

Apple's Powerbeats headphones and plans to 'dominate' the gym

CEO Tim Cook once said he wanted to 'turn Powerbeats into the AirPods of the sports world', and Powerbeats 4 is the hope for Apple to realize that ambition.

Thanks to the advantages of convenience and increasing sports practice of everyone, the market of Bluetooth headsets in general and sports headphones in particular is seeing a strong growth. Apple naturally understands this fact and doesn't want to slow down to lose market share.

Previously, CEO Tim Cook once said he wanted to 'turn Powerbeats into the AirPods of the sports world', and Powerbeats 4 is the hope for Apple to realize that ambition.

We know that AirPods are the best-selling wireless headphones in the world, so what advantages does Powerbeats 4 have to achieve similar success in the sports headset market? Before going into more depth, let's talk about the specifications of this headset model.



First, let's talk about the price of 149 USD (about 3.5 million VND), not cheap, but acceptable for a headset from a big brand like Beats (Apple). In fact, Powerbeats 4 is even \$ 50 cheaper than the Powerbeats 3 when released. Despite the cheaper price, Powerbeats 4 has a better battery life and equipped with Bluetooth hardware than its predecessor.

Apple claims this compact wireless headset will provide users with 15 hours of continuous music playback (compared to 12 hours of Powerbeats 3). Along with that is the Fast Fuel feature that gives it an additional 1.5

hours of use after only 5 minutes of charging. If you average an hour of exercise every day, a full charge of the Powerbeats 4 battery will allow you to use it in about half a month.

Another feature is that the headset will be charged with a Lightning cable, with a USB-A to Lightning cable included in the case, suggesting it is primarily geared towards Apple users. In addition, the arrival of Apple H1 chip will ensure stable and fast connection (especially for Apple devices), better battery life and hands-free access to virtual assistants. Siri.



The new Powerbeats got an IPX4 water resistance rating, making it 'immune' to sweat and rainwater that could splash during a user's workout, but not enough to survive with swimmers. In terms of sound quality, the manufacturer said that Powerbeats 4 provides sound quality equivalent to Powerbeats Pro (priced at \$ 250), which is rich in internal power, emphasizing the bass range, suitable for music tracks. vibrant, fast tempo that people often hear while practicing sports.

Powerbeats 4 was officially released on March 18, with 3 color options including black, white and red.

What are your thoughts on Apple's new headset model? For 150 USD, would you buy it? Leave your comments below.

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