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Tech Dive: Wireless Sound

Self-Engagement with Wireless Sound:

- 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
- FCC Guidelines:
<https://www.fcc.gov/consumers/guides/wireless-devices-and-health-concerns>
- Advises limited use of wireless sound (excessive, loud use could cause damage to the eardrum)
- Low risk when used properly and sparingly, increased distance between wireless sound and body

Market Comparison with Wireless Sound:

- <https://bestreviews.com/electronics/earbuds/best-wireless-earbud>
- Most wireless headphones have similar features that they provides
- Wireless charging
- Noise cancellation
- Sweat resistance
- The only difference is price and quality of the product

Historical Review with Wireless Sound:

- 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

Social Comparison and Change

- 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

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