



Selecting an iPod® Integration Solution

SO, you're looking around at in-car docking kits for your iPod® or iPhone® and trying to figure out which brand or solution will work best for you.

Well, first and foremost, you've come to the right place. Unlike many other brands you'll find out there, iSimple® offers a wide variety of iPod integration solutions designed to meet the unique needs of your car, lifestyle and budget. And, because finding the right iPod integration product can sometimes be technical, we've boiled down the process to help make this as quick, easy and enjoyable as possible.

STEP 1:

Read and Research. When looking to make an educated purchase, Google is your friend. Try looking up any articles or reviews written about the brand or product you are interested in. Regardless of what you might think about the media's role in say...politics...it tends to be a friend of the everyday consumer, and provides a good starting point for research. The next place to look is in car owner or technology forums. Here you'll find some great feedback from people that use the product everyday. One word of warning though, beware forum entries that appear to come from regular consumers but sound like a press release. It's not unusual for companies to be active on forums to provide technical assistance or customer service, but in this case they usually identify themselves as such. But, it's not unheard of for sales or marketing reps to go into forums to badmouth competitors or promote their products. The best thing to do is read through several comments and make a judgment call based on what the majority of entries say and ignore the fringes, be they good or bad.

STEP 2:

Look At Compatibility. Just like when you're looking to find that "special somebody," finding the right iPod interface is all about compatibility. The question of, "Will it work with my car, truck or SUV?" is where the technical part usually comes in. But, don't let it dissuade you. Most companies that sell iPod solutions usually post compatibility charts. To help make things a little more straightforward, iSimple has included a special feature on its website – an easy-to-use product finder – that takes the confusion of reading a spreadsheet out of the mix. You can also read each product's

compatibility page to see which automakers the product works with and what (if any) exceptions there may be because of a particular model's special equipment.

STEP 3:

Balance Features and Price. Now that you know what iPod integration solutions will work with your particular vehicle, it's time to decide what features you want to have and how much you're willing to pay. As one would expect, an advanced solution that delivers a lot of features or offers multiple inputs is probably going to cost a bit more than a simple plug-and-play kit. But, if you're looking to use your iPod more safely while on the road, you'll want features like one-touch track control or iPod browsing using your car radio's standard controls. If you have a van or SUV and want the kids to be able to watch iPod movies or TV shows on your rear seat entertainment, you'll need a solution that supports video. If you want HD Radio™ or Bluetooth® in your car, you'll want a solution that can upgrade with those features. And, if all you want is something to play and charge your iPod without any signal static, then an entry level solution is right up your alley.

STEP 4:

Buy It. This is the easy part...or is it? Some would say that shopping around online for a great deal is the way to go, and we would agree that finding a deal is always a good thing. But, before you buy that "total steal" from eBay username FunkZilla3000, understand that parts purchased on sites like eBay or Craigslist may not be supported by warranty. However, products sold on Internet sites like Amazon, AutoToys, Best Buy, or Crutchfield – as well as those sold through the iSimple online store – are competitively priced and support a full manufacturer's warranty.

STEP 5:

Put It In. Most iPod integration kits will require some level of installation. If you have a basic knowledge of car audio or electronics, putting in an iPod integration kit yourself usually isn't a big deal and takes about 90 minutes to do. But, if you don't have any experience or don't feel comfortable pulling out your car radio, it is recommended that you have your new iPod interface installed by a professional. To help you find a knowledgeable installer near you, iSimple has a dealer locator in its online Learning Center and its iSimple Store. Any of the businesses listed will happily install your kit for you (for a fee, of course) and usually guarantee their work.

WELL, that pretty much wraps things up. Just five steps is all it takes to hook yourself up with the in-car iPod/iPhone docking kit that's right for you. If, by chance, you go through this process and still have questions or need advice, feel free to contact an iSimple representative through the Contact Us section of our website or by calling us toll-free at 866-788-4237. **Enjoy!**

Copyright © 2008, iSimple Solutions/Peripheral Electronics. All Rights Reserved.
iPod and iPhone are registered trademarks of Apple, Inc. HD Radio is a trademark of iBiquity Corp.
Bluetooth is a registered trademark of the Bluetooth SRG

For technical or customer assistance, please contact iSimple at www.isimplesolutions.com
or call 866-788-4237, Monday – Friday, 9:00am-6:00pm EST.

