

AirTag Presentation

Blue in the Tooth

INTRODUCTION (slide 1)

Apple's tracking technology has been around for many years in one form or another. So it is not unusual to see a bunch of tracking going on within your devices. From asking Siri to find information on the internet to finding your iPhone, iPad, AirPods or even your MacPro. It's being tracked.

Tracking your misplaced AirPods or watch was limited to the distance of your Bluetooth signal that was used to connect to your misplaced devices.

What if I left my AirPods at my Grandma's house 200 miles away from where I am now? Apple's got an answer for that... 'Crowd Sourcing'.

In 2020 Apple's Find My service was expanded to the 'Find My network'. With hundreds of millions of Apple devices around the world, advanced end-to-end encryption, it would let users locate their belongings in the Find My app with peace of mind that their privacy is protected.

The iOS 13 update allowed Apple hardware that couldn't connect to the internet and use Bluetooth to broadcast an encrypted identifier that nearby Apple laptops, iPhones and iPads could securely relay along with location information to Apple servers.

(The trick is that any Internet-connected Apple device running iOS 13 or macOS 10.15 Catalina can identify broadcasts from the Bluetooth adapter in other Internet-offline Apple devices nearby and pass that information back to Apple.

This reporting works even when the missing Mac, iPhone, or iPad is on standby or sleeping, though it can't work for a device that's powered down, or if you have disabled Bluetooth or put your device into Airplane Mode. This technique solves the problem of how to find the device that isn't connected to the internet.)

The AirTag and the new 'Find My network' technology in the FindMy app.

Apple's trick in the new Find My network was to combine always-available Bluetooth networking with nearby ubiquity of other people carrying Apple gear.

(slide3) (slide4)

In April 2021 Apple premiered a new external Tracking Device, the AirTag. A small and elegantly designed accessory that helps keep track of and finds items that matter most to you.

- You need at least two Apple devices logged into the same iCloud account.
- All iOS, iPadOS, and macOS will recognize Bluetooth messages from offline devices, and continuously pass those on to Apple along with the detecting devices' current coordinates.
- After you mark a device as lost, you will be able to send a query to Apple from one of your other Find My-registered devices and retrieve encrypted location information related to the lost device.
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1.How Does it Work?

(slide 5) (slide 6)

2. Is your iPad at home or at the office?

The map in **FindMy** app shows the list of your Apple devices registered in your Apple cloud account and where they are located.

FIND YOUR APPLE DEVICES

Ways to find your Gear (slide7)

Lost Mode (slide8)

You can also set it so someone can get your contact info by tapping your AirTag with an NFC-capable smartphone that uses the same technology that lets people pay for things with their phones.

The Best Tracker of all (slide 9)

Questions? (slide 10)