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

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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 glass1
- iPhone 15 models have 75 percent recycled aluminum in the enclosure and 100 percent recycled cobalt in the battery2

**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 more3

**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 friends4

**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 models5
- Roadside Assistance via satellite enables help for common vehicle issues, even without a cellular or Wi-Fi connection6
- Emergency SOS via satellite enables texting to emergency services6
- Crash Detection can detect a severe car crash and automatically notify emergency services and contacts7

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

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1 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.

2 For more information.

3 iPhone 15 and iPhone 15 Plus have 75 percent recycled aluminum in the enclosure and 100 percent recycled cobalt in the battery.

4 All cobalt claims are on a mass basis allocation. The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. 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. Battery life varies by use and settings. See apple.com/batteries for more information. Ultra Wideband availability varies by region. 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/HT213881 for more information. 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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