



Introducing
AirPods 5



The new AirPods 5



Introducing AirPods 5

Learn more and watch the film



Key Messages

Quick Demo

Quiz

Line Up & Compare



Active Noise Cancellation

- Both AirPods 5 models feature the industry's best ANC in an open-ear design⁵—up to 1.5x better than AirPods 4 with ANC⁶

⁵ Best Active Noise Cancellation in an open-ear design evaluation tested in July 2026 in accordance with IEC 60268-24 as compared with best-selling commercially available wireless open-ear headphones without ear tips. ⁶ Compared with AirPods 4 with Active Noise Cancellation.

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Remarkable sound quality

- A new acoustic architecture and next-generation Adaptive EQ deliver even better sound quality with richer bass, better vocal clarity, and improved separation of instruments
- Personalised Spatial Audio⁷ with dynamic head tracking provides the most immersive experience for music, movies, and games

⁷ Personalised Spatial Audio works with compatible content in supported apps. iPhone with TrueDepth camera required to create personalised profile, which will sync across compatible Apple devices. Personalised Spatial Audio is not available when using other devices.

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Most advanced audio experience

- Hear the world around you exactly as it sounds—and stay connected to your environment with Transparency mode²
- Adaptive Audio automatically adjusts the levels of Transparency and ANC for you in response to your environment²
- Conversation Awareness lowers your media volume when you start speaking to someone nearby and brings it back when you're done²

² Requires a compatible Apple device running the latest operating system software.

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你好



Hello

Hands-free Siri AI and Live Translation

- With AirPods and Siri AI, you can draw on your personal context, get answers with broad world knowledge, and take actions in apps, helping you get more done—entirely hands-free. Siri AI is rolling out in English. Usage limits may apply.³
- Powered by Apple Intelligence,³ Live Translation helps you bridge language barriers, whether traveling in a foreign country, or connecting with family who speaks a different language⁴

³ Apple Intelligence is available with Siri and device language set to Chinese (Simplified), Chinese (Traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is available in beta in iOS 27, macOS 27, and watchOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English to start. Siri AI will not be initially available in the EU on iOS, iPadOS, and watchOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, Intelligent Photo Editing Tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. Expanded access to such features will be available for a fee in the future. Use of these features is subject to the Apple Intelligence Terms and Conditions. Learn more at apple.com/apple-intelligence. Hands-free access to Siri AI works on all AirPods.

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Open-ear design

- AirPods 5 feature the same beloved design as AirPods 4, our most comfortable and stable open-ear fit ever
- The design delivers all-day comfort for those who prefer a fit without ear tips without sacrificing audio quality

³ Apple Intelligence is available with Siri and device language set to Chinese (Simplified), Chinese (Traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is available in beta in iOS 27, macOS 27, and watchOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English to start. Siri AI will not be initially available in the EU on iOS, iPadOS, and watchOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, Intelligent Photo Editing Tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. Expanded access to such features will be available for a fee in the future. Use of these features is subject to the Apple Intelligence Terms and Conditions. Learn more at apple.com/apple-intelligence. Hands-free access to Siri AI works on all AirPods.

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Available in two models

- Both AirPods 5 models feature the same world-class audio experience
- AirPods 5 with Wireless Charging Case also include longer battery life and on-stem volume control

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Battery life and charging case⁸

- AirPods 5 have up to 4 hours of battery life with ANC, and up to 20 hours with the USB-C charging case
- AirPods 5 with Wireless Charging Case have up to 5 hours of battery life with ANC, and up to 22 hours with the Wireless Charging Case
- Wireless Charging Case supports USB-C, Apple Watch chargers, and Qi-certified chargers—plus a speaker for Find My
- Both AirPods 5 models and their charging cases are rated IP57 for increased durability⁹

⁸ Battery life depends on device settings, environment, usage, and many other factors. ⁹ AirPods 5 are dust, sweat, and water resistant for non-water sports and exercise, and they are IP57 rated. Dust, sweat, and water resistance are not permanent conditions.

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Camera Remote

Voice Isolation, Siri Interactions, and Content Creation²

- For crystal-clear call quality, Voice Isolation enhances your voice while removing background noise for whomever you're talking to
- Respond to Siri announcements by nodding "yes" or shaking your head "no" to accept or dismiss calls, messages, and notifications
- Enjoy studio-quality audio recording and Camera Remote for even better content creation—just open the Camera app, then press and hold the stem to take photos or record videos

² Requires a compatible Apple device running the latest operating system software.

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- Respond to Siri announcements by nodding "yes" or shaking your head "no" to accept or dismiss calls, messages, and notifications
- Enjoy studio-quality audio recording and Camera Remote for even better content creation—just open the Camera app, then press and hold the stem to take photos or record videos

³ Requires an iCloud account and a compatible Apple device running the latest operating system software.

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Key Messages

Quick Demo

Quiz

Line Up & Compare

Quick Demo



Check out the audio quality and Spatial Audio

- Ask customers to put AirPods 5 in their ears. Then go to Apple TV and play a trailer for “F1” or “Severance,” or other new content. Make sure Spatial Audio with dynamic head tracking is turned on in Control Centre.
- Ask customers to turn from side to side, and point out that Spatial Audio with dynamic head tracking keeps them in the middle of the sound stage.
- Mention that customers can try Spatial Audio with dynamic head tracking with Group FaceTime, movies, TV shows, and games on all Apple devices.
- Go to Settings and tap AirPods Settings at the top, then Audio & Routing. Show customers that they can set up a Personalised Spatial Audio profile that tunes sound to their ears for more immersive listening.



Switch noise control modes and adjust the volume

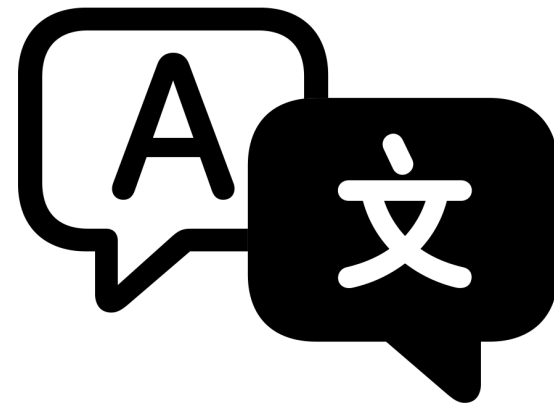
- Ask customers to put AirPods 5 in their ears. Then, in Control Center on iPhone or iPad, show them how to switch between Active Noise Cancellation, Adaptive Audio, and Transparency.
- Ask customers to press and hold the force sensor to switch between Active Noise Cancellation and Transparency, and point out that the sensor makes a clicking sound.
- Mention that customers can also press once to play or pause music or answer a call, press twice to skip to the next track, press three times to skip back, and swipe up or down on the stem to adjust media volume.
- Go to Settings and tap AirPods Settings at the top, then Controls & Gestures. Show customers that they can adjust “press and hold” preferences in the AirPods menu.

Quick Demo



Use the Camera Remote

- Ask customers to put AirPods 5 in their ears, and open Camera on iPhone. Make sure Camera Remote is enabled in AirPods Settings > Controls & Gestures.
- Let customers know they can press and hold an AirPods stem to capture a photo or start video recording, and press and hold again to stop the video recording.
- Ask customers to take a few shots or a short video.
- Mention that AirPods also support studio-quality audio recording, which is perfect for voiceovers, podcasts, and content creation.

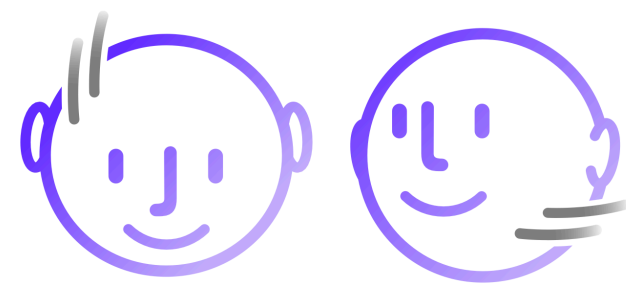


Check out Live Translation³

- On iPhone, open Translate and highlight that Live Translation appears as a new tab for AirPods.
- Tap Languages, and show customers the different language options they can choose from.
- Mention that customers can quickly activate Live Translation from the app by using the Action button on iPhone, saying “Siri, start Live Translation,” or pressing and holding both AirPods stems.

³ Available on compatible devices with the latest operating system software when paired with compatible AirPods with the latest firmware when Apple Intelligence is turned on. Not available in all languages and regions.

Quick Demo



Interact with Siri hands-free

- Ask customers to put AirPods 5 in their ears and to say, “Hey Siri, what’s the weather today?” Show that Siri is listening on iPhone.
- Mention that customers can interact with Siri privately by nodding “yes” or shaking their head “no” to accept or dismiss calls, messages, and notifications.
- Go to Settings, tap AirPods Settings at the top, then Controls & Gestures. Then turn on Head Gestures. Show customers that they can try the Siri Interactions Tutorial.

Key Messages

Quick Demos

Quiz

Line Up & Compare

Question 1:

Compared to AirPods 4 with ANC, how much more effective is the Active Noise Cancellation on AirPods 5?

- A) Up to 1.2x more effective
- B) Up to 1.5x more effective**
- C) Up to 2x more effective
- D) Up to 3x more effective

Correct Answer: B

Learner Feedback:

Correct: That's right! Both AirPods 5 models feature breakthrough Active Noise Cancellation that is up to 1.5x more effective than AirPods 4 with ANC.

Incorrect: The Active Noise Cancellation on AirPods 5 is up to 1.5x more effective than on AirPods 4 with ANC.

Question 2:

What dust, sweat, and water resistance rating do both AirPods 5 models and their charging cases have?

- A) IPX4
- B) IP54
- C) IP57**
- D) IP68

Correct Answer: C

Learner Feedback:

Correct: Correct! Both AirPods 5 models and their charging cases are rated IP57 for increased durability.

Incorrect: Both AirPods 5 models and their charging cases carry an **IP57** rating.

Question 3:

Which features are added when stepping up to **AirPods 5 with Wireless Charging Case?** (*Select TWO*)

- A) On-stem volume control**
- B) Longer battery life (up to 5 hours with ANC vs. up to 4 hours on the standard model)**
- C) Heart rate monitoring sensor
- D) Removable silicone ear tips

Correct Answer: A and B

Learner Feedback:

Correct: Spot on! AirPods 5 with Wireless Charging Case adds on-stem volume control, longer battery life (up to 5 hours with ANC vs. 4 hours), and wireless charging options.

Incorrect: The Wireless Charging Case model adds **on-stem volume control**, **longer battery life**, and **wireless charging** support. Both models share the open-ear design without ear tips.

Question 4:

How can a user activate the **Camera Remote** feature using AirPods 5 when the Camera app is open on their connected device?

- A) Double-tap either earbud
- B) Nod their head "yes"
- C) Press and hold the stem**
- D) Swipe down on the force sensor

Correct Answer: C

Learner Feedback:

Correct: Exactly! With the Camera app open, users can simply press and hold the stem to take photos or record videos.

Incorrect: To use Camera Remote, open the Camera app and **press and hold the stem** to take photos or capture video.

Question 5:

In addition to USB-C and Qi-certified chargers, which charger does the **Wireless Charging Case** for AirPods 5 support?

- A) MagSafe Duo exclusive high-wattage pad
- B) Apple Watch charger**
- C) Lightning cable adapter
- D) Mac magnetic charging puck only

Correct Answer: B

Learner Feedback:

Correct: That's right! The Wireless Charging Case supports USB-C, Qi-certified chargers, and **Apple Watch chargers**, and it includes a built-in speaker for Find My.

Incorrect: The Wireless Charging Case supports USB-C, Qi-certified chargers, and **Apple Watch chargers**.

Key Messages

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Line Up & Compare

AirPods Lineup

apple.com/airpods/compare/



AirPods 5



AirPods 5 with Wireless Charging Case



AirPods Pro 3



AirPods Max 2

Discover the magic of Active Noise Cancellation.

The most advanced open-ear audio experience with breakthrough Active Noise Cancellation, intuitive volume control, and longer battery life.

The most powerful in-ear listening experience with the world's best in-ear Active Noise Cancellation, plus heart rate sensing and Hearing Health experiences.

The ultimate high-fidelity listening experience in an iconic design—available in five vibrant colours.

Blue, Purple, Midnight, Starlight, Orange

