

# iPhone



## Lineup and customer scenarios

Every iPhone features a beautiful and durable design, advanced cameras, a gorgeous display, incredible performance, superfast 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 18, 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 16 Pro, iPhone 16 Pro Max**

**iPhone 16, iPhone 16 Plus**

**iPhone 15, iPhone 15 Plus**

**iPhone 14, iPhone 14 Plus**

**iPhone 13**

**iPhone SE (3rd generation)**

Designed for Apple Intelligence, stunning titanium design that's incredibly strong and light, larger display, the innovative Camera Control, A18 Pro chip, and the best battery life ever in Pro lineup.

Larger display at 6.3-inch and 6.9-inch, with thinnest borders ever on iPhone, Super Retina XDR display with Always-On, ProMotion, HDR, and True Tone

Grade 5 titanium with a microblasted finish, contoured edges with great in-hand feel, latest-generation Ceramic Shield material that's two times tougher than any smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

Pro camera system (48MP Fusion, 48MP Ultra Wide, and 12MP Telephoto), latest-generation Photographic Styles, 48MP macro photography, spatial capture, 4K Dolby Vision video up to 120 fps, Cinematic mode up to 4K Dolby Vision at 30 fps, Action mode, ProRes and Log encoding, ACES support, and Spatial Audio capture and Audio Mix

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

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

Superfast 5G cellular and Wi-Fi 7

A18 Pro chip with new 6-core CPU with 2 performance cores and 4 efficiency cores, new 6-core GPU, and new 16-core Neural Engine

iPhone 16 Pro: Up to 27 hours video playback  
iPhone 16 Pro Max: Up to 33 hours video playback

Face ID for secure authentication and Apple Pay

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

128GB (iPhone 16 Pro), 256GB, 512GB, 1TB

Designed for Apple Intelligence, durable aerospace-grade aluminum with the latest-generation Ceramic Shield material, Camera Control, 48MP Fusion camera, A18 chip, Action button, and big boost in battery life.

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

Durable aerospace-grade aluminum design with color-infused back glass, latest-generation Ceramic Shield material that's two times tougher than any smartphone glass, water resistance to a depth of 6 meters for up to 30 minutes

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

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

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

Superfast 5G cellular and Wi-Fi 7

A18 chip with 6-core CPU with 2 performance cores and 4 efficiency cores, new 5-core GPU, and new 16-core Neural Engine

iPhone 16: Up to 22 hours video playback  
iPhone 16 Plus: Up to 27 hours video playback

Face ID for secure authentication and Apple Pay

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

128GB, 256GB, 512GB

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

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

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

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

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

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

Superfast 5G cellular and Wi-Fi 6

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

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

Face ID for secure authentication and Apple Pay

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

128GB, 256GB, 512GB

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.

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

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

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

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

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

Superfast 5G cellular and Wi-Fi 6

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

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

Face ID for secure authentication and Apple Pay

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

128GB, 256GB, 512GB

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

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

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

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

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

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

5G cellular and Wi-Fi 6

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

Up to 19 hours video playback

Face ID for secure authentication and Apple Pay

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

128GB, 256GB, 512GB

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

4.7-inch Retina HD display with True Tone

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

Single 12MP camera (Main), latest-generation 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

7MP TrueDepth front camera, Portrait mode and Depth Control

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

5G cellular and Wi-Fi 6

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

Up to 15 hours video playback

Touch ID for secure authentication and Apple Pay

Lightning connector, fast-charge capable, wireless charging

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 13 but isn't sure she needs pro features.

### You recommend iPhone 16

#### Multitask with the latest features

iPhone 16 is built for Apple Intelligence, bringing personal context with the power of generative models. So it delivers intelligence that understands you, while protecting your privacy. Features like Writing Tools help you rewrite, adjust the tone, or proofread your writing. And you can now type to Siri whenever it's most convenient for you. Save time with the Action button to quickly access a favorite feature. You can customize it to launch features like Focus or Voice Memos, or set up Shortcuts to open apps you want.

#### The durable design is great for travel

iPhone 16 has a durable aerospace-grade aluminum enclosure and color-infused back glass. And the latest-generation Ceramic Shield material is two times tougher than any smartphone glass. iPhone 16 also has a big boost in battery life, so you get three more hours of video playback than iPhone 13.

#### The camera is a huge upgrade

Capture beautiful travel photos with the 48MP Fusion camera with optical-quality 2x Telephoto and 4x zoom range. Or shoot extreme close-up macro photos with the 12MP Ultra Wide camera. With the Camera Control, you can easily and quickly capture content so you don't miss the moment. You can also take spatial photos and videos, and relive them on Apple Vision Pro.

#### 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. Also, get faster wireless charging, up to 50 percent in 30 minutes with the new MagSafe charger and 30W USB-C power adapter.



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

You discover she has pro cameras, and she loves taking photos on her iPhone 13 Pro. She uses MacBook Pro to edit her photos and videos.

### You recommend iPhone 16 Pro Max

#### Enjoy Pro camera system with Camera Control

iPhone 16 Pro has a new 48MP Fusion camera with a faster sensor. The new 48MP Ultra Wide camera brings another high-resolution option, and the 5x Telephoto camera delivers the best zoom capabilities. The Camera Control brings new ways to capture the moment quickly and effortlessly so you don't miss it. And you can easily frame the shot, adjust depth of field, exposure, and zoom, and even apply a Photographic Style.

#### Personalize your photos

With the latest-generation Photographic Styles, you can personalize your photo in an easy and intuitive manner. Represent skin tones the way you want to with new Styles, and customize more moody looks that are inspired from the world of professional photography. For each Style, simultaneously make adjustments across tone and color with a control pad. It's like color grading in real-time.

#### Enjoy a huge upgrade for videos

Take 4K at 120 fps videos in Dolby Vision with the new 48MP Fusion camera. You can also record ProRes and Log up to 4K at 120 fps directly to an external SSD drive, using USB 3 speeds.

#### Get pro features with the largest iPhone display

Viewing and editing your photos on the go is even better on the 6.9-inch display—the largest iPhone display ever. Powered by A18 Pro chip for incredible performance and efficiency, iPhone 16 Pro Max delivers the longest battery life.

#### Express yourself visually with Apple Intelligence

iPhone 16 Pro is built for Apple Intelligence, bringing personal context with the power of generative models. So it delivers intelligence that understands you, while protecting your privacy.



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

You discover she’s a student who loves the size of her iPhone 12, which she uses to watch and make dance videos, and her AirPods.

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

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

The 48MP Fusion camera is a versatile two-in-one camera that unlocks 2x optical quality Telephoto. And with the 12MP Ultra Wide camera with autofocus, you can capture amazing detail in macro photos. It’s like having four lenses in your pocket. With Action mode, your videos will be smooth, even if you’re moving. And you can pause and resume video recording, or use playback speed control after the shoot and watch dance moves easier on iPhone.

##### **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 brightness and 1 nit minimum brightness, it’s easier to see all your dance content in the bright outdoors or darker environments. And with the Dynamic Island, you can control the music without leaving the app you’re using.

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

iPhone 16 has all-day battery life, so you can do schoolwork on the go. The battery lasts up to 22 hours, with the power-efficient A18 chip. And you’ll have peace of mind against drops with the durable color-infused back glass and aluminum design.

##### **Get things done efficiently with latest features**

iPhone 16 is built for Apple Intelligence and can help you write, express yourself, and get things done effortlessly. With apps like Image Playground, you can create unique images in seconds based on a description, concept, or even a person from your Photo library. Or with the Clean Up tool, remove distracting background objects from your photos with just a tap.

##### **Charging is easy**

You can charge both AirPods and iPhone 16 with the MagSafe charger, or with the USB-C cable that comes with your phone.



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

You discover she uses iPhone 14 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 16 Pro**

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

iPhone 16 Pro features a Grade 5 titanium design with a new, refined microblasted finish, and it comes in four stunning colors. The titanium design makes iPhone 16 Pro incredibly strong and impressively light—noticeably lighter than your iPhone 14 Pro.

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

Get the right frame every time with seven pro lenses, including 0.5x, 1x, 2x, and 5x optical-quality zoom options. You can capture a new level of detail in macro photos with the new 48MP Ultra Wide camera. And with the Camera Control, you’ll get a new way to quickly take a photo, so you’ll never miss capturing a great design to use for reference.

##### **You’ll love the pro display**

Get the best viewing experience for photos and videos with the Super Retina XDR display. iPhone 16 Pro has a 6.3-inch display, which is larger than your iPhone 14 Pro. And it has the thinnest borders on any Apple product, while still feeling great in your hand.

##### **Multitask on the go**

Save time with the Action button to quickly access a favorite feature. You can customize it to launch features like Focus, Voice Memos, or almost anything with a Shortcut. With the Dynamic Island and Always-On display, you can check your important alerts and notifications at a glance. And iPhone 16 Pro is powered by A18 Pro for up to 27 hours of video playback, so you can get more done on the go.

##### **Enjoy faster charging**

iPhone 16 Pro has USB-C, so you can charge it with the same cable as Mac and iPad. And iPhone 16 Pro models are the first ones with Wi-Fi 7.



**“I’m giving my iPhone 11 to my son,  
so I need a new iPhone.”**

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

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

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

iPhone 15 features durable color-infused glass and aluminum design with a textured matte finish. And it’s built to last, with a Ceramic Shield front and IP68 water and dust resistance. So you can enjoy it for years to come.

##### **Multitask with the latest features**

With the Dynamic Island, you can interact with alerts and check activity progress with Live Activities. Keep track of your ride shares, control music, and more without leaving the app you’re using.

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

The 48MP Main camera enables super-high-resolution photos, so you can take more detailed photos than iPhone 11. You can get closer to the action with the 2x Telephoto camera. Take videos of your son with Action mode, or frame everything perfectly with continuous zoom in 4K Cinematic mode. With the 12MP TrueDepth front camera, you can take next-generation portraits.

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

iOS 18 makes safety capabilities even more helpful. Use Check In with your son. Or when there’s no cell service or Wi-Fi, use Messages via satellite to send and receive messages and Tapbacks to stay connected. With safety features like Crash Detection and Emergency SOS via satellite,\* you’ll have peace of mind.

##### **Charge with MagSafe**

Add a MagSafe wireless charger for fast charging, up to 15W when paired with the 20W USB-C Power Adapter.



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

You discover he edits then 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 16 Pro Max**

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

Enjoy high-end mobile games that push graphics even further. A18 Pro features a Pro-class GPU. It enables hardware-accelerated ray tracing and a new shader architecture for immersive gaming experiences. You can play AAA games that were previously only available on game consoles, PCs, or Mac. And Game Mode with iOS 18 will prioritize gameplay.

##### **You’ll love the pro display**

iPhone 16 Pro Max has the largest iPhone display ever. The 6.9-inch Super Retina XDR display with OLED technology has advanced features like ProMotion with a 120Hz adaptive refresh rate. So you get smooth performance.

##### **Create content with pro creative tools**

Use the most versatile Pro camera system on iPhone to capture 4K Dolby Vision video at 120 fps with the 48MP Fusion camera. The dramatic slo-mo effects can enhance your storytelling for social media. Four studio-quality mics and the new Spatial Audio capture makes your videos sound more immersive. After the capture, you can edit the sound with Audio Mix, right on the Photos app. You have three sound profile options to choose from—In-Frame, Studio, and Cinematic.

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

iPhone 16 Pro Max features USB-C with USB 3 support. Using USB 3 speeds, you can record ProRes and Log up to 4K 120 fps directly to an external SSD drive. It’s a big plus for pro editing workflows that demand a high frame rate and color grading control.



**“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 Xs to take photos and videos on camping trips. She wants an iPhone with 5G, but she’s on a budget.

#### **You recommend iPhone 14**

##### **Enjoy the larger display and get more storage**

Your photos and HDR videos will look great on the larger and brighter 6.1-inch Super Retina XDR display. And the advanced, efficient chip enables up to 20 hours of video playback—up to 6 hours more than iPhone Xs. iPhone 14 has a Ceramic Shield front that’s tougher than any smartphone glass, and it’s water and dust resistant. And it starts at 128GB of storage, so you’ll have more space for your photos and videos.

##### **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 advanced dual-camera system to capture the landscape in one shot with the Ultra Wide camera. Take great outdoor videos with Action mode by day—and bonfires with Night mode at night. Your outdoor videos will look like movies when you record them with Cinematic mode in 4K.

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

Take great group selfies with autofocus on the TrueDepth camera. You can even use Face ID to easily unlock your phone, log in to websites, and pay securely using Apple Pay.

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

Protect your iPhone with a MagSafe case, and get faster wireless charging with the new MagSafe Charger—up to 15W when paired with the 20W USB-C Power Adapter.



**“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 16 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 16 Plus is built to last. It has the latest-generation Ceramic Shield material that’s two times tougher than any smartphone glass, a durable color-infused back glass, and IP68 rated water and dust resistance. And the A18 chip delivers speed and power efficiency.

##### **Stay connected**

iPhone 16 Plus offers up to 27 hours of video playback. So you can spend more time watching movies or connecting with your family on FaceTime. You’ll have peace of mind with innovative safety features like Crash Detection and Emergency SOS via satellite. Or with Messages via satellite, you can send and receive messages and Tapbacks even without a cellular or Wi-Fi connection.\*

##### **Enjoy the advanced dual-camera system**

The 48MP Fusion camera enables super-high-resolution photos and 2x optical-quality Telephoto. Along with 12MP Ultra Wide camera with macro, it’s like having four lenses in your pocket. With the Camera Control, you can capture photos and videos easily and quickly so you don’t miss the moment.

##### **Switching is easy**

With the Move to iOS app, you can transfer contacts, WhatsApp messages, and Google apps securely from your Android phone. And with iOS 18, you can customize the Home Screen, Lock Screen, and Control Center on your iPhone.



## “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 prefers a small phone and is on a budget.

### 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.

#### 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. With iOS 18, you get even more ways to customize your iPhone experience, such as Home Screen, Lock Screen, and Control Center.

#### 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.

\*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.

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