

# iPhone 15 and iPhone 15 Plus



## First Look

iPhone 15 and iPhone 15 Plus are packed with innovative, industry-leading features, including a durable design with color-infused glass and a textured matte finish, and an aluminum frame with a contoured edge design. They have the Dynamic Island, so you can interact with alerts and Live Activities. You can capture super-high-resolution photos with the new 48MP Main camera with 2x Telephoto option, and it's even easier to shoot and edit great portraits. A16 Bionic powers innovative features and all-day battery life. You can get help with Roadside Assistance via satellite, and use Precision Finding for Find My friends. iPhone 15 and iPhone 15 Plus also have a USB-C connector for charging, transferring data, and connecting to a wide range of accessories. They're the perfect choice for upgraders—or anyone choosing iPhone for the first time.



Capacity	128GB, 256GB, 512GB
Finish	Black, Blue, Green, Yellow, Pink

## Key messages

### Dynamic Island

- Now available on iPhone 15, the Dynamic Island bubbles up alerts and Live Activities you want to know about in the moment
- With more third-party apps supporting the Dynamic Island, it's even more useful—and you can quickly check things like food deliveries, flight details, and game scores

### All-new design

- In an industry first, iPhone 15 features a durable color-infused back glass, which is strengthened through a custom dual-ion exchange process
- New contoured edge design makes the aerospace-grade aluminum frame feel even better in your hand
- iPhone 15 is splash, water, and dust resistant, with a Ceramic Shield front that's tougher than any smartphone glass<sup>1</sup>
- iPhone 15 models have 75 percent recycled aluminum in the enclosure and 100 percent recycled cobalt in the battery<sup>2</sup>

### Brighter display

- The Super Retina XDR display with OLED technology provides an exceptional viewing experience
- With 1600 nits peak HDR brightness, you get a fantastic display for HDR photos and videos
- When it's sunny, peak outdoor brightness can go up to 2000 nits—up to twice as bright as iPhone 14
- The larger 6.7-inch display on iPhone 15 Plus has more screen space to browse websites, watch videos, and more<sup>3</sup>

### Advanced dual-camera system

- Powerful 48MP Main camera enables super-high-resolution photos
- Take 24MP photos by default for great image quality and detail in a practical size for storing and sharing
- Use the 48MP setting to pick up more details, even in bright landscapes
- Main camera has 2x Telephoto optical zoom and 1x, and Ultra Wide has 0.5x, so it's like having three cameras
- When shooting video, get closer to the action with 2x Telephoto, and frame it perfectly with continuous zoom, even in 4K Cinematic mode
- Photonic Engine improves Night mode shots with sharper details, less noise, and more vivid colors
- New Smart HDR captures even more dynamic range—so things like the color of the sky and skin tones have even more true-to-life rendering

### Next-generation portraits

- Take portraits with fantastic color, incredible detail, better low-light performance, and zero shutter lag for capturing lively subjects
- Now you can take portraits right in Photo mode—and when iPhone detects a person, dog, or cat, it automatically captures depth information, so you can turn on the portrait effect later
- With Focus and Depth Control, you can change the focus from one subject to another even after you shoot the photo
- Main camera enables 2x optical zoom in Portrait mode

### All-day performance

- A16 Bionic powers features like advanced computational photography, better graphics for gaming, and higher display brightness
- 6-core CPU has two high performance cores that are faster than A15 Bionic and use 20 percent lower power
- iPhone 15 has all-day battery life, and iPhone 15 Plus has up to 9 hours longer video playback than iPhone 12—so you can spend more time gaming, browsing, or on FaceTime with friends<sup>4</sup>

### Connectivity and safety

- Features USB-C, the widely recognized standard for charging and data transfer
- Charge iPhone, Mac, iPad, and the latest AirPods Pro with the same USB-C cable that comes in the box—and you can even use iPhone to charge your Apple Watch and AirPods
- Second-generation Ultra Wideband chip enables Precision Finding for Find My friends who own iPhone 15 and iPhone 15 Pro models<sup>5</sup>
- Roadside Assistance via satellite enables help for common vehicle issues, even without a cellular or Wi-Fi connection<sup>6</sup>
- Emergency SOS via satellite enables texting to emergency services<sup>6</sup>
- Crash Detection can detect a severe car crash and automatically notify emergency services and contacts<sup>7</sup>

### Essential additions

- 20W USB-C Power Adapter, MagSafe cases and MagSafe Charger, AirPods, AirTag, AppleCare+ for iPhone

<sup>1</sup> iPhone 15 and iPhone 15 Plus are splash, water, and dust resistant and were tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty. <sup>2</sup> All cobalt claims are on a mass balance allocation. <sup>3</sup> The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangular shape. When measured as a standard rectangular shape, the screen is 6.12 inches (iPhone 15) or 6.69 inches (iPhone 15 Plus) diagonally. Actual viewable area is less. <sup>4</sup> Battery life varies by use and settings. See [apple.com/batteries](https://apple.com/batteries) for more information. <sup>5</sup> Ultra Wideband availability varies by region. <sup>6</sup> Service is included for free for two years with the activation of any iPhone 15 model. Connection and response times vary based on location, site conditions, and other factors. See [support.apple.com/kb/HT213885](https://support.apple.com/kb/HT213885) for more information. <sup>7</sup> iPhone 15 and iPhone 15 Pro can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi calling.

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