

APPLES NEW ANNOUNCEMENTS

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From Annie Palmer, CNBC



iPhone 11

with iPhone 8 Plus trade-in

From

\$399

or

\$17 per month



iPhone 11 Pro

with iPhone X trade-in

From

\$599

or

\$29 per month



iPhone 11 Pro Max

with iPhone X trade-in

From

\$699

or

\$29 per month



IPHONE 11

- iPhone 11, 6.1-inch display, faster Face ID
\$699 (\$50 cheaper than XR), from \$399 (with iPhone 8 Plus trade in)
- iPhone 11 Pro, 5.8-inch OLED display, triple-lens cameras: telephoto & wide-angle
\$999, (from \$599 with iPhone X trade-in)
- iPhone 11 Pro Max, 6.5-inch OLED display, triple-lens cameras: telephoto & wide-angle
\$1,099, (from \$699 with iPhone X trade-in)
- Pro & Pro Max have triple-lens cameras including telephoto & ultra-wide-angle (120-degree fov, 40% more light, 4K resolution, 30-fps video)
- Longer battery life than iPhone XR
- Faster performance
- iOS for all phones 6S and newer

APPLE WATCH SERIES 5

- From \$399 for GPS, \$499 with 4G
- Always-on display
- Compass & international emergency calling
- Aluminum, ceramic, stainless cases
- Expanded health & fitness emphasis
- 18-hours battery life
- Series 4 discontinued?
- Still selling Series 3 from \$199

IPAD

- New 10.2-inch iPad (replacing 9.7-inch model)
- Starts at \$329
- Retina display
- 8-megapixel camera
- A10 Fusion chip, claim to be 2X faster than top-selling laptop
- Compatible with Apple smart keyboard & first-gen Apple pencil

APPLE TV+ & APPLE ARCADE

- **Apple's streaming TV** video-subscription service
\$4.99 per month for family
- One-year free with purchase of new phone, iPad, Mac, Apple TV
- **Apple Arcade** is a gaming subscription service
\$4.99 per month for family

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