



CHROMECAST

What is Chromecast?

Chromecast is a media streaming device that plugs into the HDMI port on your TV. Simply use your mobile device and the TV you already own to cast your favorite TV shows, movies, music, sports, games and more. Chromecast works with iPhone®, iPad®, Android phone and tablet, Mac® and Windows® laptop, and Chromebook.

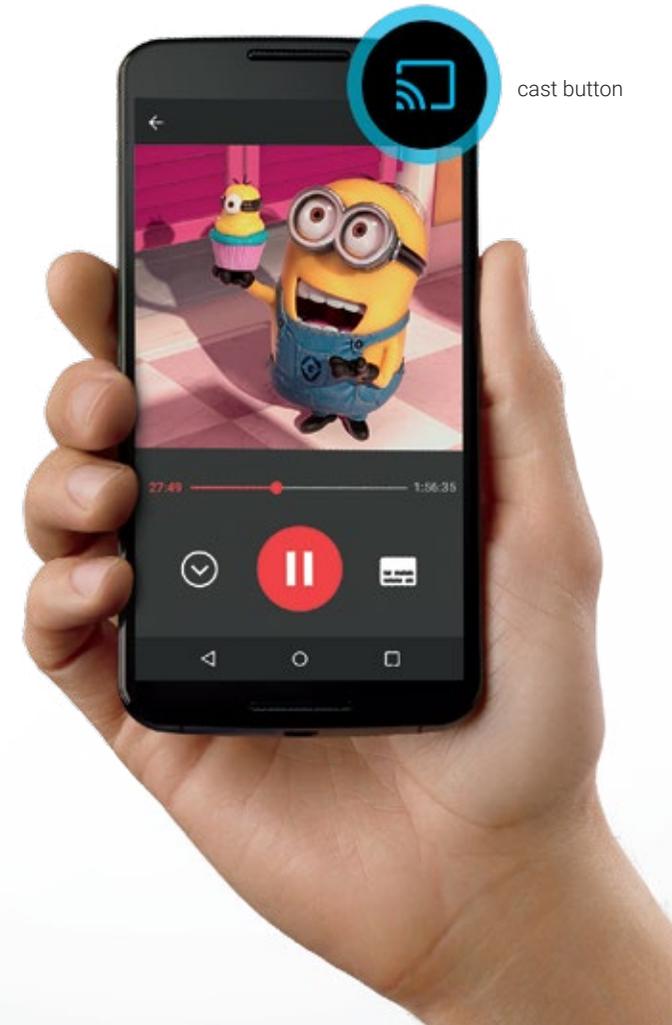


A better way to get video, music, and games to your TV

Your phone is a simple, powerful remote. Open the mobile apps you already know and love to quickly access things like your TV shows, your playlists, your queues. No new logins or downloads required.



Simply tap the cast button to see
your content on the big screen!



Massive improvements since 1st generation

While innovative in its own right, the 1st gen Chromecast consisted of many "off the shelf" parts that were not designed as an entire system. The "stick" form factor was quickly becoming a repeated design in the industry as well as created confusion as to where and how users install the product.

The new Chromecast delivers an ownable form factor and major technological achievements, the biggest being the integration of the HDMI extender into the product as opposed to a separate piece. This integration reduces the number of components in the box as well as increases overall performance.



1st generation Chromecast



One fun, little puck in a sea of streaming sticks

2 years ago, we launched the original Chromecast, the first of its kind. We have moved beyond the “stick” to create a new form factor that has its own, fresh personality while delivering users better performance and functionality.

The round, playful puck is uniquely Google and stands out from the pack. The circular form factor is not only more consumer friendly but also increases performance. The form allows for over 30% more PCB area for components and 2 additional antennas.

The innovative, built-in HDMI cable is the thinnest, most flexible, HDMI ever made, allowing the device to fit in any TV—even in tight spaces like cabinets and wall mounts—without an extra cable. The clever magnet “keeper” secures the cable when you take it with you, and it adds an element of surprise and delight.

The new Chromecast is a harmonious blend of innovation and design and is offered in 3 fun colors—because we believe the device should be just as fun as streaming.



the completely re-engineered, shielded HDMI cable was developed to be flexible and thin, allowing the Chromecast to fit behind any TV

A small magnet located on the HDMI head is keeps the HDMI cable snapped to the main body, giving users a clean and delightful out of box experience

The HDMI cable elegantly snaps to the back housing

A single LED indicator lets users easily know the status of their Chromecast. It's strategic placement can be easily viewed by peeking down the side of the television

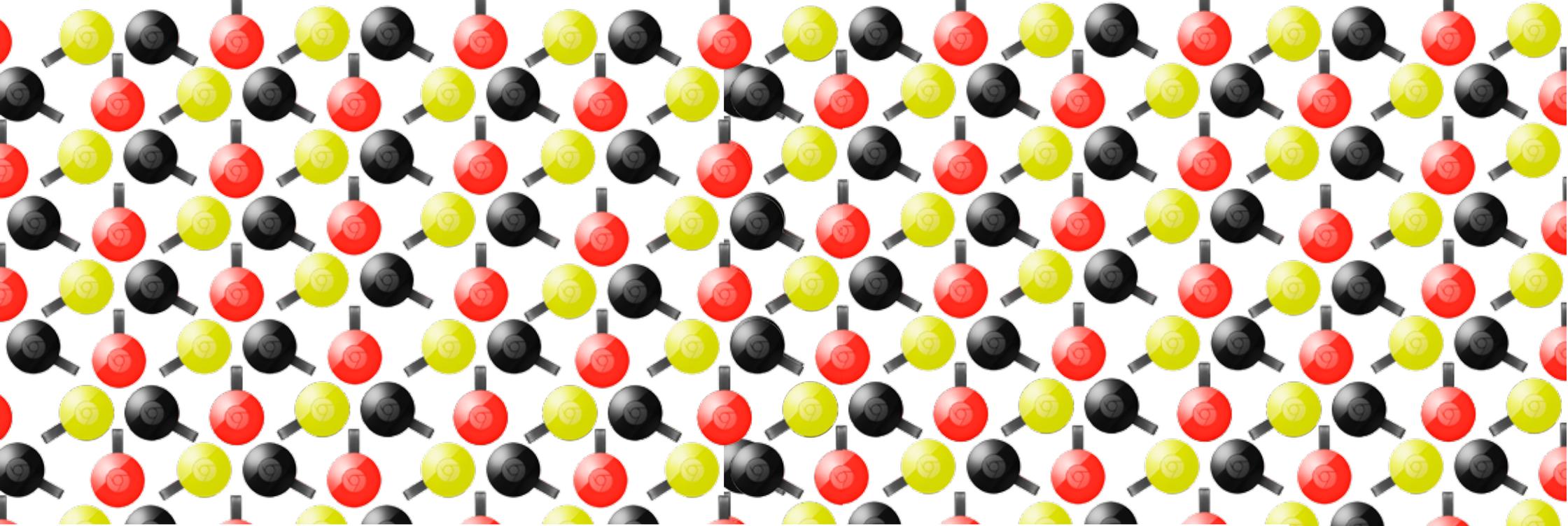
A simple, debossed logo plays off of the concentric form factor

The circular Industrial Design not only represents an more friendly and approachable form factor, but also allows for an optimized antennae layout, drastically improving performance

Design Details

Every element of the Chromecast system was given thoughtful attention to detail to create the an exceptional user experience. We set out to create a small, iconic & ownable form factor while working alongside engineering to create an exceptional design at an amazing value.





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Don't love it a little, love it a lot.

[click to see video](#)

