

iPhone 16 Pro and iPhone 16 Pro Max



First Look

iPhone 16 Pro and iPhone 16 Pro Max are the first iPhone models specially designed for Apple Intelligence. Featuring a Grade 5 titanium design with a refined microblasted texture, they're incredibly strong and impressively light. With the innovative 48MP Fusion camera, you get two cameras in one while the Camera Control brings a new experience to easily and quickly launch the camera and capture content. Professional creators and people who just want the best can express themselves at a whole new level with the highest-quality video in a smartphone and a big leap in audio performance. And with the phenomenally powerful A18 Pro chip and the best battery life on iPhone ever, pros and power users can do the things they love, for longer.



Capacity	128GB (iPhone 16 Pro), 256GB, 512GB, 1TB
Finish	Black Titanium, White Titanium, Natural Titanium, Desert Titanium

Key messages

Apple Intelligence¹

- iPhone 16 Pro and iPhone 16 Pro Max are designed for Apple Intelligence, which helps you write, express yourself, and get things done effortlessly
- With groundbreaking privacy protections, Apple Intelligence gives you peace of mind that no one else can access your data—not even Apple

Titanium design

- Grade 5 titanium design balances strength with beauty, in four stunning, refined microblasted finishes
- iPhone 16 Pro is splash, water, and dust resistant²
- Latest-generation Ceramic Shield material is two times tougher than any smartphone glass
- Larger 6.3-inch and 6.9-inch Super Retina XDR displays feature the thinnest borders on any Apple product, while still feeling great in the hand³
- New internal design improves heat dissipation and efficiency for up to 20 percent better sustained performance—so you can do things like high-intensity gaming for longer

Camera Control

- The Camera Control brings new ways to capture content easily and quickly so you don't miss the moment
- Tactile switch enables the click experience, high-precision force sensor allows for haptic feedback, and small multipixel capacitive sensor and signal processor recognize touch gestures
- New MagSafe cases in clear and silicone⁴ work seamlessly with the Camera Control, and feature a sapphire crystal, coupled to a conductive layer that communicates finger movements to the Camera Control

Pro studio in your pocket

- iPhone 16 Pro has a new 48MP Fusion camera with second-generation quad-pixel sensor, 5x Telephoto camera, and new 48MP Ultra Wide camera
- Powerful A18 Pro chip and seven pro lenses means you can create videos or incredible slo-mo at 4K 120 fps in Dolby Vision
- Get greater editing capabilities in the redesigned Photos app with playback speed options to make your shots dreamy or dramatic
- Pro camera system captures stunning spatial photos and videos to relive your favorite memories in 3D on Apple Vision Pro
- New Spatial Audio capture with four studio-quality mics makes your audio recordings more immersive and delivers a powerful upgrade to video storytelling
- Audio Mix offers a new way to edit voice and background noise in videos with In-frame, Studio, and Cinematic voice options

Photographic Styles

- Enjoy easy and intuitive camera customization, including new Undertones to dial in your exact desired look with more advanced skin-tone rendering—and set it across every photo you take
- Use more creative Moods to further customize the overall look of a photo that's inspired from professional photography

A18 Pro

- Phenomenally powerful chip brings industry-leading speed and efficiency
- Enables Apple Intelligence with a faster 16-core Neural Engine, a faster Pro-class 6-core GPU, and an improved CPU for faster and more enhanced performance, and a 17 percent jump in system memory bandwidth from A17 Pro
- Integrated with the new Apple Camera Interface and drives advanced video and photo features like the Camera Control
- With two times faster hardware-accelerated ray tracing than A17 Pro, A18 Pro delivers the best-ever graphics performance on an iPhone for AAA gaming—so games look and feel beautifully lifelike, with more fluid graphics and realistic lighting

Battery and charging

- Optimized internal design fits larger batteries
- With advanced power management and A18 Pro's incredible energy efficiency, iPhone 16 Pro Max offers the best battery life on iPhone ever
- New MagSafe charger offers faster wireless charging up to 25W—up to 50 percent in around 30 minutes when paired with the 30W USB-C Power Adapter⁴

Connectivity and safety

- Features USB-C, the widely recognized standard for charging and fast USB 3 data transfer
- Unique safety features allow iPhone to connect to satellite frequencies—so you can send and receive messages via satellite, text emergency services, or get roadside assistance when you don't have cell service or Wi-Fi⁵

Essential additions

- MagSafe cases, MagSafe charger, 20W USB-C Power Adapter, 30W USB-C Power Adapter, AirPods, AppleCare+ for iPhone

¹Apple Intelligence will be available in beta on all iPhone 16 models, iPhone 15 Pro, and iPhone 15 Pro Max, with Siri and device language set to U.S. English, as an iOS 18 update this fall. Some features and additional languages will be coming over the course of the next year. ²iPhone 16 and iPhone 16 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. ³The 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 6.27 inches (iPhone 16 Pro) or 6.85 inches (iPhone 16 Pro Max) diagonally. Actual viewable area is less. ⁴Accessories sold separately. ⁵Roadside Assistance, Emergency SOS, and Messages via satellite are included for free for two years with the activation of any iPhone 14 or later model. Connection and response times vary based on location, site conditions, and other factors. Messages via satellite requires a carrier plan. SMS messaging via satellite is available on supported carriers. SMS message rates may apply. See <https://support.apple.com/kb/HT213885> for more information.

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