



Pros of the Apple Air Tag

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Purpose of the Air Tag

Allows you to find lost items

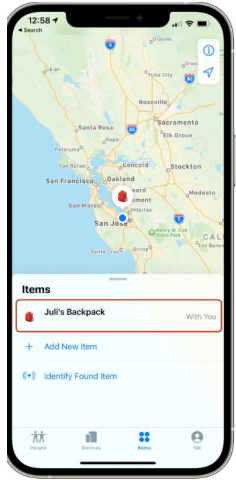
Allows you to keep track of luggage

Allows you to keep track of loved ones

Allows you to keep track of your pet



Benefits of Air Tag Versus TILE



Apple

Uses an anonymous, encrypted method that links to any iPhone in the area to continuously track your belongings.

User interface is much cleaner and easier to use.



Tile

Tracks up to 30 feet

Charges an additional premium fee that allows you to enable tracking history.

A Work in Progress

[Apple Website](#)

We're also investigating a series of updates that we plan to introduce later this year, including:

- **Precision Finding:** This capability allows recipients of an unwanted tracking alert to locate an unknown AirTag with precision. iPhone 11, iPhone 12, and iPhone 13 users will be able to use Precision Finding to see the distance and direction to an unknown AirTag when it is in range. As an iPhone user moves, Precision Finding fuses input from the camera, ARKit, accelerometer, and gyroscope to guide them to the AirTag through a combination of sound, haptics, and visual feedback.
- **Display alert with sound:** When AirTag automatically emits a sound to alert anyone nearby of its presence and is detected moving with your iPhone, iPad, or iPod touch, we will also display an alert on your device that you can then take action on, like playing a sound or using Precision Finding, if available. This will help in cases where the AirTag may be in a location where it is hard to hear, or if the AirTag speaker has been tampered with.
- **Refining unwanted tracking alert logic:** Our unwanted tracking alert system uses sophisticated logic to determine how we alert users. We plan to update our unwanted tracking alert system to notify users earlier that an unknown AirTag or Find My network accessory may be traveling with them.
- **Tuning AirTag's sound:** Currently, iOS users receiving an unwanted tracking alert can play a sound to help them find the unknown AirTag. We will be adjusting the tone sequence to use more of the loudest tones to make an unknown AirTag more easily findable.