Latest
Startups
Venture
Apple
Security
AI
Apps
Disrupt 2025

Events
Podcasts
Newsletters

Advertisement

Advertisement

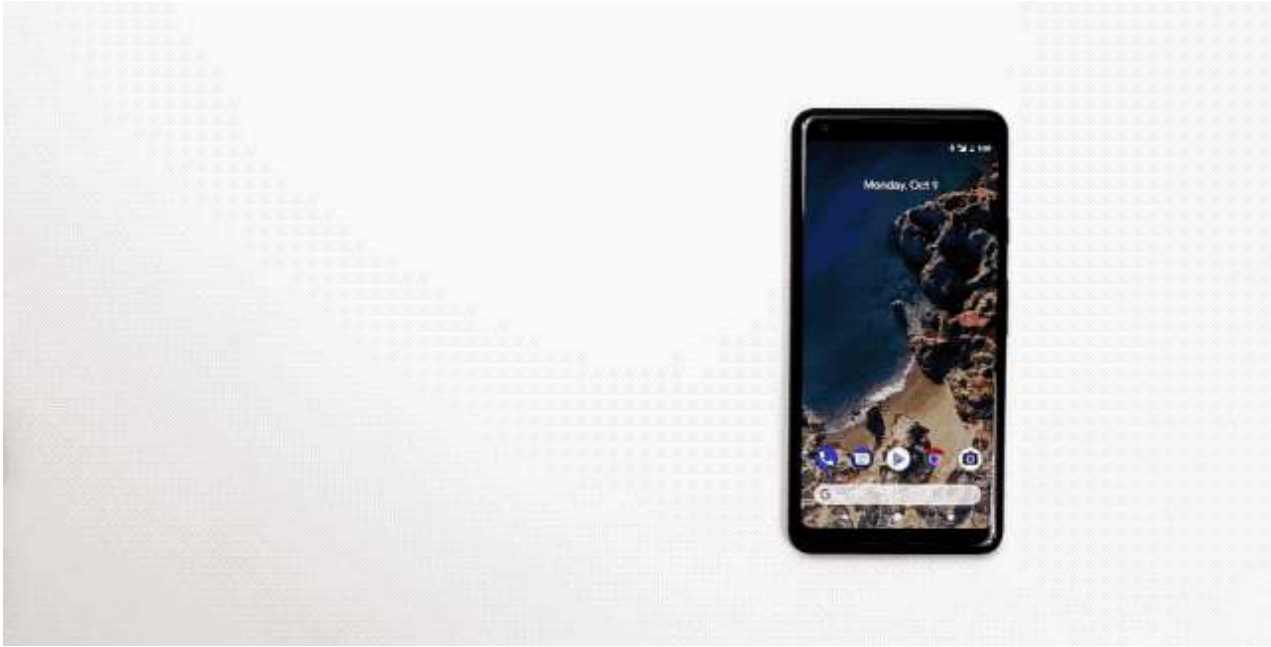
SCT Exhibit 2019
IPR2025-01182

Google's Fast Pair feature starts arriving on non-Pixel Android phones

Brian Heater 10:40 AM PDT · October 31, 2017

In the avalanche of news that was Google's Pixel 2 event last month, the company kind of glossed over the Fast Pair feature. Understandably so — it had a lot to get through at the event. And besides, it was far from the coolest thing about the company's new Pixel Buds headphones (that title goes to the Babelfish-esque real-time translation feature).

The feature is similar to what Apple offers up with its W2 chip, offering instant, hassle-free Bluetooth pairing with a couple of taps. Of course, Fast Pair has one key advantage: much greater compatibility. Launched as a Google Pixel exclusive, the feature is starting to roll out to all Android devices running Google Play services 11.7 and greater (requiring Android 6.0 and up, mind).



Advertisement

SCT Exhibit 2019
IPR2025-01182

Advertisement

Apple's version was a centerpiece of Apple's AirPods (along with subsequent Beats releases), and Google's take will certainly benefit from wider availability. In addition to working across Android manufacturers, Fast Pair is also compatible with bluetooth headphones from a variety of different companies. Pixel Buds and Libratone's solid Q Adapt were the first to be announced, and Google is adding the Plantronics Voyager 8200 headset to the list soon.

The selection is still pretty limited, with Google working with specific early partners to help develop Fast Pair . Though, along with opening it up to a lot more handsets, the company is putting out the call to "Bluetooth accessory" makers in its public forum — a move that indicates the company's plans to bring Fast Pair to a lot more than just headphones and headsets.

The Pixel Buds were created internally to brace the consumer base for the company's decision to drop the headphone jack from its new handsets. Opening Fast Pairing up to a much larger ecosystem of compatible devices should cushion the blow even more — and could open more handset manufacturers up to the possibility of dropping the jack themselves.

Topics: Android fast pair Google Hardware pixel buds

Advertisement

SCT Exhibit 2019
IPR2025-01182

Brian Heater

Brian Heater was the Hardware Editor at TechCrunch until early 2025. He has worked for a number of leading tech publications, including Engadget, PCMag, Laptop, and Tech Times, where he...

View Bio >

Advertisement

DISRUPT

October 27-29, 2025 | San Francisco

Founders: land your investor and sharpen your pitch. ***Investors:*** discover your next breakout startup. ***Innovators:*** claim a front-row seat to the future. Join 10,000+ tech leaders at the epicenter of innovation. Register now and save up to $668.

Regular Bird rates end September 26

Register Now

Advertisement

SCT Exhibit 2019
IPR2025-01182

Musk's $1T pay package is full of watered-down versions of his own broken promises

Scale AI's former CTO launches AI agent that could solve big data's biggest problem

OpenAI announces AI-powered hiring platform to take on LinkedIn

Google brings Material 3 Expressive to Pixel 6 and newer devices, along with other features

Tesla's 4th 'Master Plan' reads like LLM-generated nonsense

BMW, I am so breaking up with you

US and Indian VCs just formed a $1B+ alliance to fund India's deep tech startups

Loading the next article

Advertisement

Contact Us

Advertise

Crunchboard Jobs

Site Map

Terms of Service

Privacy Policy

RSS Terms of Use

Telsa

Anthropic

Telex

Klarna

MrBeast

Tech Layoffs

ChatGPT

© 2025 TechCrunch Media LLC.

Advertisement