

Ds-100  
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Elevator Pitch

## **Elevator Pitch Script**

### **Intro**

"With Apple AirTags in the mix, losing your stuff is a problem they fix!"

Apple AirTags are essential for keeping track of your belongings. With precision tracking through the Find My app allows you to easily locate lost items like keys, wallets, bags, and more.

Their compact size, long battery life, and strong privacy features make them a hassle-free way to ensure you never lose track of what's important.

An Apple AirTag works by using Bluetooth technology to connect with nearby Apple devices, which help track its location through the Find My network app. Additionally, while using the Find My App you are also able to ping your device which makes a sound making it easier to locate your desired item.

But be cautious, use privacy settings, watch for scams, viruses, and report suspicious activity. Apples Air Tags should only be used to track lost items, not stalk people!

Did you know that Apple Air Tags are affordable? 1 Air Tag for \$29 and a pack of 4 for \$99. That's a good deal!

Having memory loss? Well AirTags are right for you, so you can find your lost items quick!

**PAU..... Keep going if still get time**

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**Extra:** Apple created AirTags to help users easily track and locate personal items like keys, wallets, or bags using the Find My network. Released in 2021, AirTags use Bluetooth technology and leverage Apple's vast ecosystem of devices to provide precise location data. The product was developed in response to the growing demand

for item-tracking solutions, offering a seamless way to locate lost belongings, while integrating privacy and security features to protect user data.

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### **Notes for the infographic:**

To create an engaging and informative infographic about Apple AirTags, focus on these key points:

#### **What Are AirTags?**

- Short description of what AirTags are: a small tracking device by Apple to help locate personal items.

#### **How It Works**

- Uses Apple's "Find My" network.
- Precision tracking with the U1 chip (for iPhone 11 and later).
- Bluetooth technology for location updates.

#### **Key Features**

- **Precision Finding**: Accurate distance and direction tracking.
- **Lost Mode**: Notify users when found by someone else.
- **Seamless Integration**: Works with the Apple ecosystem.
- **Privacy & Security**: End-to-end encryption and alerts if an unknown AirTag is moving with you.

#### **Uses**

- Attach to keys, wallets, luggage, backpacks, and even pets.
- Helps track personal items easily.

#### **Battery Life**

- Up to 1 year with a replaceable CR2032 battery.

#### **Affordability**

- Price per AirTag and pack options (1-pack, 4-pack). One for \$29 and a pack of 4 for \$99.

#### **Customizability**

- Free engraving options for personalization.

#### **Compatibility**

- Works with iPhone and iPad devices with the latest iOS.

## Privacy Protection

- Alerts if someone else's AirTag is near you for too long.
- Location data is never stored on the AirTag.

## ### 10. \*\*Call to Action\*\*

- A quick note on why you should get one (e.g., never lose your valuables again!).

## Importance:

Apple AirTags are important because they help you easily track and locate lost items like keys, wallets, and bags, using Apple's Find My network. With precision tracking, long battery life, and strong privacy features, they provide a simple, secure solution to keep your belongings safe.

By including these elements, your infographic will clearly communicate the benefits and functionality of Apple AirTags in a visually appealing way.

AirTags make it easy to track lost items like keys or bags via Apple's Find My network. With precision tracking, long battery life, and strong privacy, they keep your belongings secure.