



Introducing  
**AirPods Pro 3**



**Key Messages**

Quick Demos

Line Up & Compare





# Best fitting AirPods ever

- Redesigned for a more secure in-ear fit across an expanded range of activities, including the most intense workouts
- New ear tips, now in five sizes, feature an additional layer of soft foam for even better acoustic performance throughout the day





# Audio performance<sup>1</sup>

- Breathtaking sound quality that's on par with over-the-ear headphones in a design you can fit in your pocket
- World's best in-ear ANC that's up to 2x more than AirPods Pro 2<sup>2</sup> and up to 4x more than the original AirPods Pro<sup>3</sup>
- Transparency keeps you connected to your environment—your own voice and people you're speaking with will sound more natural
- Adaptive Audio automatically adjusts the levels of Transparency and ANC in response to your environment<sup>4</sup>
- Conversation Awareness lowers your media volume when you start speaking to someone nearby, and brings it back when you're done<sup>5</sup>
- Personalised Spatial Audio<sup>5</sup> with dynamic head tracking provides the most immersive experience for music, movies, games, and calls

<sup>1</sup> Testing conducted by Apple in July 2025 using AirPods Pro 3 paired with iPhone 16 with prerelease AirPods firmware and iOS 26. Noise reduction was tested in accordance with IEC 60268-24. Comparison made against the best-selling wireless in-ear headphones commercially available at the time of testing. Performance depends on device settings, environment, and many other factors. <sup>2</sup> Compared with AirPods Pro 2. <sup>3</sup> Compared with original AirPods Pro and AirPods 4 with Active Noise Cancellation. <sup>4</sup> Available on compatible devices with the latest operating system software when paired with AirPods 4 with Active Noise Cancellation or AirPods Pro 3 with the latest firmware. <sup>5</sup> Spatial Audio works with compatible content in supported apps. iPhone with TrueDepth camera required to create personalised profile.

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AirPods Pro 3 deliver a more immersive listening experience and the world's best ANC of any in-ear wireless headphones, whether users are in transit, at the office, or winding down at home.





# Hola



# Hello

## Live Translation

- Bridge language barriers in person by hearing what others say in your preferred language through AirPods with Live Translation, powered by Apple Intelligence on iPhone—whether traveling or navigating in a foreign country
- Speak naturally and your iPhone can display your words in your preferred language and even read them out loud if the person you're speaking with doesn't have AirPods with Live Translation





# Fitness experience

- Track heart rate, calories burned, and Move ring progress across 50 different workouts with just AirPods Pro and the new Workout tab in the Fitness app on iPhone<sup>6</sup>
- Stay motivated with audio experiences like the new Workout Buddy—powered by Apple Intelligence<sup>7</sup>
- For added durability, AirPods Pro are rated IP57<sup>8</sup> sweat and water resistant for the toughest workouts in the gym or running in the rain

<sup>6</sup> Heart rate sensing during workouts is available in supported apps on iPhone running the latest iOS. <sup>7</sup> Requires an Apple Intelligence-enabled iPhone nearby and Bluetooth headphones with device and Siri language set to English. Apple Intelligence is available in beta. Some features may not be available in all regions or languages. For feature and language availability and system requirements see [support.apple.com/en-us/121115](https://support.apple.com/en-us/121115). <sup>8</sup> AirPods Pro 3 are dust, sweat, and water resistant for non-water sports and exercise. Products including charging case were tested under controlled laboratory conditions, and have a rating of IP57 under IEC standard 60529. Dust, sweat, and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge when wet; refer to [support.apple.com/kb/HT210711](https://support.apple.com/kb/HT210711) for cleaning and drying instructions.

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# Hearing Health experience

- With automatic Conversation Boost, powerful amplification with background noise reduction helps you hear speech more clearly in louder conditions like restaurants
- Active Hearing Protection helps reduce your exposure to loud environmental noise during work, your commute, or live events<sup>11</sup>

<sup>11</sup> The Hearing Protection feature works with AirPods Pro 2 and later with the latest firmware paired with a compatible iPhone, iPad, or Mac with the latest software. The feature is not available in all regions or all languages. See [https://support.apple.com/120850\\_](https://support.apple.com/120850_) for total attenuation and more information.

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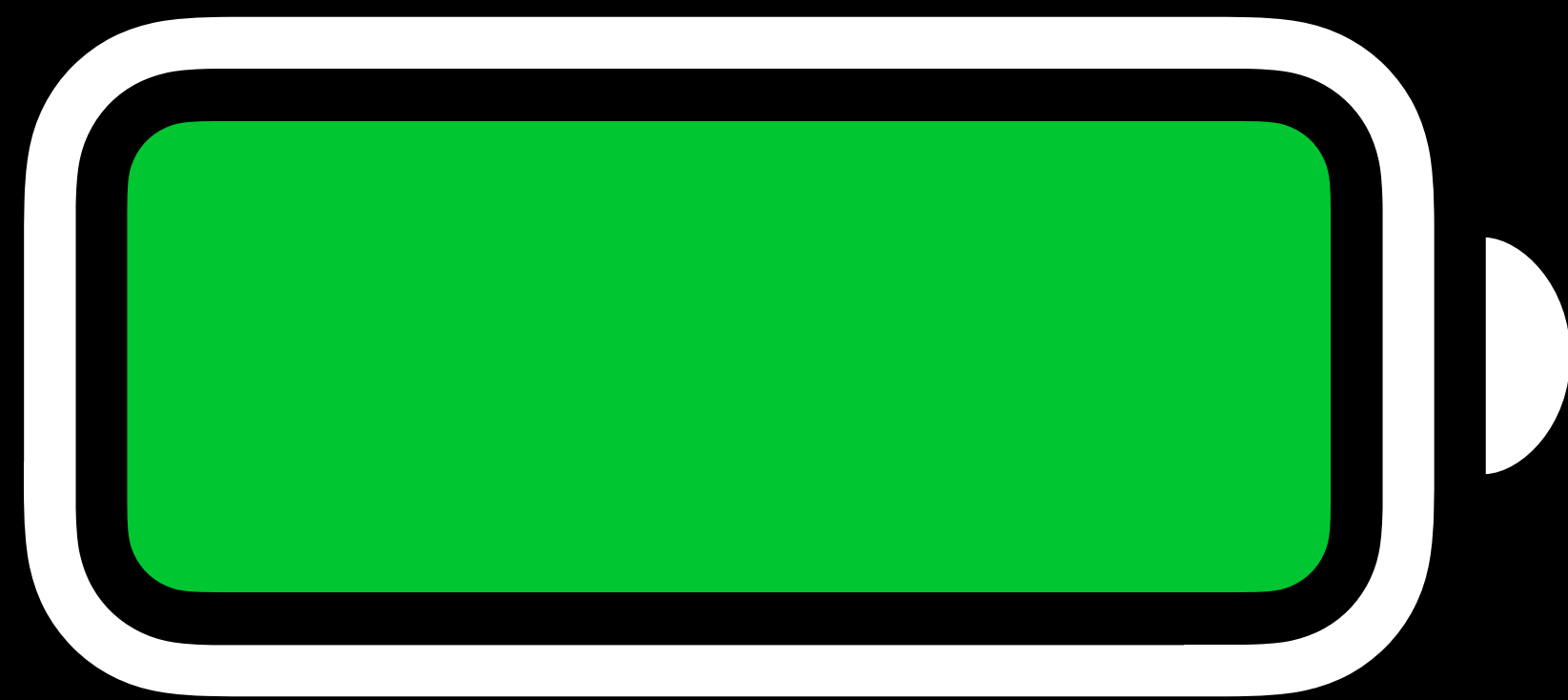
# Voice Isolation and Siri Interactions<sup>12</sup>

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

<sup>12</sup> Available on compatible devices running iOS 18, iPadOS 18, or macOS Sequoia and later when paired with AirPods 4, AirPods 4 with Active Noise Cancellation, or AirPods Pro 2 and later with the latest firmware. For the best performance, update to the latest software.

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## Battery life<sup>13</sup>

- Up to 8 hours of listening time with ANC on a single charge and up to 10 hours in Transparency with Hearing Aid enabled
- A 5-minute charge in the case adds around 1 hour of listening time

<sup>13</sup> Battery life depends on device settings, environment, usage, and many other factors.

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## Charging case

- Supports USB-C, MagSafe, Qi wireless, and Apple Watch chargers
- New generation of Ultra Wideband technology in the Charging Case increases Precision Finding distance by 1.5x<sup>14</sup>

<sup>14</sup> Compared with AirPods Pro 2. \*Improved Precision Finding requires iPhone 17 and AirPods Pro 3; availability varies by region.\*

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# Seamless convenience

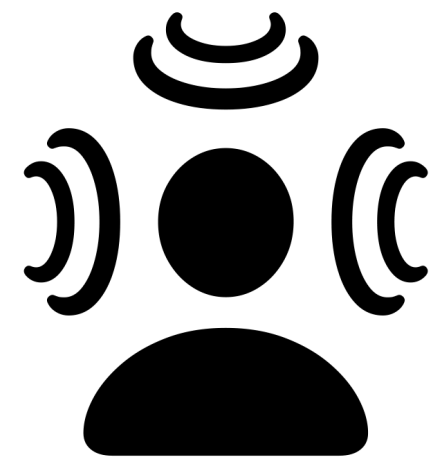
- Use Touch control on the stems to control playback, mute and unmute calls, switch listening modes, and adjust volume

Key Messages

**Quick Demos**

Line Up & Compare

# Quick Demos



## Review AirPods Settings

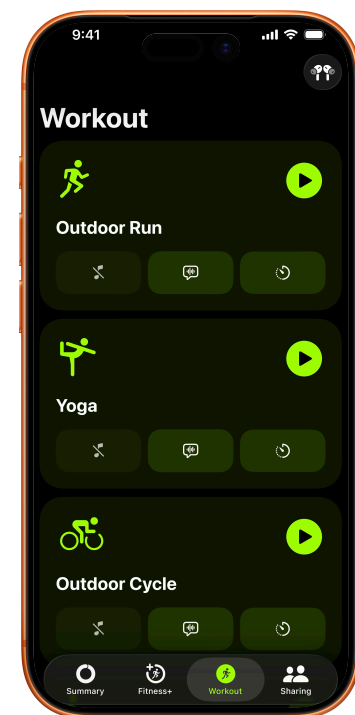
- Show customers the five ear-tip sizes and point out how soft and flexible they are.
- Remove an ear tip from AirPods Pro and point out that it's easy to change ear tips for a great fit. You can turn the ear tip inside out for a better grip to remove it. Then, align and click the ear tip securely back into place.
- Ask customers to put AirPods Pro in their ears. If the heart rate sensor isn't covered by their ear, size down the ear tip.
- Go into Settings and tap AirPods Settings at the top. Scroll down to About AirPods Pro Fit and show customers the three videos about the new AirPods Pro fit.
- Show customers the Ear Tip Fit Test and let them know they can use it to find the best fit for their ears.

## Check out the audio quality and Spatial Audio

- Ask customers to put AirPods Pro in their ears. Then in Apple Music, play a track from the Made for Spatial Audio playlist. Make sure Spatial Audio with dynamic head tracking is turned on in Control Center.
- Ask customers to turn their head from side to side, and point out that Spatial Audio with dynamic head tracking keeps them in the centre of the sound stage.
- Mention that Spatial Audio with dynamic head tracking works in Group FaceTime, movies, TV shows, and games across all Apple devices.
- Go into Settings and tap AirPods Settings at the top. Show customers that they can set up a Personalised Spatial Audio profile that tunes sound to their ears for more immersive listening.



# Quick Demos



## Switch between noise control modes

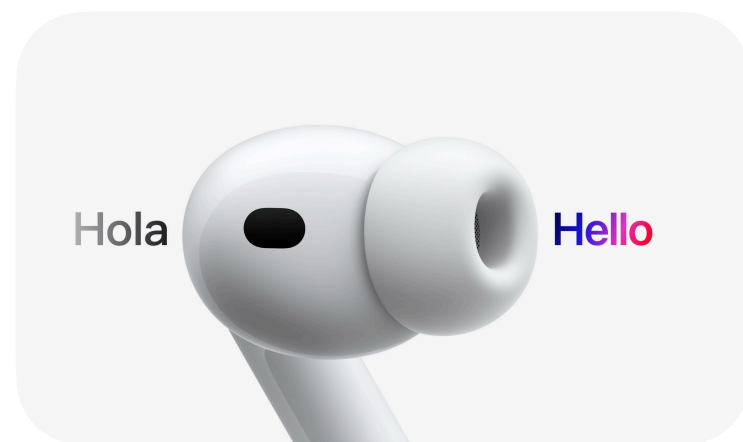
- Ask customers to put AirPods Pro in their ears. Then, in Control Center on iPhone or iPad, show them how to switch between Active Noise Cancellation, Adaptive Audio, and Transparency.
- Ask customers to press and hold the Touch control sensor to switch between Active Noise Cancellation and Transparency, 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 into Settings and tap AirPods Settings at the top. Show customers that they can adjust “press and hold” preferences in the AirPods menu.

## Check out heart rate sensing and the expanded Fitness app

- Point out the heart rate sensor, and mention that AirPods Pro can track heart rate, calories burned, and Move ring progress for 50 different workout types.<sup>16</sup>
- On iPhone, go into the Fitness app and highlight that Workout appears as a new tab.
- Show customers the workouts they can choose from, how they can toggle on Autoplay Media to pick their preferred playlist, and Workout Buddy, where they can select their preferred voice.<sup>17</sup>
- Mention that customers can start a workout directly from the Fitness app.

<sup>16</sup> Heart rate sensing during workouts is available in supported apps on iPhone running the latest iOS. <sup>17</sup> Requires an Apple Intelligence-enabled iPhone nearby and Bluetooth headphones with device and Siri language set to English. Apple Intelligence is available in beta. Some features may not be available in all regions or languages. For feature and language availability and system requirements see [support.apple.com/en-us/121115](https://support.apple.com/en-us/121115).

# Quick Demos



## Check out Live Translation

- On iPhone, open Translate and highlight that Live Translation appears as a new tab for AirPods.
- Tap on 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 Action button on iPhone, saying "Siri, start Live Translation" or pressing and holding both AirPods stems.



## Use the Camera Remote

- Ask customers to put AirPods Pro in their ears, and open Camera on iPhone. Make sure Camera Remote is enabled in AirPods Settings.
- Let customers know that 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 short video.
- Mention that AirPods Pro also support studio-quality audio recording, which is perfect for voiceovers, interviews, and content creation.

Key Messages

Quick Demos

**Line Up & Compare**

# AirPods Lineup

[apple.com/airpods/compare/](https://apple.com/airpods/compare/)



**AirPods 4**



**AirPods 4 with Active Noise Cancellation**



**AirPods Pro 3**



**AirPods Max**

The new benchmark for fit and comfort in an open-ear design with the H2 chip, transformed sound quality, Personalised Spatial Audio, Voice Isolation, USB-C charging, and much more.

The most advanced audio experience ever delivered in an open-ear design, with Active Noise Cancellation, Transparency mode, Adaptive Audio, and Conversation. Awareness for the first time—plus expanded charging capabilities and a case speaker for Find My.

The most powerful in-ear listening experience with the world's best in-ear Active Noise Cancellation. Heart rate sensing included for the first time, with new Hearing Health experiences.

The ultimate personal listening experience with the highest fidelity studio-quality sound, pro-level Active Noise Cancellation, beautiful new sophisticated colours, and USB-C charging for added convenience at home or on the go.

