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# Product Plans

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## Add New Product

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### General Product Information

Please select platform(s):

- ☒ Made for iPhone
- ☒ Made for iPod
- ☐ Made for iPad

\* Accessory Type:

- ☐ General
- ☐ Power only
- ☐ Headphone remote and mic system

Does your accessory use the external accessory framework?

- ☐ Yes
- ☒ No

\* Accessory name:

\* Model/SKU #:

\* Projected MSRP (USD):

\* Please describe the accessory, including a general functional overview and key features:

Accessory brand:

Do you plan to develop a new accessory or re-brand an existing reference design model?

Does this Product Plan include a family a SKUs?

- ☐ Yes

☐ No

**Will this accessory be bundled with other products/SKUs?**

☐ Yes

☐ No

**Please specify the models which will be supported by your accessory.**

*You will be required to complete self-certification for each supported model*

- |  |  |
|--|--|
| <input type="checkbox"/> iPod touch (4th generation) | <input type="checkbox"/> iPad                          |
| <input type="checkbox"/> iPod touch (3rd generation) | <input type="checkbox"/> iPad 2                        |
| <input type="checkbox"/> iPod touch (2nd generation) | <input type="checkbox"/> iPod shuffle (4th generation) |
| <input type="checkbox"/> iPod touch (1st generation) | <input type="checkbox"/> iPod shuffle (3rd generation) |
| <input type="checkbox"/> iPod classic                | <input type="checkbox"/> iPod shuffle (2nd generation) |
| <input type="checkbox"/> iPod with video             | <input type="checkbox"/> iPod shuffle (1st generation) |
| <input type="checkbox"/> iPod nano (6th generation)  | <input type="checkbox"/> iPod with color display       |
| <input type="checkbox"/> iPod nano (5th generation)  | <input type="checkbox"/> iPod mini                     |
| <input type="checkbox"/> iPod nano (4th generation)  | <input type="checkbox"/> iPod with dock connector      |
| <input type="checkbox"/> iPod nano (3rd generation)  | <input type="checkbox"/> iPod with Click Wheel         |
| <input type="checkbox"/> iPod nano (2nd generation)  | <input type="checkbox"/> iPod                          |
| <input type="checkbox"/> iPod nano (1st generation)  |  |
| <input type="checkbox"/> iPhone 4                    |  |
| <input type="checkbox"/> iPhone 3GS                  |  |
| <input type="checkbox"/> iPhone 3G                   |  |
| <input type="checkbox"/> iPhone                      |  |

**Which category best describes your accessory hardware? Please select one.**

**Home Entertainment/Automation**

- ☐ Amp/Pre – Amp/Tuner
- ☐ AV Cable
- ☐ AV Receiver / Home Theater
- ☐ Dock – Wired
- ☐ Dock – Wireless
- ☐ DVD Player
- ☐ Home Appliance/Furniture
- ☐ Home Automation
- ☐ Micro System
- ☐ TV / Monitor / Projector
- ☐ Whole-House Audio

**Standalone Speakers**

- ☐ Boom Box / Jukebox
- ☐ Clock Radio
- ☐ Desktop Speaker
- ☐ Outdoor Entertainment
- ☐ Speakerphone

**Health and Fitness**

- ☐ Cardio Equipment
- ☐ Fitness Device (Non-Cardio)
- ☐ Medical / Health Care Equipment

**Productivity**

- ☐ Point of Sale / Barcode Reader

**Power/Sync Accessories**

- ☐ AC / Wall Charger

**Personal/Other Entertainment**

- ☐ Apparel / Eyewear / Luggage
- ☐ Dj Mixing Station
- ☐ Headphones
- ☐ Karaoke
- ☐ Musical instrument
- ☐ Toy / Game / Novelty

**Auto Entertainment/Diagnostics**

- ☐ FM Transmitter
- ☐ Navigation
- ☐ Rear Seat Entertainment
- ☐ Vehicle Diagnostic

**Additional Categories**

- ☐ Biometric / Security Device

- ☐ Printing
- ☐ Test/Diagnostic Equipment
- ☐ Keyboard
- ☐ Battery Pack
- ☐ Car Charger
- ☐ Sync Cable
- ☐ Commercial Hospitality Solution
- ☐ Education
- ☐ Enterprise
- ☐ Other

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#### Hardware

\* Which transport will be used for iAP communication between the accessory and the Apple device?

- ☐ USB Device mode
- ☐ USB Host mode
- ☐ UART/Serial
- ☐ Bluetooth
- ☐ None
- ☐ Other

Will the accessory use digital audio input?

- ☐ Yes
- ☒ No

How much power will your accessory supply to the Apple device?

- ☐ None
- ☐ 10W charging (2.1 A at 5 V)

Which accessory identification resistor value will be used in this accessory, if any? If none, write 'None.'

None

Will the accessory hardware use or pass video output from the Apple device?

- ☐ Yes
- ☐ No

Will the accessory use Composite, Component or DisplayPort?

- ☐ Yes
- ☒ No

Which of the following video connectors will be included in your accessory? Please select all that apply.

- ☐ Component video
- ☐ Composite video
- ☐ DVI
- ☐ HDMI
- ☐ RJ-45
- ☐ S-Video
- ☐ SCART
- ☐ TRS
- ☐ VGA
- ☐ Other

**Which of the following other connectors will be included in your accessory? Please select all that apply.**

- ☐ 3.5mm headphone jack
- ☐ Mini-USB / Mini-B
- ☐ 4-pin headset plug
- ☐ RJ-11
- ☐ Aux-in
- ☐ RJ-45
- ☐ Card reader
- ☐ SPDIF
- ☐ DB-9 / DB-25
- ☐ Toslink
- ☐ FireWire
- ☐ Other
- ☐ Micro-USB
- ☐ USB Type-A

**If your accessory supports direct connection to a personal computer, will an Apple device that is connected directly to your accessory be able to synchronize with iTunes on the personal computer?**

Yes

**Will your accessory pass the external Vbus power signal (from the personal computer) to the Apple device when the accessory is in "USB pass-through mode"?**

- ☐ Yes
- ☐ No

**Will the accessory hardware include any of the following features? Please mark all that apply.**

- ☐ 802.11
- ☐ AirPlay
- ☐ Z-Wave
- ☐ ANT+

- ☐ ZigBee
- ☐ CD Player
- ☐ HD Tagging
- ☐ Remote Control
- ☐ AM Radio
- ☐ DAB Radio
- ☐ Internet Radio
- ☐ RF
- ☐ Blu-ray/DVD Player
- ☐ FM Radio
- ☐ IR
- ☐ Satellite Radio
- ☐ Bluetooth
- ☐ HD Radio
- ☐ RDS Tagging
- ☐ Speaker out
- ☐ Other

Select the authenticated features which will be included in this accessory. Please mark all that apply.

- ☐ Accessory Equalizer
- ☐ Display Remote
- ☐ iAP over Bluetooth
- ☐ iAP over USB
- ☐ Communication with iOS App
- ☐ iTunes Tagging
- ☐ Location Lingo
- ☐ Microphone
- ☐ Nike + iPod
- ☐ RF Tuner
- ☐ USB Audio
- ☐ Video Browsing
- ☐ Video Support
- ☐ Accessibility
- ☐ iPod Out
- ☐ IDPS (required for 2.0B auth IC)
- ☐ Other

Does your accessory have headphone connectors, line-level output connectors, speaker output connectors, or a built-in analog FM transmitter?

- ☐ Yes

☒ No

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### Development Dates

*If any of these dates change, please update the product plan immediately.*

Production-ready hardware submission date:

Sell-in date:

### Authorized Manufacturers

Please list the contract manufacturer(s) who will be developing and/or manufacturing the accessory (accessories) covered in this Product Plan. The Licensee must have an agreement in place with the Authorized Manufacturer requiring the protection of Apple Confidential information.

Company Name:	<input type="text"/>
Web Site:	<input type="text"/>
Contact Person:	<input type="text"/>
Phone #:	<input type="text"/>
E-mail:	<input type="text"/>
Street Address	<input type="text"/>
City:	<input type="text"/>
State / Province:	<input type="text"/>
Zip / Postal Code:	<input type="text"/>
Country:	<input type="text"/>



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### Licensed Components

Please select only the requested components for the accessory covered in this Product Plan.

#### Connectors

- ☐ MFI514S0117 – 30-pin I/O plug, with tab (no shell), for use with universal dock
- ☐ MFI517-0433 – 30-pin I/O plug, cable end (no shell)
- ☐ MFI512S0017 – 30-pin I/O plug, mid-plane, with friction latches (no shell)
- ☐ MFI514S0084 – 30-pin I/O plug, vertical (SMT)
- ☐ MFI512S0011 – 30-pin I/O plug, mid-plane (no shell)
- ☐ Other

#### Authentication Chips

- ☐ MFI341S2164 – Class 6, 2.0B (iPhone/iPod)
- ☐ Other

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### Forecast

*Please provide sales forecasts for the first 4 calendar quarters in which this accessory will be sold.*

Quarter	Units
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

### Regions Sold

*Total sales must equal 100%*

North America %	<input type="text"/>
South America %	<input type="text"/>
Asia Pacific %	<input type="text"/>
Japan %	<input type="text"/>
EMEIA %	<input type="text"/>
Other %	<input type="text"/>

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