

APPLE SEPT 9TH EVENT

AIRPODS, WATCHES, IPHONES

INTRODUCTION:

- On September 9th, 2025 Apple held its annual event. This is known as the iPhone Event
- They also introduced the AirPods Pro 3, three new Watches, and four new iPhones.
- Rumors about new Vision Pros, Apple TV, or HomePods did not materialize.
- As this fall event rarely if ever introduces new Macs or iPads, none were shown.

AIRPODS PRO 3:



- This replaces the AirPods Pro 2 as the top of the line in ear earphone
 - The AirPods 4, AirPods 4 with Noise cancellation, and over the ear AirPods Max remain in production.
- Apple claims 2X more noise cancellation over AirPods Pro 2.
- New heart rate sensing. Track heart rate and calories burned during workouts.
- Improved battery life
- Live Translation with compatible Apple AI phone and iOS 26
 - Also works with AirPods 4 with noise cancellation and AirPods Pro 2
- <https://www.apple.com/airpods-pro/>

NEW APPLE WATCHES:



- Apple introduced three new watches at the event
- All three are updates to previous models
- Apple mentioned Hypertension alerts. This is not unique to the new watches and was introduced in IOS 26
 - Works with Apple watches series 9-11, and Ultra 2 or 3
 - Need iPhone 11 or higher
 - Watch OS 26
- “Your Apple Watch can analyze data collected by the optical heart sensor and notify you if it detects a pattern of hypertension. This is done over 30 day evaluation periods, starting from the day you set up hypertension notifications.” per Apple
 - Does not monitor blood pressure directly

NEW APPLE WATCHES SERIES 11:

- Series 11 is the middle of the line, replaces the previous Series 10
- Improved battery life over series 10
- 2X better scratch resistant front glass
- LTE and new 5G on cellular models
 - As before cellular is an extra cost option
- 42mm or 46mm Screen size
- Macrumors review stated that this may not be a must upgrade for series 10 users. This would be more of a sure upgrade from series 9 and below users.

NEW APPLE WATCHES ULTRA 3:

- Top of the line- Replaces the Ultra 2 model
- Larger 49mm screen as compared to the 46mm on series 2
- Claimed 42-hour battery life compared to 36 of the series 2
- Adds satellite SOS without having iPhone on hand
- Adds 5G cellular
- S10 SiP instead of S9 on the series 2
- Definitely aimed at the outdoor sports enthusiast but others may find the battery life and large screen valuable

NEW APPLE WATCHES SE 3:

- Lowest cost model
- 40mm or 44mm Screen sizes
- GPS only or GPS + 5G cellular options
- SOS requires iPhone or Cellular option
- S10 SiP instead of S8 on the SE 2
- 64GB storage vs 32 GB on the SE2
- Per Macrumors: “It **does not support ECG, blood oxygen, or temperature sensing functionality** as those health features require hardware components that Apple did not include in the Apple Watch SE in order to keep costs down”
- <https://www.apple.com/watch/>

NEW APPLE IPHONES:

- The final and main feature of the event
- Four new iphones were introduced.
- iPhone 16E and iPhone 16 continue in Apples lineup
 - iPhone 16 Pro, iPhone 16 Pro Max, and iPhone 15 dropped from lineup
 - Third party retails may have remaining stock.

IPHONE 17:



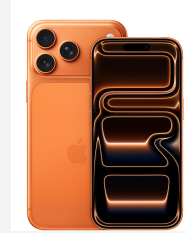
- Larger 6.3 in screen as compared to 6.1 inch on iPhone 16
 - Pro Motion (120 Hz) always on screen
- A19 processor compared to A18 on the iPhone 16
- New 18 MP center stage front camera compared to 12 MP on 16
- 48 MP rear Fusion rear camera and 48 MP ultrawide rear camera
 - Ultrawide camera was 12 MP on on iPhone 16.
- Techradar recommends iPhone 17 over 16 in most categories.

IPHONE AIR:



- New form factor “Thinnest iPhone Ever”
 - Note Plateau where lens and much circuitry lies, is thicker
 - Just called Air, likely in future will be called Air 1
- Priced between iPhone 17 and iPhone 17 Pro (next slides)
- Uses the A19 Pro processor but with only 5 GPU cores instead of the 6 in the A19 Pro
- New 18 MP center stage front camera compared to 12 MP on 16
- Single 48 MP rear camera (no second rear ultrawide)
- Least battery life of the new phones introduced still pretty good
- Ars Technica reviewer and wife concerned about grip of such a thin phone

IPHONE PRO/ PRO MAX:



- iPhone Pro and iPhone Pro Max basically the same except:
 - iPhone Pro has 6.3 inch screen, Pro Max has 6.9 inch
 - Pro Max can order a 2 TB storage option
 - Pro Max has a larger capacity battery for long usage before needing to charge
- Apple's top of the line phone
- Uses the A19 Pro processor with only 6 GPU cores instead of the 5 in the A19 Pro used in the iPhone air.
- New 18 MP center stage front camera compared to 12 MP on 16
- 48 MP rear Fusion rear camera and 48 MP ultrawide rear camera, and 48 MP fusion telephoto
- Vapor Chamber cooling to dissipate heat

IPHONE PRO/ PRO MAX (CONT'D):

- USB 3 transfer speeds.
- Yes, features for those who are working pros. For the rest of us you will have to research and decide if the Pros extra cost is worth it to you.
- <https://www.apple.com/iphone/>
- Questions/ Comments?

APPENDIX

- Some of the review links I looked at:
 - <https://www.engadget.com/mobile/smartphones/iphone-17-pro-and-pro-max-review-an-impactful-redesign-120002202.html>
 - <https://arstechnica.com/gadgets/2025/09/iphone-air-review-apples-different-est-phone-in-years-is-appealing-despite-itself/>
 - <https://www.pcmag.com/comparisons/iphone-17-vs-iphone-16-the-winner-is-clear>
 - <https://www.macrumors.com/roundup/apple-watch-se/>
 - <https://9to5mac.com/2025/09/19/apple-watch-ultra-3-vs-ultra-2-heres-everything-new/>
 - <https://arstechnica.com/gadgets/2025/09/new-airpods-pro-3-turn-apples-earbuds-into-fitness-tracker-universal-translator/>