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## iPort / LaunchPort and the New Apple Lightning Connector

On 9<sup>th</sup> September 2012, Apple announced a new connector called Lightning to interface iOS devices with peripherals. This connector will be on new iOS devices in the future. This email should help answer the following questions:

- 1): **Why has Apple introduced the new Lightning connector?**
- 2): **What are the implications for current iPort and LaunchPort products?**
- 3): **What plans is Dana Innovations putting into place to provide solutions for the new initiatives from Apple?**

### Why has Apple introduced the new Lightning connector?

There are three main factors in the introduction of the new connector:

First, the Lightning connector is mechanically smaller than the 30 pin connector. This will help in the creation of the next decade of elegant, ever thinner Apple devices.

Second, this simplifies the interfacing of protocols as it is completely digital. This reduces the circuitry required to exist in the iOS device to support its list of capabilities.

Third, the Lightning connector is easier to use and is reversible, providing a better experience for the User.

### What does this mean for iPort's existing product categories?

Since Apple's announcement, the entire iOS accessory community has been hard at work evaluating the new Lightning connector. Here is what Apple's Lightning connector means for iPort's products.

#### Free Standing (FS) iPort

Using a new Lightning iOS Device with a Lightning to 30-pin adapter, ALL functionality with the exception of playing video content works on FS models:

- **GUI**
- **Audio out**
- **2 way control via IP or RS232**
- **IR commands**
- **Metadata and album art sharing**

The iPort Team are delighted that Apple has retained this functionality in new iOS Devices.

Please note that there are TWO Lightning to 30-pin adapters available from Apple Stores. The one piece Lightning to 30-pin adapter and the Lightning to 30-pin adapter (0.2m).

### In Wall (IW) iPort

The Lightning to 30-pin adapter retains the same functionality (mentioned above) on the IW models as with the FS models, although the In Wall's accommodation of the new iOS device form is not ideal.

Visitors to US CEDIA in September will have seen a prototype of a design for a new faceplate to potentially replace the existing IW faceplate, which would accommodate new iOS devices and the Lightning to 30-pin adapter.

Reaction to this design was extremely positive, but at this time we do not have a date when this new product may be available.

### Control Mount

When an iOS device is used in a Control Mount application, the device is typically dedicated to running one or a few apps. This means that the actual generation of an iOS device is not critical when used with a Control Mount product. The current CM-IW200 is a GREAT product that accommodates the new iPod Touch that is currently shipping.

As new iOS devices are released by Apple, The iPort Team will evaluate the opportunity to create Control Mount products for these devices.

### LaunchPort

LaunchPort's inductive charging system is able to support the breadth of Apple's iOS product offering as it provides over 10W of power via inductive charging and is MFI (Made For iPad) certified by Apple.

The LaunchPort Team has tested the inductive system with the Lightning connector, and they are poised and ready to support a new iPad and iPad Mini models which have it fitted.

### Industry-Wide Implications

Dana Innovations believe it is important to realize and understand the implications for the Industry, in general.

- **ALL iOS accessories will no longer be able to receive video out from an iOS device containing the Lightning connector.**
- **ALL existing 30-pin docks with audio out, 2 way control, and metadata/album art sharing should continue to work as expected when using the Lightning to 30-pin adapter and new Lightning connector iOS devices.**

They are 100% committed to developing new and innovative products for the Apple Intersect market, a market that is, as we all know, constantly evolving.

Proof of this lies in the recent announcement from Apple that they are changing from the iPad Gen3 to the iPad Gen4. They have also introduced the iPad Mini.

Dana Innovations is developing a Sleeve for the new iPad Mini and the new iPad Gen4. At this moment we do not have any timelines for the product, but please rest assured that this is being worked on with and updates will follow.

Thank you again for your continued support of both iPort and LaunchPort.

Regards,