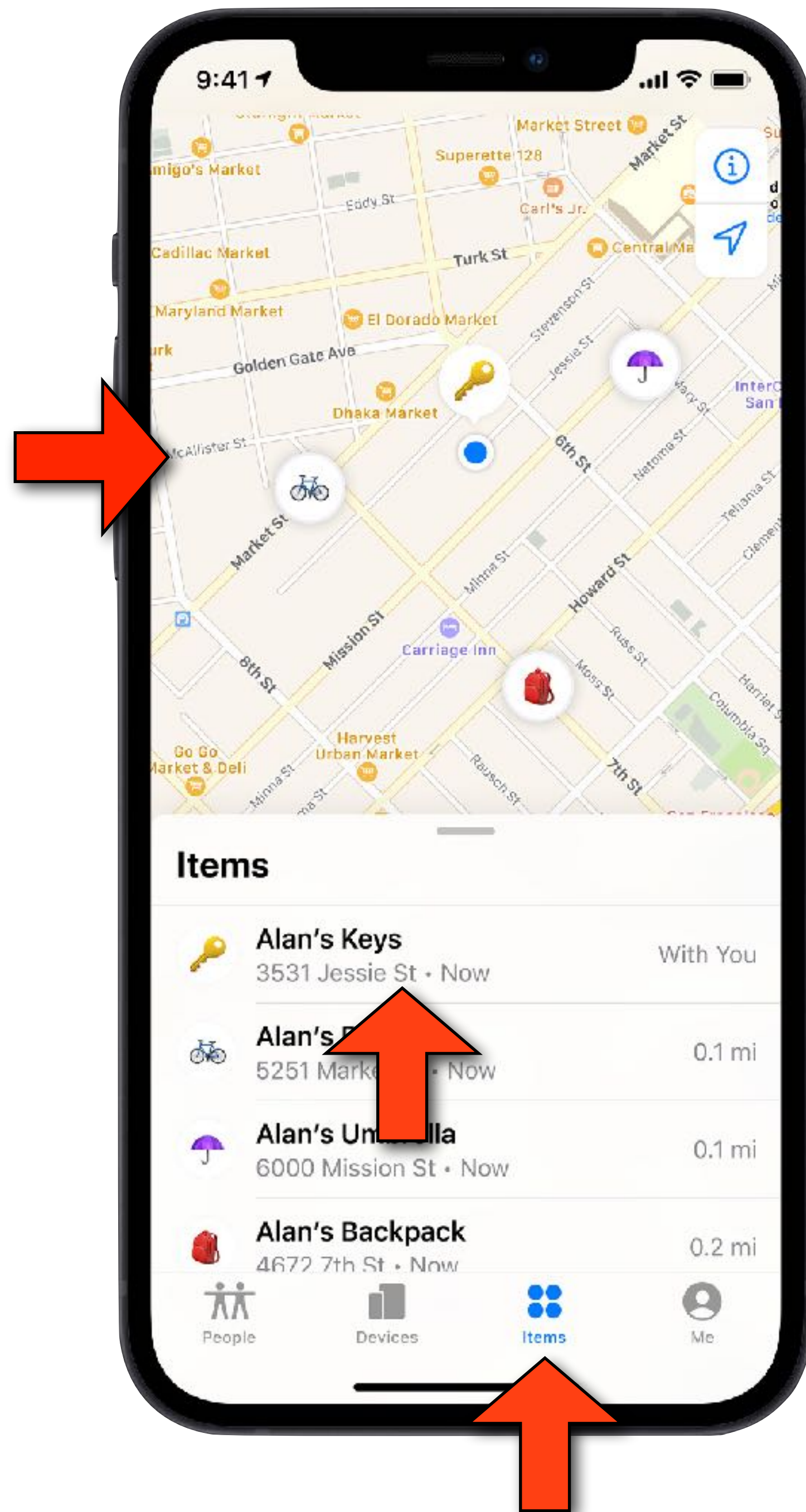
- Setup is very easy, very much like the setup used for AirPods
- Pull the tab on a new AirTag to enable the battery, then a setup screen comes on your phone asking you to name the AirTag (ex: Doug's Keys), then attach it to the item you want to track
- It does not have a hole in it, so you need to put it into a pocket (i.e. backpack) or buy a case
- Apple sells some very nice cases (\$\$), and there are a plethora of inexpensive 3rd party products

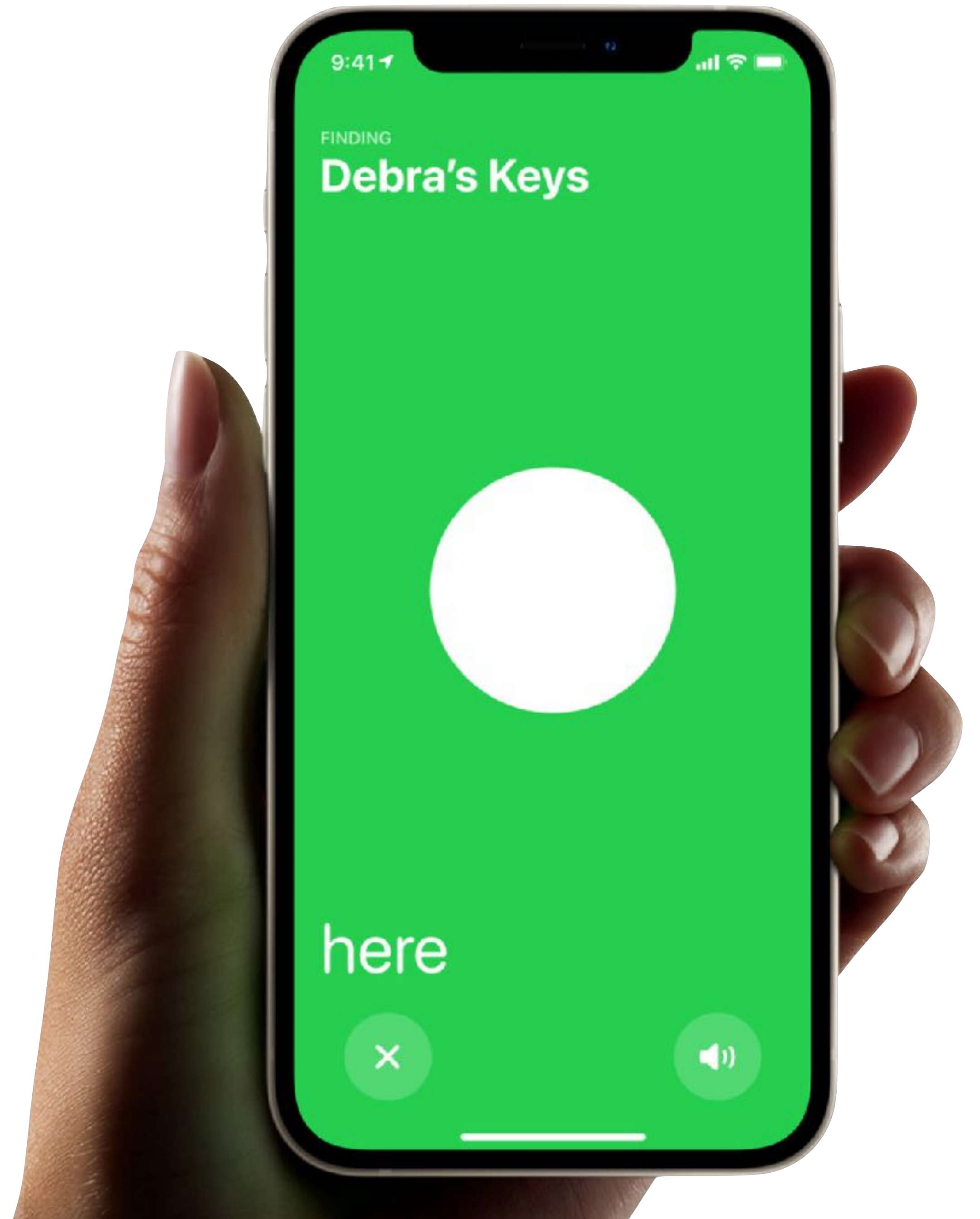


AirTags



- If you misplace your AirTag'd item, you can play a sound on the built-in speaker by
 - Going to the New Items tab in the Find My app
 - Or say “Hey Siri, find my keys”
- And, if your AirTag is nearby, your iPhone can lead you straight to it with “Precision Finding”
- You’ll see the distance to your AirTag and the direction to head in
- “Precision Finding” available on the iPhone 11 or 12 models





AirTags

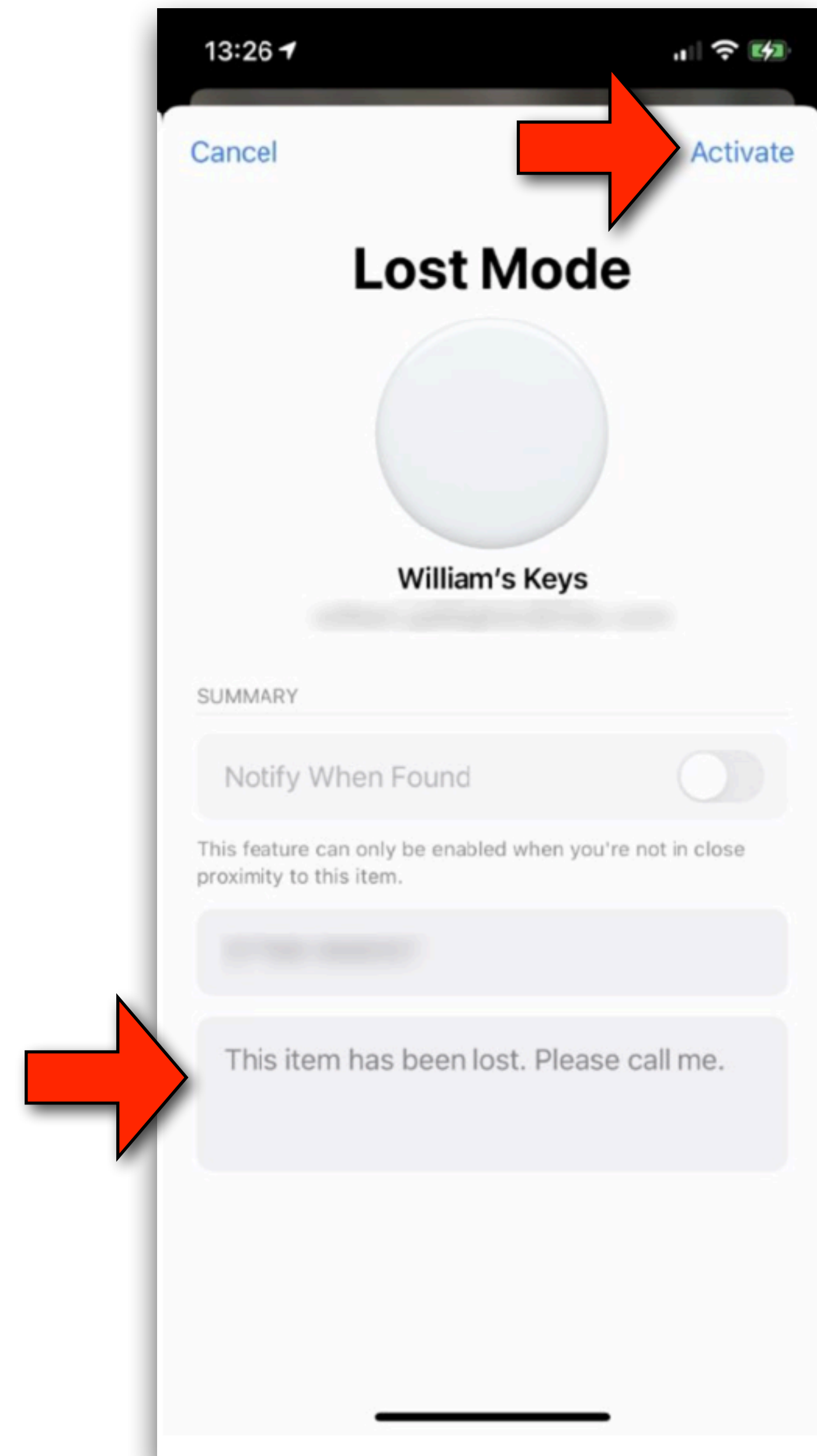
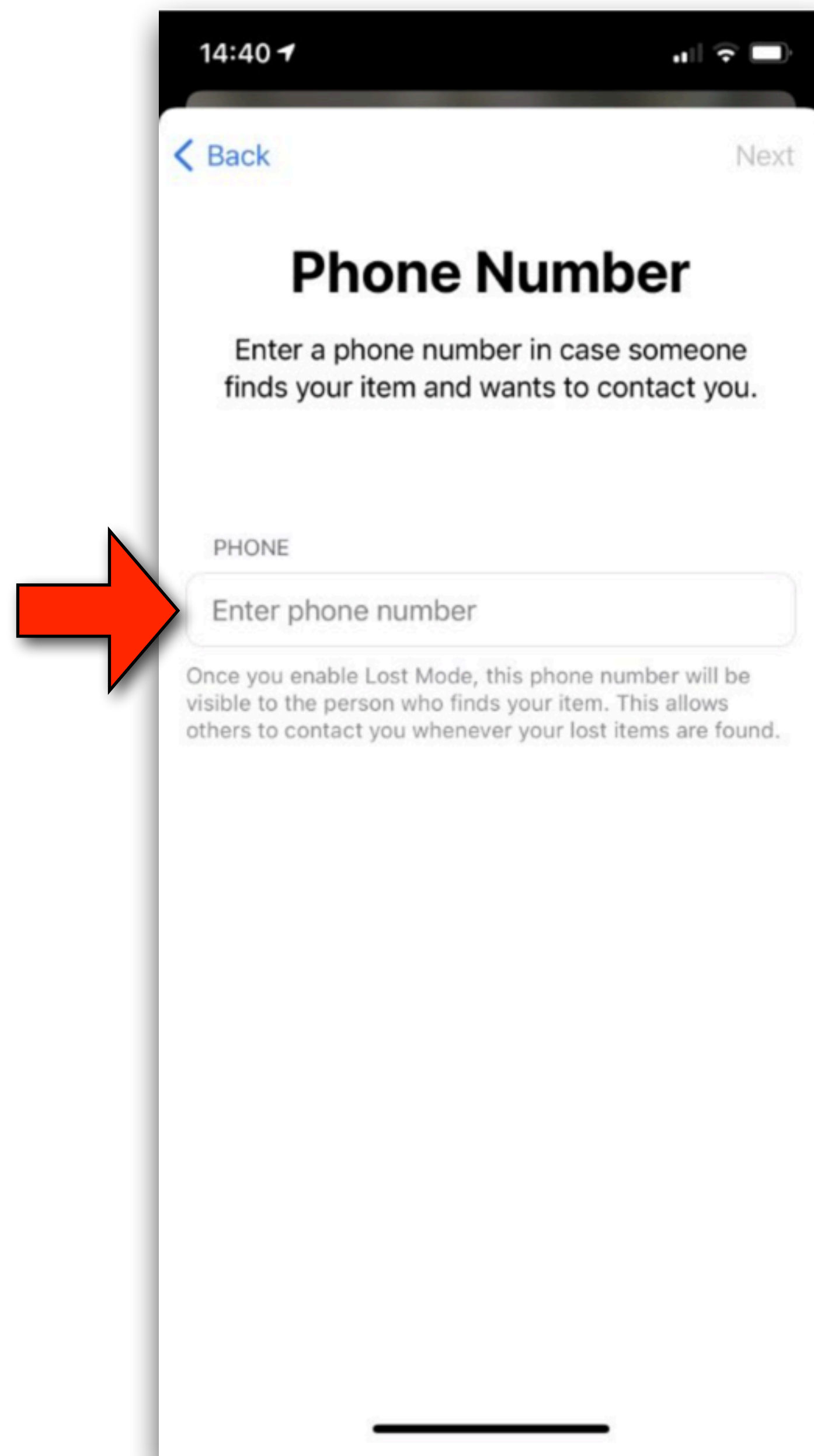
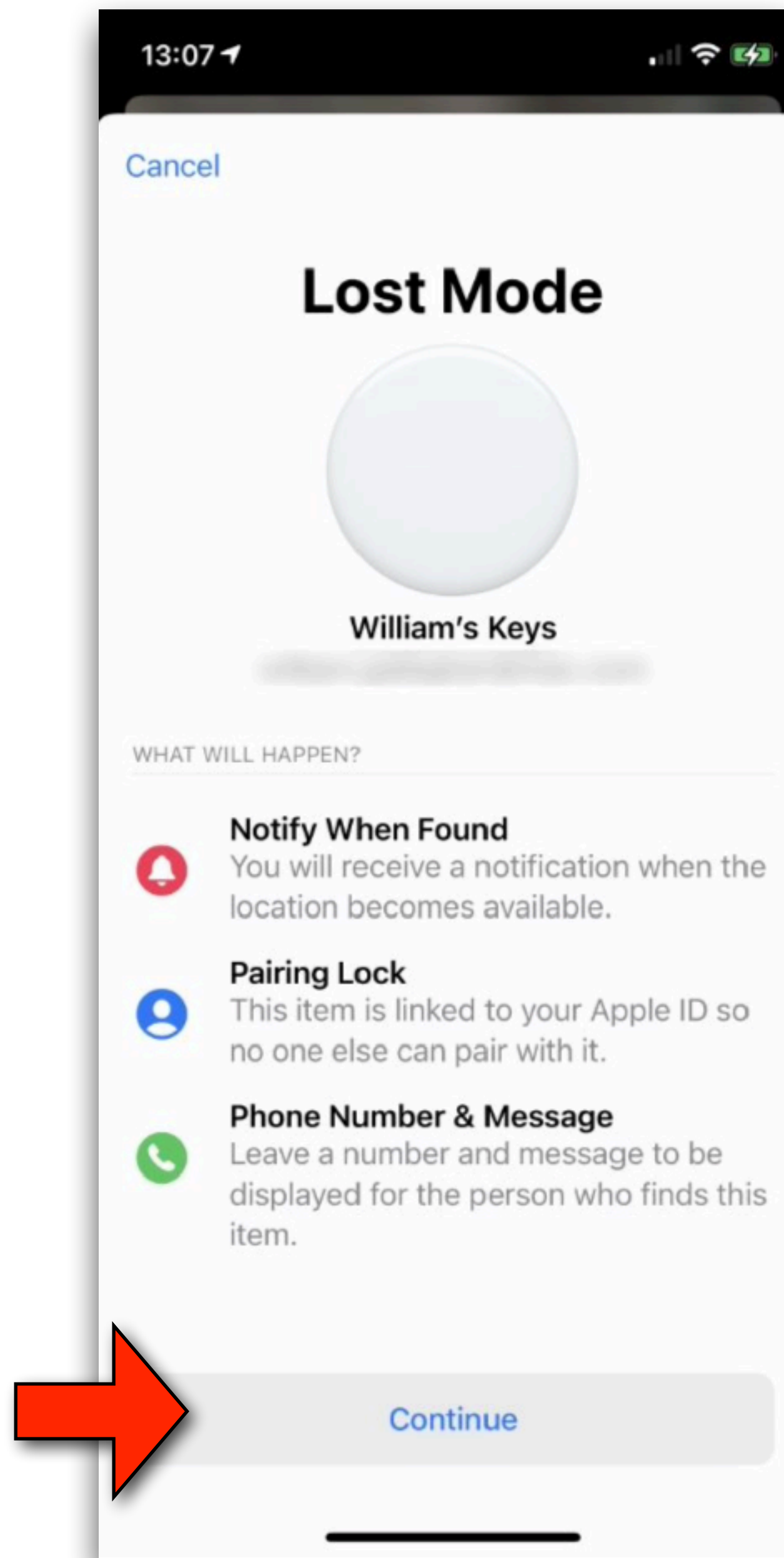


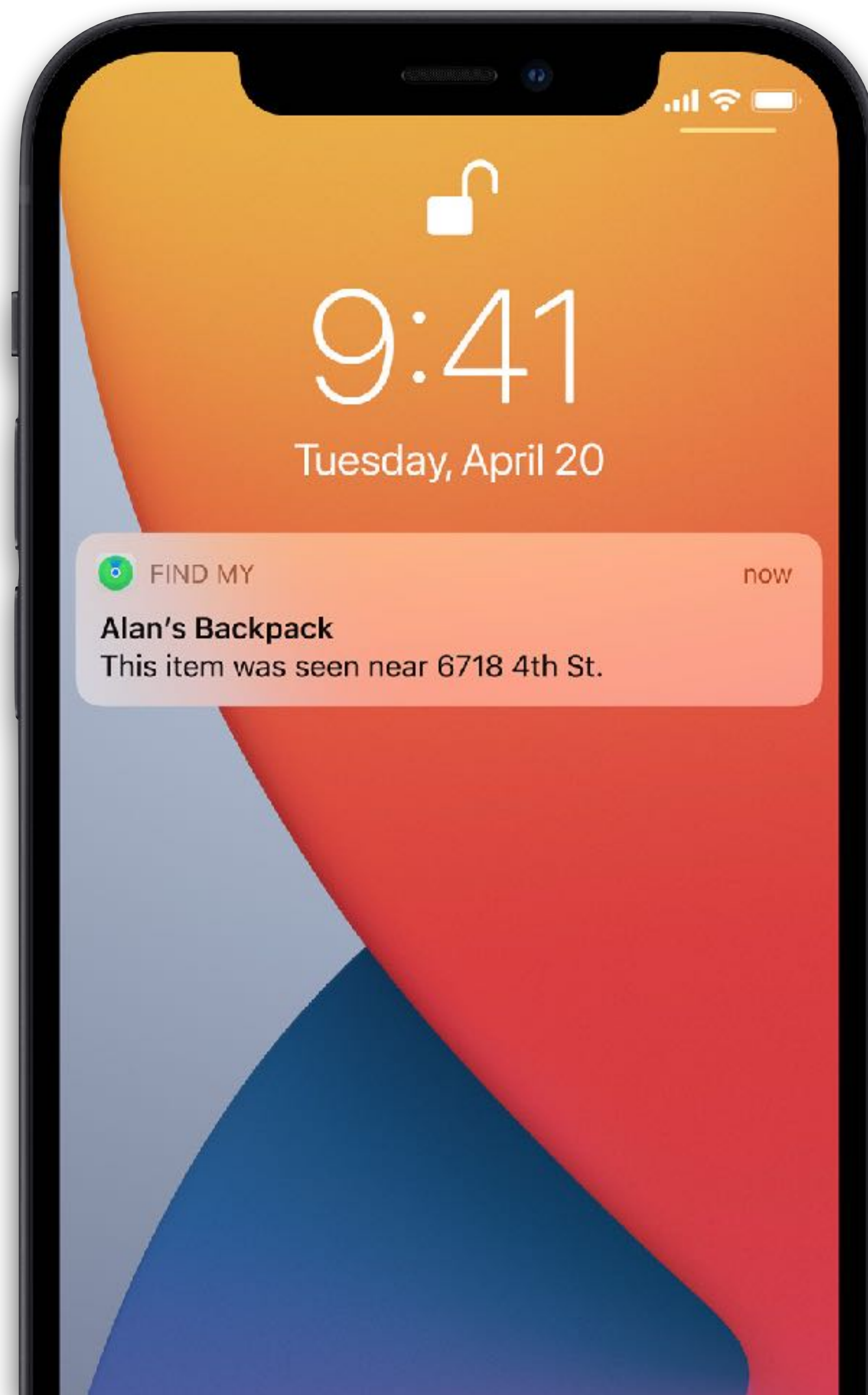
- When you've left something far behind, like at the beach or the gym, the Find My network (hundreds of millions of iPhone, iPad, and Mac devices around the world) helps track down your AirTag
- How does it work?
 - Your AirTag sends out a secure Bluetooth signal that can be detected by nearby Apple devices
 - These devices send the location of your AirTag to iCloud then you can go to the Find My app and see it's location on a map

AirTags



- Just like your other Apple devices, AirTag can be put into Lost Mode
- Then, when it's detected by a device in the network, you'll automatically get a notification
- You can also set it so someone can get your contact info by tapping your AirTag with an NFC-capable smartphone (that's the same technology that lets people pay for things with their phones)



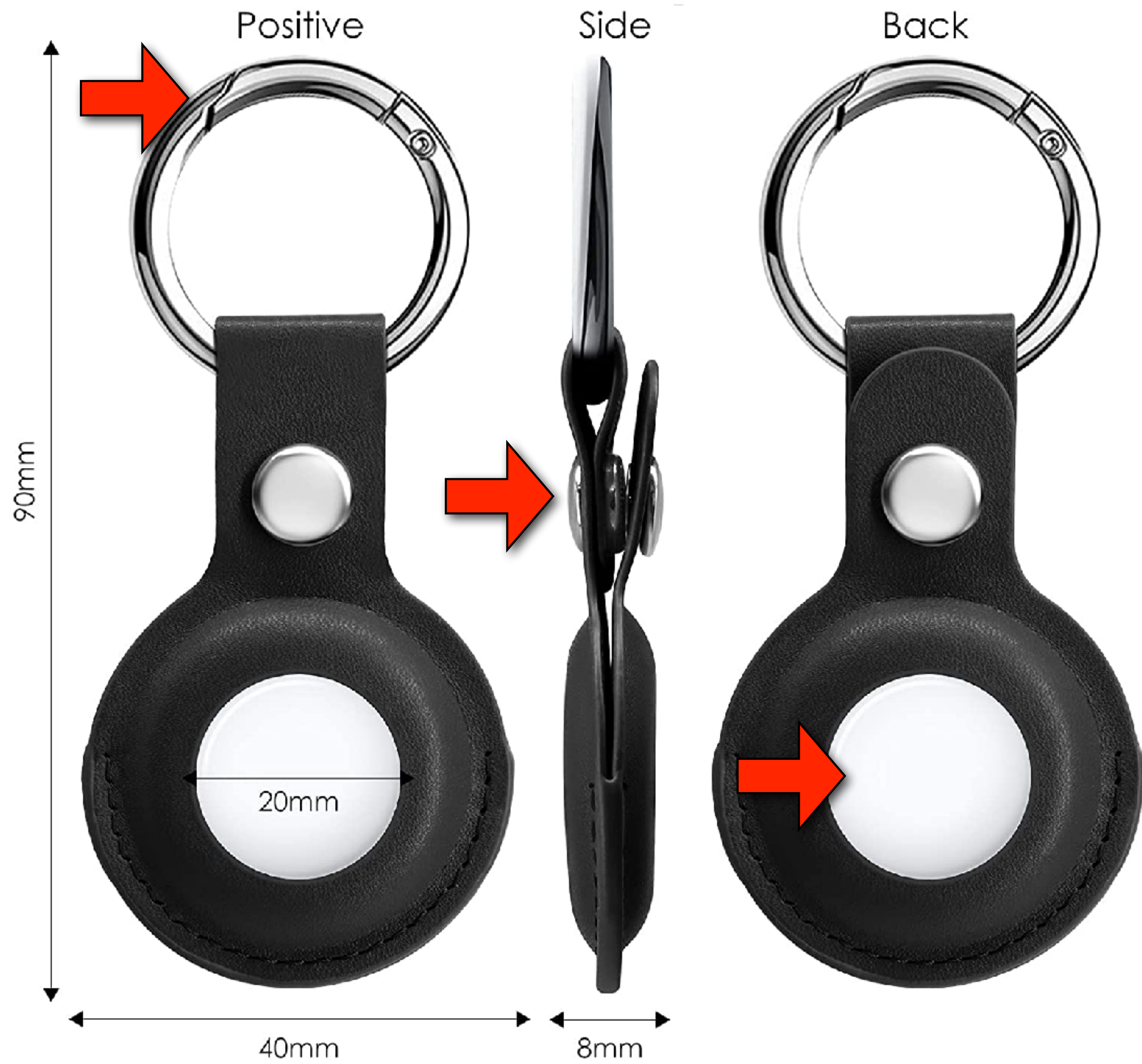




AirTag Cases

- You might need a case to attach the AirTag to the item you wish to track
- Features to consider:
 - How easy it is to attach to the item to track. I like a carabiner type ring
 - Make sure the AirTag is held securely in the holder. My first attempt was a silicone case, but the AirTag could easily pop out
- My 2nd attempt was a leather case from Pinzovenno (\$18 for 4) from Amazon





Apple Watch

Series 6



SE



Series 3





Apple Watch (AW)



- In September 2020, Apple released two new watches, a lower cost AW SE, and the flagship AW 6
- The AW SE starts at \$279 while the AW 6 starts at \$399
- You can still buy an AW 3 starting at \$199, but this was introduced in 2017 and has very limited storage 8GB vs 32GB on current models
- Because of this, the AW 3 is very difficult to upgrade, and I would not recommend getting this model at this time

Apple Watch SE



Apple Watch SE



- Same design and large display as the AW 6
- It comes in 3 colors (Gold, Space Grey, and Silver)
- It has an S5 dual-core SiP (System in Package: the integrated computer in the Apple Watch)
- It has fall detection, noise monitoring, emergency SOS, high/low heart rate, and irregular heart rhythm notifications
- It is water resistant to 50 meters, so you can swim with it
- It's available with cellular if you want to go without your phone

Apple Watch 6



Apple Watch 6



- AW 6 has all the features of the AW SE, and in addition it has:
 - An “Always On” display
 - A Blood O₂ app, and an ECG app
 - A more powerful dual core S6 SiP
 - Newer generation optical heart sensor
 - Additional colors (blue and red) and additional materials (Titanium, and stainless steel)
- Note: I intend to upgrade my AW3 this year when the new watches are announced in the fall



Apple TV



Apple TV



- Apple's launched a second-generation Apple TV 4K in April 2021
- This is a minor upgrade from the original Apple TV 4K
 - It has a faster A12 Bionic processor (up from a A10X)
 - 4K High frame rate HDR support
 - It comes in two models: 32GB (\$179) or a 64GB (\$199)
- Apple still sells the 32GB Apple TV HD (1080p) for \$149, with an A8 chip
- Tip: Spend the extra \$30 (or \$50) for the latest version

New Siri Remote

- The best thing about the new Apple TV is a redesigned Siri Remote
- The old one was a good looking remote that was terrible functionally and extremely easy to loose (thin and small)
- The new one-piece aluminum design fits more comfortably in a user's hand, and is bigger and easier to use
- You can buy it separately for \$59 and it works with the previous 4K and HD Apple TVs



New Siri Remote

- The power button turns the Apple TV on/off
- The menu button has been replaced by a back button which more accurately reflects what it does
- There is a new mute button
- The Siri button has been moved to the side
- The other buttons have not changed and function as they did before
- The clickpad's center is touch-enabled and functions much like the previous touch pad



New Siri Remote

- Touch either side of the outer ring to jump 10 seconds forward or backward
- Touch the bottom of the ring to bring up the audio/subtitle menu (dismiss it by touching the top of the ring)
- The outer ring also supports a circular gesture that turns it into a jog control for finding a scene in a movie or show. Note, you must click the center button and then hold your finger on the ring to activate this
- I bought one for my old Apple TV HD and love it





Apple TV+



- For those of you who have subscribed to Apple TV+ or are enjoying a free subscription with a new Apple device:
- Ted Lasso season 2 started again July 23rd. If you haven't seen this yet, I totally recommend it. Nominated for 20 Emmy Award nominations.
- There's also a new series I really like that started July 16th called Schmigadoon, a musical parody of Brigadoon

Audio





HomePod mini



- In October 2020, Apple announced a new smart speaker: The HomePod mini
- It's 3.9" wide and 3.3" tall, and comes space grey or white
- It's a smaller and less expensive version of the original HomePod
- Interesting enough the original HomePod was then discontinued in March 2021 probably because of its price tag (\$350 later reduced to \$300)



HomePod mini



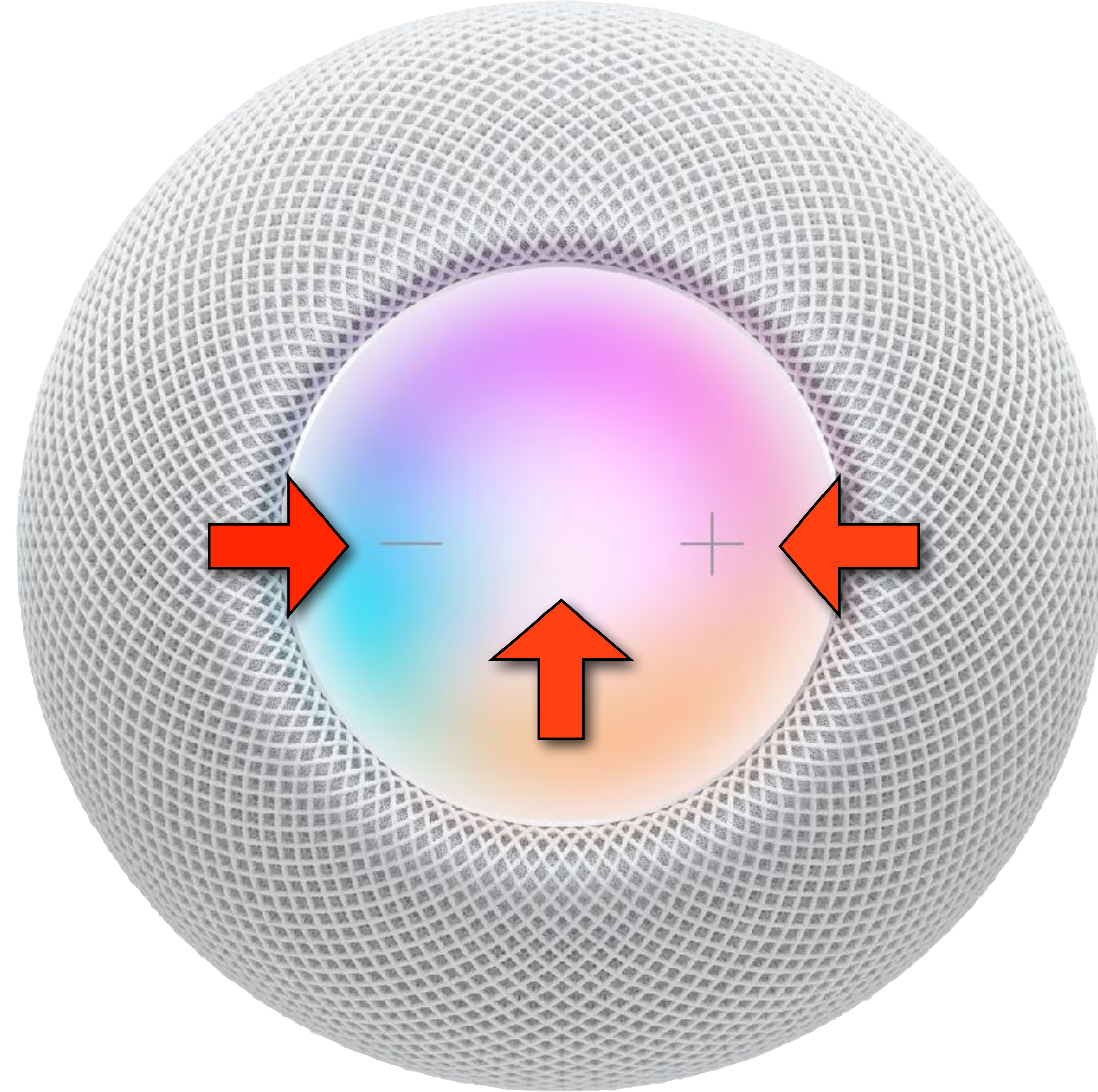
- The mini is comparable in price (\$99) and sound quality to the Amazon Echo and Google Nest Audio (although sound quality is always subjective)
- It's not nearly as good as the original HomePod's sound quality, but the mini is “not bad” especially considering it's price
- The mini does not have the bass that you get with the original HomePod and it doesn't analyze the room to get optimum sound quality



HomePod mini



- It has four microphones that work together to help cancel noise and listen for “Hey Siri”, so even if your environment is loud, you don’t have to turn the volume down or move closer to be heard
- This is one area where I think the mini is superior to its competition
- It has a touch surface at the top that allows you to tap on/off or raise/lower the volume (in addition to voice controls)
- You can create a stereo pair with two minis with left and right channels, or have whole house audio with multiple Minis or HomePods





HomePod mini



- If you're playing music or a podcast, you can hand-off the music to or from your iPhone simply by bringing your iPhone close to HomePod mini
- This requires an iPhone 11 or 12
- I have found this feature to be a bit flaky, especially when transferring back to the iPhone
- I don't know if this is due to my equipment/set up or if this is universal



AirPods Max

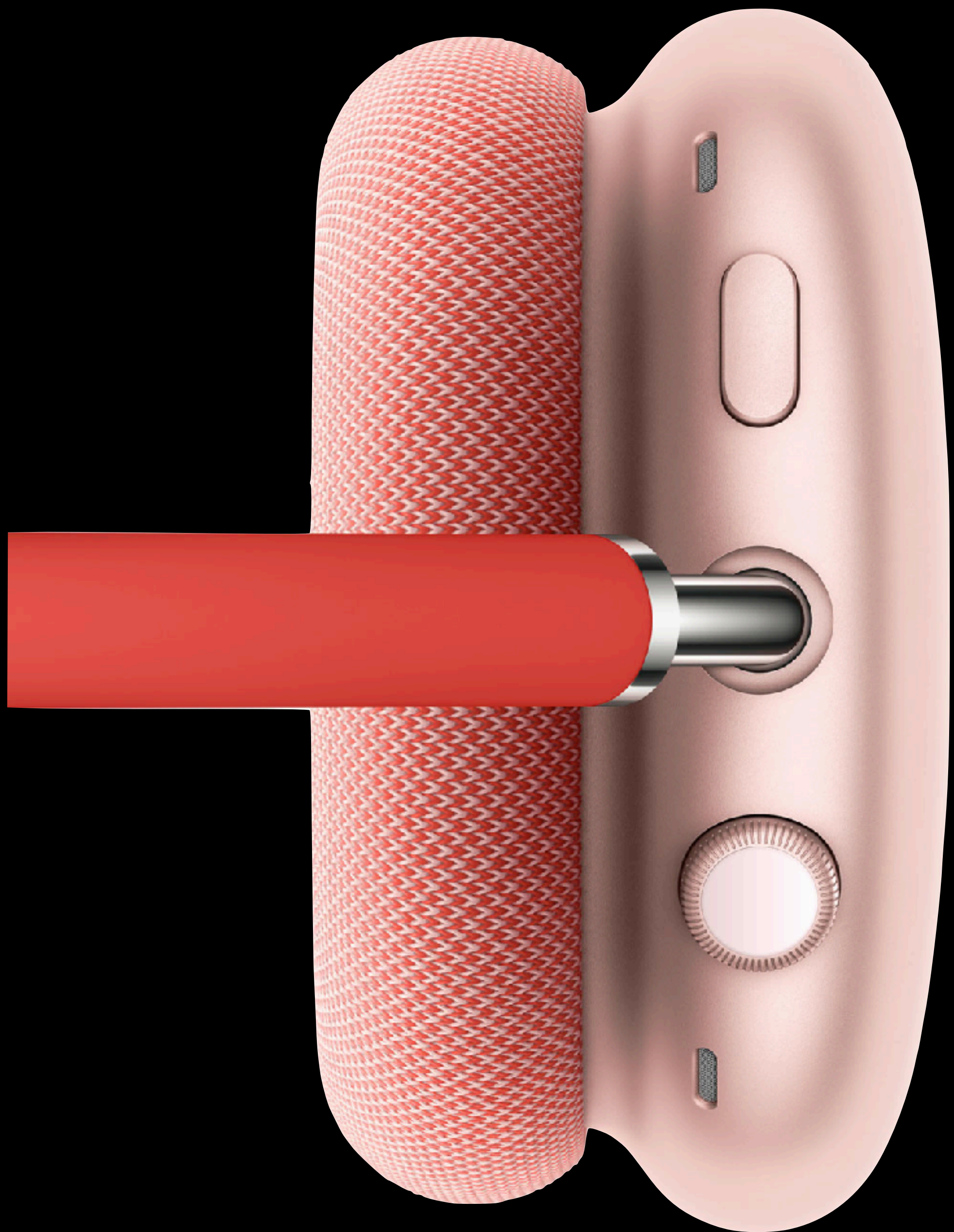


AirPods Max



- Apple announced a new over the ear headphone called “AirPods Max” in December 2020
- They pair automatically to your iPhone when brought together
- AirPods Max come with Apple's Active Noise Cancellation technology for blocking outside noise, and Transparency mode for listening to sounds around you
- The "Digital Crown", similar to that of the Apple Watch, allows users to play or pause audio, control volume, skip tracks, control phone calls, and activate Siri







AirPods Max



- Proximity sensors automatically detect when they are on your head and play or pause audio accordingly
- “Spatial Audio” uses built-in gyroscopes and accelerometers to track movement of the user's head and provide what Apple describes as a "theater-like" surround sound experience
- AirPods Max is available in five colors: Space Gray, Silver, Sky Blue, Green, and Pink
- I’m sure they are fantastic, but @\$549...

**Hey Alexa, can you
check my bank
balance and let me
know which Apple
product I can afford ?**

Alexa : Apple juice 🤨

One More Thing



- In the fall, traditionally Apple has had 1 or 2 special events introducing new products
- If things follow as in the past, you will certainly see new iPhones and Apple Watches
- There's also a good chance you'll see new Macs with the M1 technology
- You might see also new iPads (i.e. iPad Mini), and AirPods
- So, keep this in mind as you decide on any new Apple purchases



Questions?

Thank You!

