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Why does my Bluetooth device automatically start iTunes?

Your audio product includes a feature called AVRCP (Audio-Video Remote Control Profile). When the unit powers on and pairs with the Mac, or any other Bluetooth device, the unit will send a "Play" command to the Bluetooth host. On Apple devices such as iPhones, iPods, and Macs, the Play remote control command will launch the music player and start playing the current music track. Any device which accepts the remote control profile from your bluetooth device will behave this way.

You will not experience this behavior with the Bluetooth headphone and other audio devices because those devices do not support AVRCP. Not all audio products include the AVRCP feature. There is currently not a method to disable the AVRCP feature.