

# Apple's 9/12/2023 New-Product Announcements

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SBAMUG General Meeting September 27, 2023

Kent McDonald

# Apple Watch Next-Generation Series 9, Ultra 2

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- Apple Silicon S9 chip
- Wireless charging (Mag Safe), and same Series 8 18-hour battery life, despite more powerful processor
- More-accurate dictation
- Siri requests regarding health logs, etc. processed on-board by Neural Engine
- Can find and display your iPhone's location via Precision-Finding GPS
- Handy thumb-index-finger gesture avoids need to tap the display



## Apple Watch SE

All the essentials.  
Light on price.



New

## Apple Watch Series 9

Powerful sensors,  
advanced health features.



New

## Apple Watch Ultra 2

The most rugged  
and capable.

# Current Apple Watches

Series 9 and Ultra are new

# Apple iPhone 15, 15Plus, 15Pro, and 15Pro Max

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- All four models have the USB-C charging port (instead of Lightning)
- USB-C to USB-C Cable is included, but no wall charger or USB-A adapter
- New battery charging option limits max charge to 80% for longer battery life
- OLED Display has 2K nits peak outdoor brightness (1K typical, 1.6K HDR)
- iPhone 15 & 15 Plus use A16 chip; iPhone Pro & Pro Max use new A17 Pro chip, which uses 3 nanometer lithography, and delivers better mobile-game performance (“fastest mobile CPU” says Apple)
- The Pro and Pro Max Mute Switch is now a customizable Action Button

# iPhone 15 Models, Continued-1

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- iPhone 15 Pro models have a textured back-glass titanium case lined internally with aluminum, slightly smaller and lighter in weight, easier to hold
- The Plus and Pro Max models have the larger 6.7 inch screen size
- The Pro and Pro Max models have Always-On Displays
- Only the Pro cameras have a telephoto lens, 5X optical zoom on Pro Max
- The Pro camera combines the light gathering of a 12 megapixel image with the detail of a 48 megapixel image to create a superior-to-both 24 mp image
- The Pro models have 8GB RAM versus 6GB RAM for iPhone 15, 15 Plus

# iPhone 15 Models, Continued-2

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- All models have “Dynamic Island” display, and an audio processing feature that helps to isolate voice from background noise while using the phone
- Pro models have digital processing of spatial video for output to new Apple Vision Pro headset, and support USB 3 up to 10Gbps
- All models have AAA Roadside assistance calling via satellite, and wireless charging (Mag Safe)
- All models provide Dual eSim, plus physical SIM slot for most other countries
- Pricing depends on model and storage Size, ranging from \$800 to \$1,200 for iPhone 15/15 Plus, and from \$1,000 to \$1,600 for iPhone 15Pro/Pro Max

New

# iPhone 15 Pro & iPhone 15 Pro Max




Four color swatches are shown below the phone: Natural Titanium, Dark Titanium, White Titanium, and Black Titanium. The first swatch is highlighted.

From \$999 or \$41.62/mo. for 24 mo.\*

Buy

New

# iPhone 15 & iPhone 15 Plus



Five color swatches are shown below the phone: Light Pink, Pink, Yellow, Green, and Black. The first swatch is highlighted.

From \$799 or \$33.29/mo. for 24 mo.\*

Buy

New iPhone 15 Models



New

**iPhone 15 Pro**

The ultimate iPhone.



New

**iPhone 15**

A total powerhouse.



**iPhone 14**

As amazing as ever.



**iPhone SE**

Serious power.  
Serious value.

Range of iPhone Models

iPhone 15 and 15Pro are new



## iPhone 13



From \$599 or \$24.95/mo. for 24 mo.\*

Buy

## iPhone SE



From \$429 or \$17.87/mo. for 24 mo.\*

Buy

# Carry-Forward Models