

iPhone 16 and iPhone 16 Plus



First Look

iPhone 16 and iPhone 16 Plus are the first iPhone models specially designed for Apple Intelligence. They're engineered with durable aerospace-grade aluminum, feature the latest-generation Ceramic Shield material, and come in five vibrant colors. 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. Powered by the A18 chip, iPhone 16 models offer new features like Spatial Audio capture and Audio Mix. Use the Action button to customize your iPhone experience with a fast track to your favorite feature, or use it to run Shortcuts to open an app. With a big boost in battery life, iPhone 16 and iPhone 16 Plus expand what iPhone can do and are excellent for upgraders—or anyone choosing iPhone for the first time.



Capacity	128GB, 256GB, 512GB
Finish	Black, White, Ultramarine, Teal, Pink

Key messages

Apple Intelligence¹

- iPhone 16 and iPhone 16 Plus 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

Durable design

- Both models offer industry-leading durability with the latest-generation Ceramic Shield material that's two times tougher than any smartphone glass
- Durable color-infused back glass in rich ultramarine, teal, and pink offers a bold new color palette—and it's also available in white and black
- Comes in two sizes, 6.1 inches for iPhone 16 and 6.7 inches for iPhone 16 Plus²
- Super Retina XDR display provides an exceptional viewing experience under all conditions—with up to 2000 nits in a sunny environment and down to 1 nit in the dark

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 a small multipixel capacitive sensor and signal processor recognize touch gestures
- New MagSafe cases in clear and silicone³ work seamlessly with the Camera Control, and feature a sapphire crystal, coupled to a conductive layer that communicates finger movements to the Camera Control

Camera system

- Versatile camera system captures beautiful photos with two-in-one 48MP Fusion camera, so you can take stunning high-resolution images, or zoom in with the 2x optical-quality Telephoto option
- 12MP Ultra Wide camera now offers auto-focus, so you can shoot extreme close-up macro photos or wider, expansive pictures
- With spatial capture, you can take photos and videos in 3D, and relive your memories in immersive 3D on Apple Vision Pro

Audio features

- Powered by advanced intelligence and new Spatial Audio capture, 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

- Both models are powered by the A18 chip, which is two generations ahead of the A16 Bionic chip in iPhone 15
- 6-core CPU, 5-core GPU, a new 16-core Neural Engine, and 17 percent more system memory bandwidth power experiences like Apple Intelligence and world-class gaming with console-level titles and hardware-accelerated ray tracing for more true-to-life lighting

Battery and charging

- Designed with a larger battery, the energy efficiency of A18, and with advanced power management of iOS 18, iPhone 16 comes with a big boost to all-day battery life
- Get up to 27 hours of video playback on iPhone 16 Plus and up to 22 hours of video playback on iPhone 16⁴
- 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 Adapter³

Action button

- Press and hold to launch the action you want—turn on the flashlight, record a voice memo, or run Shortcuts to open an app, run a series of tasks, or change the actions depending on the time of day or your location

Connectivity and safety

- Features USB-C, the widely recognized standard for charging and 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

¹ Apple 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. ² 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 16) or 6.69 inches (iPhone 16 Plus) diagonally. Actual viewable area is less. ³ Accessories sold separately. ⁴ Battery life varies by use and settings. See apple.com/batteries for more information. ⁵ Roadside 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.