



Tech Dive: Wireless Sound

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Technology and Self Engagement



Both Casimir and Susannah currently have AirPods

- Being able to listen to music, answer phone calls, and receive notifications as long as Bluetooth is connected
- Access to all forms of audio (phone calls, voice responses to texts, listening to apps like Spotify, Apple Music, and Pandora)
- Many Apple users have owned or currently own AirPods or wireless earbuds (i.e. Beats by Dre)
- Beats by Dre have similar functions and identical connectivity as AirPods (come as headphones instead of earbuds, equipped with noise cancellation)
- As technology advances the physicality of AirPods and Beats by Dre may change (AirPods to headphones, and Beats to earbuds [already happened]), and the functionality may evolve to better suit societal needs and connectivity with new technology

Diffusion of Innovation

- Beats wireless headphones released, huge sales among people who regularly workout
- Rise in Apple users buying AirPods upon their release in 2016
- Susannah didn't get AirPods until 2020
- For Beats by Dre it was early adapters, Apple users followed after the release of AirPods

Market Comparison

<https://bestreviews.com/electronics/earbuds/best-wireless-earbuds>

- Noise cancelation
- Sweat resistant
- No wireless charging
- Apple ecosystem

- Noise cancelation
- Transparency mode
- Sweat and wet resistance
- Wireless charging

- Emphyfier mode
- Noise cancelation
- Apple ecosystem
- Sweat resistant
- The spatial audio feature
- Wireless charging



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Social Comparison

- Spoke with Susannah's Godmother: Edie (who owns AirPods and iPhone)
- Susannah's Godmother is pretty good with technology, she only asked two questions when setting up her AirPods
- Edie likes that she can listen to audiobooks and music handsfree, and enjoys using them to call and receive text notifications
- She prefers AirPods over Beats by Dre because they don't have intense noise cancellation; make her feel safe when she's cooking or walking the dog



Historical Review

- First prototype for wireless headphones was invented in 1968 with functions like listening to music and answering phone calls
- Modern AirPods were released by Apple in December of 2016 using Bluetooth technology- the Second Generation would follow in 2019
- Beats by Dre released its first wireless headphones in late 2012- since then we've seen Beats Solo 3 in 2016 and so on



Conclusion

- Modern wireless sound has been in the works for over 50 years
- We believe in the near future wireless sound will fully replace all wired sound
- At this moment it seems that Apple users have favored AirPods since their release in 2016, however, we do think that with the increase in wireless sound products competition will only continue to rise

