

# iPhone



## Lineup and customer scenarios

Every iPhone features a beautiful and durable design, advanced cameras, a gorgeous display, incredible performance, superfast Wi-Fi and 5G, great battery life, water and dust resistance, and ways to securely authenticate and unlock. iPhone is great for taking stunning photos and videos, browsing the web, participating in social media, making video calls, playing games, and so much more. And with iOS 17, the world's most personal and secure mobile operating system, customers get powerful features that help them every day. With a wide range of models, there's an iPhone for everyone.



### iPhone 15 Pro, iPhone 15 Pro Max

### iPhone 15, iPhone 15 Plus

### iPhone 14, iPhone 14 Plus

### iPhone 13

### iPhone 12

### iPhone SE (3rd generation)

Most advanced iPhone with a strong yet light titanium design, Pro camera system with an advanced 48MP Main camera, customizable Action button, A17 Pro chip, all-day battery life, safety features, and USB-C with USB 3 support.

Durable aluminum and color-infused back glass design with Dynamic Island, 48MP Main camera, Super Retina XDR display, A16 Bionic, all-day battery life, safety features, and USB-C.

iPhone with advanced dual-camera system, Super Retina XDR display, A15 Bionic with 5-core GPU, Action mode, TrueDepth front camera with autofocus, and safety features.

iPhone with advanced dual-camera system, Super Retina XDR display, A15 Bionic with 4-core GPU, great battery life, MagSafe, and Face ID.

iPhone with dual-camera system, Super Retina XDR display, 5G, A14 Bionic, great battery life, MagSafe, and Face ID.

Affordable and durable iPhone with a pocket-friendly design, advanced single-camera system, Retina HD display, A15 Bionic, great battery life, and Touch ID.

6.1-inch and 6.7-inch Super Retina XDR display with Always-On, ProMotion, HDR, and True Tone

6.1-inch and 6.7-inch Super Retina XDR display with HDR and True Tone

6.1-inch and 6.7-inch Super Retina XDR display with HDR and True Tone

6.1-inch Super Retina XDR display with HDR and True Tone

6.1-inch Super Retina XDR display with HDR and True Tone

4.7-inch Retina HD display with True Tone

Titanium design with fine-brushed finish on the band, contoured edges, the thinnest borders on iPhone, textured matte finish, Ceramic Shield front that's tougher than any other smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Durable aluminum and color-infused back glass design with contoured edges and textured matte finish, Ceramic Shield front that's tougher than any other smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Aluminum and glass design, Ceramic Shield front that's tougher than any other smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Aluminum and glass design, Ceramic Shield front that's tougher than any other smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Glass and aluminum design, Ceramic Shield front that's tougher than any other smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Aluminum and glass design, water resistance to a depth of 1 meter for up to 30 minutes

48MP Main camera with 24MP, 48MP HEIF and ProRAW, three zoom options, 12MP Ultra Wide, 12MP Telephoto (5x on iPhone 15 Pro Max, 3x on iPhone 15 Pro), next-generation portraits with Focus and Depth Control, Photonic Engine, Night mode, Smart HDR 5, ProRes up to 4K at up to 60 fps, Cinematic mode in 4K HDR up to 30 fps, Dolby Vision HDR video up to 4K at 60 fps, Action mode, Log and ACES support, and Spatial Video recording

Dual camera system with 48MP Main camera, 2x Telephoto, 12MP Ultra Wide, next-generation portraits with Focus and Depth Control, Photonic Engine, Night mode, Smart HDR 5, Cinematic mode in 4K HDR up to 30 fps, Dolby Vision HDR video up to 4K at 60 fps, and Action mode

Dual 12MP camera system (Main and Ultra Wide) with Photonic Engine, Photographic Styles, Night mode, Smart HDR 4, Portrait mode with Focus and Depth Control, Cinematic mode in 4K HDR up to 30 fps, Dolby Vision HDR video recording up to 4K at 60 fps, and Action mode

Dual 12MP camera system (Main and Ultra Wide) with sensor-shift OIS on Main camera, Portrait mode with Focus and Depth Control, Photographic Styles, Night mode, Deep Fusion, Smart HDR 4, Cinematic mode, Dolby Vision HDR recording up to 4K at 60 fps, and QuickTake video

Dual 12MP camera system (Main and Ultra Wide) with Night mode/Deep Fusion/Smart HDR 3 on all cameras, Portrait mode, Dolby Vision HDR recording up to 4K at 30 fps, and QuickTake video

Single 12MP camera (Main), Photographic Styles, Deep Fusion, Smart HDR 4, Portrait mode, 4K video recording up to 60 fps with extended dynamic range up to 30 fps, and QuickTake video

12MP TrueDepth front camera with autofocus, next-generation portraits with Focus and Depth Control

12MP TrueDepth front camera with autofocus, next-generation portraits with Focus and Depth Control

12MP TrueDepth front camera with autofocus, Portrait mode with Focus and Depth Control

12MP TrueDepth front camera, Portrait mode with Focus and Depth Control

12MP TrueDepth front camera, Portrait mode with Focus and Depth Control

7MP TrueDepth front camera, Portrait mode and Depth Control

Emergency SOS via satellite,\* Roadside Assistance via satellite,\* and Crash Detection

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Superfast 5G cellular and Wi-Fi 6E

Superfast 5G cellular and Wi-Fi 6

Superfast 5G cellular and Wi-Fi 6

5G cellular and Wi-Fi 6

5G cellular and Wi-Fi 6

5G cellular and Wi-Fi 6

A17 Pro chip with new 6-core CPU with 2 performance cores and 4 efficiency cores, Pro-class 6-core GPU, and 16-core Neural Engine

A16 Bionic chip with 6-core CPU with 2 performance cores and 4 efficiency cores, 5-core GPU, and 16-core Neural Engine

A15 Bionic chip with 6-core CPU with 2 performance cores and 4 efficiency cores, 5-core GPU, and 16-core Neural Engine

A15 Bionic chip with 6-core CPU with 2 performance cores and 4 efficiency cores, 4-core GPU, and 16-core Neural Engine

A14 Bionic chip with 6-core CPU with 2 performance cores and 4 efficiency cores, 4-core GPU, and 16-core Neural Engine

A15 Bionic chip with 6-core CPU with 2 performance cores and 4 efficiency cores, 4-core GPU, and 16-core Neural Engine

iPhone 15 Pro: Up to 23 hours video playback  
iPhone 15 Pro Max: Up to 29 hours video playback

iPhone 15: Up to 20 hours video playback  
iPhone 15 Plus: Up to 26 hours video playback

iPhone 14: Up to 20 hours video playback  
iPhone 14 Plus: Up to 26 hours video playback

Up to 19 hours video playback

Up to 17 hours video playback

Up to 15 hours video playback

Face ID for secure authentication and Apple Pay

Face ID for secure authentication and Apple Pay

Face ID for secure authentication and Apple Pay

Face ID for secure authentication and Apple Pay

Face ID for secure authentication and Apple Pay

Touch ID for secure authentication and Apple Pay

USB-C that supports USB 3 speed, fast-charge capable, MagSafe charging and wireless charging

USB-C, fast-charge capable, MagSafe charging and wireless charging

Lightning connector, fast-charge capable, MagSafe charging and wireless charging

Lightning connector, fast-charge capable, MagSafe charging and wireless charging

Lightning connector, fast-charge capable, MagSafe charging and wireless charging

Lightning connector, fast-charge capable, wireless charging

128GB (On iPhone 15 Pro only), 256GB, 512GB, 1TB

128GB, 256GB, 512GB

128GB, 256GB, 512GB

128GB, 256GB, 512GB

64GB, 128GB, 256GB

64GB, 128GB, 256GB

## Discover your customers' interests to recommend the iPhone that's right for them

Customers may know they want to upgrade from an older iPhone, but need more information or reassurance before they're ready to buy. Others may be trying to decide between iPhone, an Android phone, or another phone. Let customers know that all iPhone models provide an exceptional experience that only Apple can deliver. Then ask what they want to do with iPhone, so you can help them choose the model that's right for them. Here are some examples of customer needs and benefits you could share.



**"I want the latest iPhone, but I'm not sure which one."**

You discover she travels a lot and uses MacBook Air to manage her startup. She likes the size of her iPhone 12, but isn't sure she needs pro features.

### You recommend iPhone 15

#### The durable design is great for travel

iPhone 15 features the industry's first color-infused glass and aluminum design, with a textured matte finish. The aerospace-grade aluminum frame is highly durable, and the back glass is strengthened with a custom dual-ion exchange process. And iPhone 15 is built to last, with a Ceramic Shield front and IP68 water and dust resistance.

#### Multitask with the latest features

Now the Dynamic Island is on iPhone 15, and it's a great way to interact with alerts and Live Activities. You can easily keep track of your ride shares, flight status, and more without leaving the app you're using. With the Super Retina XDR display, you get an incredible viewing experience on the go, with up to 2,000 nits peak outdoor brightness—that's three times as much as iPhone 12. And A16 Bionic delivers speed and power efficiency, so you still get great all-day battery life with three more hours of video playback than iPhone 12.

#### The camera is a huge upgrade

With the 48MP Main camera, you can take much more detailed travel photos than with iPhone 12. You get three zoom options, including 2x Telephoto. And you can capture much better portraits—even right from Photo mode.

#### Charge and transfer data with USB-C

USB-C is the widely recognized standard for charging and data, so now you can use the same cable to charge your MacBook Air. And you can fast-charge your phone up to 50 percent in 30 minutes with a 20W USB-C power adapter.



**"I'm a photographer, and I need a new pro-level phone."**

You discover she has pro cameras and she loves taking photos on her iPhone 12 Pro. She uses MacBook Pro to edit her photos and videos.

### You recommend iPhone 15 Pro Max

#### Enjoy the most advanced pro camera system

iPhone 15 Pro Max is incredibly versatile—like having seven pro lenses in your pocket. The advanced 48MP Main camera enables super-high-resolution photos, with a 24MP default and a 48MP option for maximum detail. And you can customize the Main camera focal length with 24 mm, 28 mm, and 35 mm options.

#### Take stunning photos and videos

Capture great close-ups and wildlife photos with the 5x Telephoto camera at 120 mm focal length—the longest optical zoom ever on iPhone. Take portraits with incredible color and detail, and change the focus and depth afterward on your iPhone or MacBook Pro. Videos look great when framed with the 5x Telephoto camera or shot in Cinematic mode—which now supports 2x optical zoom. You can even customize the Action button to quickly access the Camera app, so you never miss the perfect shot.

#### Get pro features with a larger display

You'll love the larger 6.7-inch display, and the great performance you get with ProMotion. Viewing and editing your photos and videos on the go is even better with 2000 nits peak outdoor brightness. It's all powered by the A17 Pro chip for incredible performance and efficiency. And iPhone 15 Pro models have the first titanium design on iPhone, so they're strong, durable, and light.

#### Power through pro workflows

iPhone 15 Pro Max supports USB-C—and you can get up to 20x faster transfer speeds with an optional USB 3 cable, so you can quickly transfer your photos and videos to your MacBook Pro. You can also record up to 4K60 ProRes video directly to external storage for the first time on iPhone.



**“I want an iPhone with great cameras and battery life.”**

You discover she’s a student who loves the size of her iPhone 11, which she uses to make and watch dance videos.

#### **You recommend iPhone 15**

##### **Take amazing photos and videos**

You’ll love the advanced camera system with 48MP Main camera, which enables super-high-resolution photos. You can get closer to the action in your photos and videos with 2x Telephoto, and frame everything perfectly with continuous zoom, even in 4K Cinematic mode. You can even take next-generation portraits on the 12MP TrueDepth front camera, so in group selfies with your dance troupe, everyone will look great. And with Action mode, your videos will stay smooth, even if the person holding the camera is moving.

##### **Enjoy the brighter Super Retina XDR display**

Watching videos gets even better with the Super Retina XDR display with OLED technology. You’ll notice brilliant colors and true blacks. And with up to 2000 nits peak outdoor brightness, it’s easier to see all your dance content and apps for learning—even when it’s sunny on campus.

##### **You get all-day battery life and durability**

Even with the beautiful, bright display and new camera features, iPhone 15 has all-day battery life—so you can do schoolwork on the go. The battery lasts up to 20 hours, so you get up to three more hours of video playback for your videos with the power-efficient A16 Bionic chip. And you’ll have peace of mind with the durable color-infused glass and aluminum design.

##### **Charge and listen wirelessly**

Add a MagSafe wireless charger for fast charging—up to 15W. And practice your dance routines with AirPods. You can charge both the latest AirPods Pro (2nd generation) and iPhone 15 with the MagSafe charger, or with the USB-C cable that comes with your phone.



**“I’m a designer, and I need a pro iPhone.”**

You discover she uses iPhone 13 Pro for work and takes a lot of photos. She wants a beautiful iPhone that she can use to manage her busy design firm on the go.

#### **You recommend iPhone 15 Pro**

##### **You get a strong and light titanium design**

iPhone 15 Pro has a new titanium design that’s easy to carry throughout your day. It’s Apple’s lightest Pro model ever—noticeably lighter than your iPhone 13 Pro. And with new contoured edges and the thinnest borders ever on an iPhone, it feels great in your hand.

##### **Enjoy a huge upgrade for photos**

You can take super-high-resolution photos with the 48MP Main camera. Get the right frame every time with four optical-quality zoom options, including 0.5x, 1x, 2x, and 3x. Capture next-generation portraits with incredible image quality—even right from Photo mode. Then edit with the new Focus and Depth Control. And Night mode is even better—thanks to the Photonic Engine.

##### **You’ll love the pro display**

Get a great viewing experience for photos and videos with the Super Retina XDR display. And Always-On keeps your entire Lock Screen available at a glance, even while charging—so it’s great for StandBy with iOS 17.

##### **Save time with the Action button**

Customize the Action button to quickly access a favorite feature. The button is already set to turn on Silent mode—or you can choose things like Focus, Voice Memos, or almost anything with Shortcuts.

##### **Use new pro workflows**

iPhone 15 Pro has USB-C, so you can charge it with the same cable as Mac and iPad. With a USB 3 cable, transfer speeds are up to 20x faster. And iPhone 15 Pro models are the first models with Wi-Fi 6E for up to 2x faster speeds.



**“I’m giving my iPhone Xs to my son, so I need a new iPhone for me.”**

You discover she wants a durable iPhone with newer features and a great camera, but she’s also budget-conscious.

### **You recommend iPhone 14**

#### **You get an iPhone that’s built to last**

iPhone 14 has Ceramic Shield that’s tougher than any other smartphone glass, and it’s water and dust resistant. And the advanced, efficient chip enables up to 20 hours of video playback—up to 6 hours more than iPhone Xs. So iPhone 14 is a great value that you can enjoy for years to come.

#### **Enjoy the brighter display**

The 6.1-inch Super Retina XDR display is larger and brighter than iPhone Xs, so your photos and HDR videos will look even better.

#### **Take great photos and videos**

Use the advanced dual-camera system to capture the whole family in one shot with the Ultra Wide camera. Take great videos of your son with Action mode, and Cinematic mode in 4K. And shoot great group selfies with autofocus on the TrueDepth camera.

#### **Stay connected with your family**

Use fun iOS 17 features like Live Stickers and Video VoiceMail to keep in touch. You can even use Check In with your son. And with safety features like Crash Detection and Emergency SOS via satellite,\* you’ll have peace of mind.

#### **Protect and charge with MagSafe**

Protect your iPhone with a MagSafe case, and get fast wireless charging with a MagSafe Charger—up to 15W.



**“I want a smartphone with the best performance for gaming.”**

You discover he shares videos of his gaming tips on social media. He uses a high-end Android phone, but he’s heard a lot about the new iPhone models.

### **You recommend iPhone 15 Pro Max**

#### **Experience the next generation of mobile gaming**

Enjoy high-end mobile games that push graphics even further with A17 Pro that features the new Pro-class GPU. It enables hardware-accelerated ray tracing and a new shader architecture for incredible, immersive gaming experiences. You can play new games that were previously only available on game consoles, PCs, or Mac.

#### **You’ll love the pro display**

The 6.7-inch Super Retina XDR display with OLED technology has advanced features like ProMotion with a 120Hz adaptive refresh rate, so you get smooth performance. Always-On keeps your entire Lock Screen available at a glance, including widgets and Live Activities—so you can keep gaming while you track food deliveries and more.

#### **Take pro videos with pro workflows**

Use the most versatile Pro camera system on iPhone to capture ProRes videos with incredible detail. iPhone 15 Pro Max offers a new 5x optical zoom, the longest focal length ever on an iPhone. And it features USB-C with USB 3 support. So you can add an optional USB 3 cable for up to 20x faster transfers—and record ProRes video up to 4K60 directly to external storage for editing.

#### **Get an even more immersive experience**

You can use AirPods Pro to take your mobile gaming to the next level, with Active Noise Cancelling and Adaptive Audio that help reduce external noise so you can focus. And AirPods Pro also have Personalized Spatial Audio, so you can immerse yourself even more in the world of the games you play.



**“I’d like a newer iPhone, but I don’t need the latest model.”**

You discover she loves spending time outdoors, and she uses her iPhone 8 to take photos and videos on camping trips. She wants an iPhone with 5G, but she’s on a budget.

### **You recommend iPhone 13**

#### **Enjoy the large and durable display**

Your photos and videos will look great on the larger and brighter 6.1-inch Super Retina XDR display. Ceramic Shield on the front is tougher than any smartphone glass, and iPhone 13 also features IP68-rated water and dust resistance.

#### **You get 5G at a great price**

5G is perfect for real-time connectivity when you’re on the go—so uploading videos for social media and streaming movies is faster and smoother. And Smart Data mode switches to LTE when 5G isn’t needed.

#### **Take better photos and videos**

Use the dual-camera system to capture great memories on your camping trips. Take beautiful photos of landscapes with the Ultra Wide camera by day—and bonfires with Night mode at night. Your outdoor videos will look like movies when you record them in 4K HDR.

#### **Experience the TrueDepth front camera**

Take amazing portrait selfies with friends in Portrait mode, and shoot 4K HDR videos. You can even use Face ID to easily unlock your phone, log in to websites, and pay securely using Apple Pay.

#### **Data transfer is simple**

If your iPhone 8 is running iOS 12.4 or later, just bring it close to your new iPhone 13 to get started. The Quick Start screen will appear and guide you through a wireless transfer of all your data.



**“I’m new to iPhone. Which model is right for me?”**

You discover she prefers a big screen and uses her Android phone to take photos, watch videos, and stay in touch with family throughout the day. She wants something durable.

### **You recommend iPhone 15 Plus**

#### **You get a gorgeous 6.7-inch display**

You’ll love watching HDR videos and making video calls with the big and bright 6.7-inch Super Retina XDR display. And with the Dynamic Island, you can stay up to date with alerts and Live Activities, without leaving the app you’re using.

#### **Get reliable iPhone features**

iPhone 15 Plus is built to last, with a Ceramic Shield front that’s tougher than any smartphone glass, a durable color-infused glass back with contoured aluminum edges, and IP68 rated water and dust resistance. The A16 Bionic chip delivers speed and power efficiency, and iPhone 15 Plus offers up to 26 hours video playback—6 hours longer than iPhone 15. So you can enjoy more time watching movies or on FaceTime with your family. And with innovative safety features like Crash Detection and Emergency SOS via satellite,\* you’ll have peace of mind.

#### **Enjoy the advanced camera system**

The 48MP Main camera enables super-high-resolution photos and 2x Telephoto. You can shoot portraits with fantastic colors and details right from Photo mode—and easily adjust focus and depth after capture in the Photo app. You get a 2x optical-quality zoom in Portrait mode, and you can take stunning videos in 4K Cinematic mode.

#### **Switching is easy**

The Move to iOS app will guide you to transfer contacts, WhatsApp messages, and Google apps securely from your Android phone with just a few taps.



## “I want a basic iPhone so I can stay connected with family.”

You discover he uses his Android phone to send messages and stream TV shows. He doesn't think he needs features like Face ID, and he prefers a small phone.

### You recommend iPhone SE

#### It's affordable and holds its value

You can get credit when you trade in your eligible phone and make monthly payments through financing plans. And with free iOS updates, you get security enhancements and new features that will help your iPhone hold its value. Now with iOS 17, you can personalize your Contact Posters with your favorite picture or Memoji, and AirDrop your contact information to your friends using iPhone with NameDrop.

#### You get a powerful phone in a compact design

A15 Bionic powers advanced camera features like Portrait mode and Live Stickers for everyday use. 5G means you get fast streaming when you watch your TV shows on the go. And the 4.7-inch design has Touch ID on the Home button, so you can easily unlock your phone, log in to websites, and pay securely using Apple Pay.

#### Switching is easy

With the Move to iOS app, you can move contacts, WhatsApp messages, and Google apps securely from your Android phone with just a few taps. And Apple hardware, software, and services are designed together to be simple and intuitive, so it's easy to get started.

#### Protect your investment

With AppleCare+ for iPhone, you can get technical support from Apple experts 24/7. And you're covered for damage caused by accidents, like drops or spills, as often as you need. So if you accidentally damage your iPhone, it's covered for a small service fee.

\* Service is included for free for two years with the activation of any iPhone 14 models and later.

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