

# iPhone



## Lineup and customer scenarios

Every iPhone features a beautiful and durable design, advanced cameras, brilliant display, incredible performance, remarkable battery life, and ways to securely authenticate and unlock. iPhone is great for taking stunning photos and videos, browsing the web, creating content, making video calls, playing games, and so much more. With iOS 26, customers get meaningful ways to stay connected and explore the world every day. Plus the beautiful Liquid Glass design delivers a more expressive and seamless experience while remaining instantly familiar. With a wide range of models, there's an iPhone for everyone.



**iPhone 17 Pro, iPhone 17 Pro Max**



**iPhone Air**



**iPhone 17**



**iPhone 16, iPhone 16 Plus**



**iPhone 16e**

Stunning aerospace-grade aluminum design that's incredibly light and strong, featuring Pro camera systems and the best battery life	Radically thin and light design packed with Pro performance and remarkable battery life	Durable aerospace-grade aluminum, color-infused back glass, and all-day battery life	Durable aerospace-grade aluminum with a big boost in battery life	Durable aerospace-grade aluminum design, with the best battery life on any 6.1-inch iPhone
256GB, 512GB, 1TB, 2TB (2TB available on iPhone 17 Pro Max only)	256GB, 512GB, 1TB	256GB, 512GB	128GB	128GB, 256GB, 512GB
6.3-inch and 6.9-inch Super Retina XDR displays with thinner borders, Always-On, ProMotion up to 120Hz, 3000 nits peak brightness, and 33% fewer reflections	6.5-inch Super Retina XDR display with incredibly thin frame, Always-On, ProMotion up to 120Hz, 3000 nits peak brightness, and 33% fewer reflections	6.3-inch Super Retina XDR display with thinner borders, Always-On, ProMotion to 120Hz, 3000 nits peak brightness, and 33% fewer reflections	6.1-inch and 6.7-inch Super Retina XDR displays with True Tone, HDR, and 2000 nits peak brightness	6.1-inch Super Retina XDR display with True Tone, HDR, and 1200 peak brightness
New aluminum unibody design, incredibly light and strong, combined with Apple-designed vapor chamber for even higher sustained performance levels, Ceramic Shield 2 on the front with 3x better scratch resistance, and first full back made of Ceramic Shield with 4x better resistance to cracks	Thinnest iPhone and more durable than any previous iPhone, made from 80% recycled Grade 5 spacecraft titanium with polished finish, Ceramic Shield 2 on the front with 3x better scratch resistance, and first full back made of Ceramic Shield with 4x better resistance to cracks	Durable aluminum and color-infused back glass design in five refined colors, strong enclosure made from 85% recycled aluminum, and Ceramic Shield 2 on the front with 3x better scratch resistance	Durable aerospace-grade aluminum design with color-infused back glass, and Ceramic Shield front that's tougher than any smartphone glass	Durable aerospace-grade aluminum and glass design with a textured matte finish, and Ceramic Shield front that's tougher than any smartphone glass
48MP Pro Fusion camera system (48MP Fusion, 48MP Ultra Wide, and 48MP Telephoto), 48MP macro photography, latest-generation Photographic Styles, spatial capture, 4K Dolby Vision video up to 120 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, Action mode, ProRes RAW and Log encoding, ACES support, Spatial Audio capture, and Audio Mix	48MP Fusion camera system (48MP Fusion Main), latest-generation Photographic Styles, spatial capture, 4K Dolby Vision video up to 60 fps, Custom Main Lens, Action mode, Spatial Audio capture, and Audio Mix	48MP Dual Fusion camera system (48MP Fusion and 48MP Ultra Wide), latest-generation Photographic Styles, macro photography, spatial capture, 4K Dolby Vision video up to 60 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, Action mode, Spatial Audio capture, and Audio Mix	Advanced dual-camera system (48MP Fusion and 12MP Ultra Wide), latest-generation Photographic Styles, macro photography, spatial capture, 4K Dolby Vision video up to 60 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, Action mode, Spatial Audio capture, and Audio Mix	2-in-1 camera system (48MP Fusion camera with 2x Telephoto), Portrait mode with Depth control, Photonic Engine, Night mode, Smart HDR 5, Photographic Styles, 4K Dolby Vision video up to 60 fps, Spatial Audio capture, and Audio Mix
18MP Center Stage front camera, Dual Capture, ultra-stabilized video, Apple Log2, Genlock support, ProRes RAW, and latest-generation Photographic Styles	18MP Center Stage front camera, ultra-stabilized video, Dual Capture, and latest-generation Photographic Styles	18MP Center Stage front camera, Dual Capture, ultra-stabilized video, and latest-generation Photographic Styles	12MP TrueDepth front camera with autofocus, Photographic Styles, and next-generation portraits with Focus and Depth Control	12MP TrueDepth front camera with autofocus, and Portrait mode with Depth Control
Available with eSIM only, <sup>1</sup> Wi-Fi 7, Bluetooth 6.0, and Thread	Available with eSIM only, <sup>2</sup> Wi-Fi 7, Bluetooth 6.0, and Thread	Available with eSIM only, <sup>1</sup> Wi-Fi 7, Bluetooth 6.0, and Thread	Available with eSIM only, <sup>1</sup> Wi-Fi 7, and Bluetooth 5.3	Available with eSIM only, <sup>1</sup> Wi-Fi 6, and Bluetooth 5.3
A19 Pro chip with 6-core CPU and 6-core GPU	A19 Pro chip with 6-core CPU and 5-core GPU	A19 chip with 6-core CPU and 5-core GPU	A18 chip with 6-core CPU and 5-core GPU	A18 chip with 6-core CPU and 4-core GPU
iPhone 17 Pro: Up to 33 hours video playback iPhone 17 Pro Max: Up to 39 hours video playback	iPhone Air: Up to 27 hours video playback	iPhone 17: Up to 30 hours video playback	iPhone 16: Up to 22 hours video playback iPhone 16 Plus: Up to 27 hours video playback	Up to 26 hours video playback
USB 3 (up to 10Gbps), faster wired charging with up to 50% in 20 minutes with a high-wattage power adapter, MagSafe charging, and wireless charging	USB 2 (up to 480Mbps), faster wired charging with up to 50% in 30 minutes with a high-wattage power adapter, MagSafe charging, and wireless charging	USB 2 (up to 480Mbps), faster wired charging with up to 50% in 20 minutes with a high-wattage power adapter, MagSafe charging, and wireless charging	Fast-charge capable, faster wired charging with up to 50% in 30 minutes with 20W adapter (wired), MagSafe charging, and wireless charging	Fast-charge capable, and Qi wireless charging



**iPhone 15**



**iPhone 14**



**iPhone 13**

Durable aluminum, satellite and safety features, and all-day battery life	Durable aluminum, satellite and safety features, and long-lasting battery	Durable aluminum and great battery life
128GB, 256GB	128GB	128GB
6.1-inch Super Retina XDR display with HDR, True Tone, and 2000 nits peak brightness	6.1-inch Super Retina XDR display with HDR, True Tone, and 1200 nits peak brightness	6.1-inch Super Retina XDR display with HDR, True Tone, and 1200 nits peak brightness
Durable aluminum and color-infused back glass design, and Ceramic Shield front that's tougher than any smartphone glass	Durable aluminum and glass design, and Ceramic Shield front that's tougher than any smartphone glass	Aluminum and glass design, and Ceramic Shield front that's tougher than any other smartphone glass
Dual camera system with 48MP Main camera, 2x Telephoto, 12MP Ultra Wide, Photonic Engine, Photographic Styles, Smart HDR 5, next-generation portraits with Focus and Depth Control, 4K Dolby Vision video up to 60 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, and Action mode	Dual 12MP camera system (Main and Ultra Wide) Photographic Styles, Smart HDR 4, Portrait mode with Focus and Depth Control, 4K Dolby Vision video up to 60 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, and Action mode	Dual 12MP camera system (Main and Ultra Wide), Portrait mode with Focus and Depth Control, Photographic Styles, Smart HDR 4, 4K Dolby Vision video up to 60 fps, Cinematic mode up to 1080p Dolby Vision at 30 fps
12MP TrueDepth front camera with autofocus, next-generation portraits with Focus and Depth Control	12MP TrueDepth front camera with autofocus, and Portrait mode with Focus and Depth Control	12MP TrueDepth front camera, and Portrait mode with Focus and Depth Control
Wi-Fi 6 and Bluetooth 5.3	Wi-Fi 6 and Bluetooth 5.3	Wi-Fi 6 and Bluetooth 5.0
A16 Bionic chip with 6-core CPU and 5-core GPU	A15 Bionic chip with 6-core CPU and 5-core GPU	A15 Bionic chip with 6-core CPU and 4-core GPU
iPhone 15: Up to 20 hours video playback	iPhone 14: Up to 20 hours video playback	Up to 19 hours video playback
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

1 iPhone 14, iPhone 15, iPhone 16, iPhone 17, and iPhone Air models are activated with an eSIM and do not support a physical SIM. Use of an eSIM requires a carrier that supports eSIM and a wireless service plan. See your carrier for details. To learn more, visit [apple.com/esim](https://apple.com/esim). 2 iPhone 14, iPhone 15, iPhone 16, iPhone 17, and iPhone Air models are activated with an eSIM and do not support a physical SIM. Use of an eSIM requires a carrier that supports eSIM and a wireless service plan. See your carrier for details. To learn more, visit [apple.com/esim](https://apple.com/esim).

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## 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'm a photographer, and I need a new phone with pro features.”**

You discover she has pro cameras, and she loves taking photos outdoors on her iPhone 14 Pro Max. She uses MacBook Pro to edit her photos and videos.



**“ I'm a designer, and I need an iPhone for my busy job.”**

You discover she uses iPhone 15 Pro and takes a lot of photos. She wants an iPhone that she can use to manage her design firm on the go.

### You recommend iPhone 17 Pro Max

#### Enjoy a Pro camera system with Camera Control

iPhone 17 Pro Max has a new 48MP Pro Fusion camera system with 48MP rear cameras on all three for the first time. So you can capture incredible photos with amazing details. And with the new 48MP Fusion Telephoto camera, you can capture 4x and 8x zoom levels—Apple's longest ever optical-quality zoom. With Camera Control you can quickly capture photos, so you never miss the moment. On the front, the Center Stage camera features zoom and rotate options for more flexible ways to frame selfies, and Center Stage for photos gets everyone in the group shot automatically.

#### Do more with pro video capabilities

Enhancements to Pro video capabilities build upon incredible features like Dolby Vision HDR, ACES, and 4K120 that have made Apple Pro models the clear leader in video capture. Support for ProRes RAW capture and GenLock makes advanced filmmaking tools and techniques more approachable, accessible, and affordable. And you can charge with the same cable as MacBook Pro, plus get up to 20x faster file transfers with a USB 3 cable.

#### Get pro features and durability

The new design features a forged aluminum unibody and is light and strong, with Apple's best-ever thermal performance. Powered by A19 Pro chip for incredible performance and efficiency, iPhone 17 Pro Max delivers the longest battery life. So you can take more photos without stopping to recharge. And the 6.9-inch screen, 3000 nits peak brightness, and 2x better outdoor contrast make it an excellent choice for photographers.

### You recommend iPhone 17 Pro

#### You get incredible durability

iPhone 17 Pro features an aerospace-grade aluminum design. And Ceramic Shield 2 on the front has a new coating with 3x better scratch resistance, while the Ceramic Shield back is 4x more resistant to cracks than previous back glass. So you can handle when life happens.

#### Enjoy a Pro camera system with Camera Control

The 48MP Pro Fusion camera captures amazing details. Get the right frame every time with eight pro lenses, including 0.5x, 1x, 2x, 4x, and 8x optical-quality zoom options. You can capture a new level of detail in macro photos with the new 48MP Ultra Wide camera. And with Camera Control, you can quickly take a photo, so you'll never miss capturing a great design.

#### You'll love the pro display

Get the best viewing experience for photos and videos with the Super Retina XDR display. iPhone 17 Pro has a 6.3-inch display, which is larger than your iPhone 15 Pro. And it features 33 percent fewer reflections and 3000 nits peak brightness, a huge step up from iPhone 15 Pro.

#### You get powerful performance with all-day battery life

iPhone 17 Pro is powered by A19 Pro for smooth, fast, and power-efficient performance—40 percent better sustained performance than even iPhone 16 Pro. So you can multitask quickly and easily. iPhone 17 Pro offers great battery life with up to 33 hours of video playback, so you can get more done on the go.



## “I want the latest iPhone, but I’m not sure which one.”

You discover she’s always on the go and uses MacBook Air to manage her startup. She likes the size of her iPhone 14 but isn’t sure she needs all of the pro features.

### You recommend iPhone Air

#### Manage your business without stopping to charge

iPhone Air features a large, immersive 6.5-inch display, allowing you to see and do more on your screen. It has all-day battery life that lasts up to 27 hours—a big boost from your iPhone 14. For convenient charging, the iPhone Air MagSafe Battery can replenish your battery up to 65 percent. And the USB-C connector means you can use the same cable as your Mac. Save time with the Action button to quickly access a favorite feature. And with the Dynamic Island and Always-On display, you can check your important alerts and notifications at a glance.

#### Get pro performance in a thin and light design

Powered by A19 Pro, iPhone Air delivers pro performance. It’s the thinnest iPhone ever, and more durable than any previous iPhone. iPhone Air is crafted with super strong titanium, Ceramic Shield 2 front, and first-ever Ceramic Shield back. So you can worry less about scratches and cracks when you’re on the go.

#### The camera is a huge upgrade

Take selfies in your favorite places with the new Center Stage front camera. It features zoom and rotate options for more flexible ways to frame your videos. And Center Stage for photos gets everyone in the group shot automatically. Dual Capture allows simultaneous front and rear video recording, for a new way to capture the moment on the go. On the back, the 48MP Fusion camera system enables two high-end cameras in one, so you can capture stunning photos wherever you are. And Camera Control gives you easy access to camera tools, so you’ll never miss the moment.

#### Enjoy the brighter Super Retina XDR display

Get up to 3000 nits peak brightness and 2x better contrast for better outdoor viewing, and 33 percent fewer reflections. So you can easily see what’s important to your startup as you travel between meetings.



## “I have a small business and take photos and videos of my merchandise.”

You discover she uses her iPhone 15 Pro to create content for her e-commerce website. She likes having the latest features, but wants something that’s light and easy to carry.

### You recommend iPhone Air

#### Versatile camera features for content creation

The 48MP Fusion camera system enables two cameras in one, so you can capture stunning photos for your business. The integrated 2x Telephoto, enabled by the 48MP sensor, is a second optical-quality lens for close-up photos and 4K video. On the Center Stage front camera, Dual Capture allows simultaneous front and rear video recording. So you get a new way to tell stories for the content you create for your website. And you can take your selfies to the next level with the Center Stage front camera. It features zoom and rotate options to give more flexible ways to frame selfies, and Center Stage for photos gets everyone in the group shot automatically.

#### Powerful with a thin and light design

iPhone Air has an incredibly thin and light design that you have to hold to believe. Powered by the A19 Pro chip for incredible performance and efficiency, it’s an exciting new addition to the iPhone lineup. And it’s more durable than any previous iPhone.

#### Enjoy the brighter Super Retina XDR display on a bigger screen

Check out the photos and videos that you take on the large, immersive Super Retina XDR display. With a 6.5-inch display, you’ll notice a big difference from your iPhone 15. And with 3000 nits peak brightness and 2x better outdoor contrast, it’s easier to see all your content in the bright outdoors. So you can preview before you post from anywhere.

#### You get all-day battery life, in a thin and light design

iPhone Air has all-day battery life that lasts up to 27 hours. For busier days, use iPhone Air MagSafe Battery for up to 65 percent additional battery, a total of 40 hours of video playback. And iOS 26 helps you to intelligently conserve power with features like Adaptive Power Mode.



## “I’m ready to upgrade and want better cameras and battery life.”

You discover she’s a young content creator who cares about value for her money. She loves the size of her iPhone 13, which she uses to watch and make dance videos, and her AirPods.

### You recommend iPhone 17

#### Powerful camera features for content creation

Take selfies to the next level with the new Center Stage front camera. Dual Capture allows simultaneous front and rear video recording, enabling a new way for you to tell stories. And ultra-stabilized video capabilities make capturing your dance videos even easier. It features zoom and rotate options to give more flexible ways to frame your photos, and Center Stage for photos gets everyone in the group shot automatically. On the back, the versatile 48MP Dual Fusion camera system has all 48MP rear cameras. With the new 48MP Ultra Wide camera with 24MP default photos, you can capture incredible detail in Macro, as well as expansive ultra wide shots. And Camera Control gives you easy access to camera tools, so you never miss the moment.

#### A battery that keeps going

iPhone 17 has all-day battery life, so you can create content on the go. With the power-efficient A19 chip, you’ll get up to 30 hours of video playback. And for convenient charging, the USB-C connector allows you to use the same cable as AirPods 4 or AirPods Pro 2.

#### Durable design, built to last

Made from durable aerospace-grade aluminum, color-infused back glass, and Ceramic Shield 2 with 3x better scratch resistance, you’ll have peace of mind against drops.

#### Enjoy the brighter Super Retina XDR display on a bigger screen

Watching your dance videos gets even better with a larger 6.3-inch display and thinner borders. You’ll notice a big upgrade from your iPhone 13. And with 3000 nits peak brightness and 2x better outdoor contrast, it’s easier to see all your dance content in the bright outdoors.



## “I’m a student, and I need a new phone.”

You discover he’s upgrading from iPhone 12. He wants a new phone but is looking for a more affordable option and doesn’t need all the latest features.

### You recommend iPhone 16 or iPhone 16 Plus

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

iPhone 16 Plus has a durable aerospace-grade aluminum enclosure with color-infused back glass and aluminum design with a textured matte finish. It’s built to last, with Ceramic Shield at the front that’s tougher than any smartphone glass, so you can enjoy it for years to come. And it stands up to splashes from liquids like water and soda, so you’ll have peace of mind against everyday obstacles.

#### Multitask with the latest features

With the Dynamic Island, you can interact with alerts and check activity progress with Live Activities. Save time with the Action button to quickly access a favorite feature. You can customize it to launch features like Calendar to quickly check when your next class is. And you’ll get free software updates for years. With iPhone 16 Plus, you’ll have a 6.7-inch screen, so you can see and do more.

#### Take better photos and videos

The 48MP Fusion camera is a versatile two-in-one camera that can take 4x higher resolution photos than your iPhone 12. You can get closer to the action with the 2x optical quality Telephoto. And with the 12MP Ultra Wide camera with autofocus, you can capture amazing detail in macro photos. Take videos of your friends with Action mode, or frame everything perfectly with continuous zoom in 4K Cinematic mode.

#### Charge with MagSafe

iPhone 16 Plus gives you a big boost in battery life, up to 27 hours of video playback. Add a MagSafe wireless charger for fast charging, or charge up to 50 percent in 30 minutes with a 20W adapter with wired charging.



## “ I want an affordable iPhone so I can stay connected with family.”

You discover he uses his Android phone to send messages and stream shows. He’s heard that iPhone is easy to use, but he’s concerned about cost.

### **You recommend iPhone 16e**

#### **Watch, text, and browse on a gorgeous display**

iPhone 16e delivers the same amazing viewing and audio experience as the rest of the iPhone 16 and iPhone 16 Plus, at an even more affordable price.

#### **You get excellent battery life**

iPhone 16e has the best battery life of any 6.1-inch iPhone, offering up to 26 hours of video playback so you can watch your favorite shows for hours. And when you do need to charge, it has a USB-C connector, so you can connect to a variety of accessories, including ones you may already have at home.

#### **It’s an incredible value**

iPhone 16e has powerful Apple silicon, a 48MP Fusion camera, built-in safety and satellite features, and iPhone’s innovative privacy features—at a fantastic value. And with the A18 chip, iPhone 16e will get regular software updates for years.

#### **It’s easy to use**

iPhone is easy and intuitive to use. Make video and audio calls over FaceTime or WhatsApp, and send SMS, RCS, or end-to-end encrypted messages to your loved ones with iMessage. Quickly access your favorite features with the Action button. With the Move to iOS app, you can seamlessly move contacts, WhatsApp messages, and Google apps securely with just a few taps. And with the Tips app, you can quickly get up to speed on your iPhone. The app is updated frequently, and you can add a widget to see suggested tips right on your Home Screen.

#### **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.

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