

The truth about Android Auto and Apple CarPlay

You're in the market for a new head unit so you better get one that is Android Auto compatible or maybe even Apple CarPlay, right? After all, that's what all the big manufacturers are advertising and there are logos on the box and everything. Surely, these must be important features to have. Well, here at Insane Audio we've got two things to tell you. Firstly, don't fall for the marketing BS. Second, don't call us Shirley.

Android Auto and Apple CarPlay are a lazy manufactures way of using your smartphone's processing power and systems architecture to compensate for the fact that their product has no real connectivity and doesn't have the physical hardware or software to be able to run apps on its own. In fact, most OEM head units or even an aftermarket replacement from a major manufacturer such as Alpine, Sony, Pioneer or Clarion may provide decent sound but their core technology is still stuck in 1996. Yeah. We said it. 1996.¹ Technology has evolved a lot since then with the advent of the internet, WiFi, smartphones and apps.

Insane Audio's products not only have superior sound quality and more features than you can shake a stick at, but they are also fully compatible with your Android device or iPhone. In addition to that our products are WiFi enabled and actually run the Android operating system natively. That means that our products work with or without your phone and you actually install apps directly on our product right in the dash of your vehicle instead of simply displaying data from your phone through, of all things, a hardwired connection.

This means that:

- You can install apps directly in your vehicle.
- You can install different apps on your vehicle than on your phone. After all, you use them in different ways, right?
- You don't need to have your phone on you to use all the features you want on your head unit.
- If someone else is driving your vehicle, they don't need your phone to use whatever apps you have installed and configured.
- You can use our expandable memory options such as a 256GB microSD card to store app data.
- You don't need to have a cable running from your phone to your dash all the time just to use your head unit the way you want.
- You can run any app you'd like, not just those that are "compatible" with things like Android Auto. Everything from video streaming apps like YouTube, to satellite imagery through Google Earth right down to an app that can wirelessly control a GoPro or an external bluetooth accessory. Having a fully connected Android system in your dash truly opens up unlimited opportunities.

This list, of course, doesn't even touch some of the other features and functionality that one gets with an Insane Audio head unit. The bottom line – don't believe the marketing hype. Insane Audio is by far the best option for your Jeep Wrangler or Toyota FJ Cruiser. Find out more about how to rock your rig with Insane Audio at www.insanejeepaudio.com.

¹ The base version of IEEE 802.11 WiFi was released in 1997 and is the standard most WiFi is built upon today

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