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PRESS RELEASE September 10, 2019 Featuring Stunning Pro Display, Bionic Pro A13 Camera System, Cutting Edge, and Longest Battery Life Ever on iPhone with iPhone 11 Pro Max Introduces iPhone 11 Pro and iPhone 11 Pro Max, the most powerful and advanced smartphone ever. Cupertino, California — Apple today announced the iPhone 11 Pro and iPhone 11 Pro Max, a new line of pros for the iPhone that delivers advanced performance for users who want the best smartphones. The new Super Retina XDR display is the brightest display pro display ever on an iPhone. Apple's powerful A13 Bionic chip delivers unparalleled performance for every task while allowing an unprecedented leap in battery life to easily get through the day. The new triple-camera system delivers a pro-level camera experience with Ultra Wide, Wide, and Telephoto cameras, delivering great improvements to low-light photography and offering high-quality video on smartphones that are great for recording action video. The iPhone 11 Pro and iPhone 11 Pro Max come in four gorgeous finishes including a beautiful new midnight green, and will be available for pre-order starting Friday, September 13 and in stores starting Friday, September 20. iPhone 11 Pro and iPhone 11 Pro Max come in a gorgeous midnight green, grey, silver and gold finish. iPhone 11 Pro and iPhone 11 Pro Max are the most powerful and advanced smartphones we've ever made. They're packed with advanced technology that can rely on pros to get their work done, and for anyone who wants the best devices made, even if they're not pros, said Phil Schiller, Apple's senior vice president of Worldwide Marketing. The iPhone 11 Pro has the first triple-camera system on the iPhone and is by far and away the best camera we've ever made, giving our customers a wide range of creative controls and advanced photo and video editing features in iOS 13. The Super Retina XDR is the brightest and most advanced display on the iPhone and the A13 Bionic chip sets a new bar for smartphone performance and power efficiency. iPhone 11 Pro and iPhone 11 Pro Max record high-quality video in smartphones and record brilliant 4K video with expanded dynamic range and cinematic video stabilization. The iPhone 11 Pro and iPhone 11 Pro Max have textured matte glass backs and polished stainless steel ribbons, and come in four stunning finishes including a beautiful new midnight green. The most powerful devices are also designed to be durable — the iPhone 11 Pro and iPhone 11 Pro Max feature the heaviest glass ever on a smartphone and are rated IP68 for water resistance of up to 4 meters to 30 minutes, and protected from everyday spills including coffee and soda.1 The new Super Retina XDR display, OLED specially designed, providing users with an immersive HDR viewing experience for movies and other high definition videos with 1,200 nits of brightness. Super Retina XDR has extensive color support with system-wide color management and True Tone to offer a more natural viewing experience. With a 2 million-to-one contrast ratio with true blacks, pro users can enjoy a clearer viewing experience for HDR videos and photos, and the Super Retina XDR display is even more power efficient. Customers can interact with their favorite apps in a fast and seamless way with Haptic Touch integrated deeply in iOS 13 to provide app shortcuts for everyday tasks right from the Home screen, including taking selfies on Camera, checking appointments in Calendar or previewing emails in Mail with just a simple press. The iPhone 11 Pro and iPhone 11 Pro Max have textured matte glass backs and feature the heaviest glass ever on a smartphone. The A13 Bionic, the fastest chip ever on a smartphone, delivers unparalleled performance for every task the iPhone 11 Pro and iPhone 11 Pro Max handles and features up to 20 percent faster CPU and GPU than the A12. The A13 Bionic is built for machine learning, with a faster Neural Engine for real-time photo and video analysis, and a new Machine Learning Accelerator that allows CPUs to deliver more than 1 trillion operations per second. Together, A13 Bionic and iOS 13 form the best machine learning platform on smartphones. All of this ML computing, graphics and performance is delivered while still enabling an unprecedented leap in battery life, with the iPhone 11 Pro offering up to four more hours of battery life in a day than the iPhone XS, and the iPhone 11 Pro Max offering up to five hours more than the iPhone XS Max. The Apple-designed A13 Bionic sets a new bar for smartphone performance and power efficiency. iPhone 11 Pro introduces a transformative triple-camera system with new Ultra Wide, Wide, and Telephoto cameras, which are highly integrated into iOS to create a pro-level camera experience designed for everyone. iPhone 11 Pro and iPhone 11 Pro Max set a new standard in video, with the highest quality video ever on smartphones. Each camera in the triple-camera system records brilliant 4K video with expanded dynamic range and cinematic video stabilization. With a wider field of view and a large area of focus, the Ultra Wide camera is great for recording action videos. Users can easily zoom in between each of the three cameras, while Audio Zoom matches audio to video framing for more dynamic sound. With iOS 13, powerful video editing tools are accessible to everyone with the ability to rotate, crop, improve exposure, and apply filters to instantly. These customizations are easy to implement and at a glance, so even beginners can create professional-quality video projects. The new Ultra Wide, Wide, and Telephoto cameras offer a wider field of view, great for taking landscape or architectural photos, tight shots, and more. With strict integration between hardware and software, software, The 11 Pro and iPhone 11 Pro Max take the traditional camera experience even further in ways only Apple can. The new Ultra Wide camera basically transforms the camera experience by capturing four times as many scenes, great for taking landscape or architecture photos, tight shots, and more. The new Wide sensor with 100 percent Focus Pixels and advanced software enables Night mode, and provides a major improvement on photos shot in low-light indoor and outdoor environments, resulting in brighter images with natural colors and reduced noise. The triple-camera system takes Portrait mode to a new level with the ability to select Wide Framing and Telephoto, allowing Portrait mode with a wider field of view, great for taking multiple portraits. Telephoto cameras have a larger aperture of 2.0 to capture 40 percent more light compared to iPhone Xs for better photos and videos. Next-generation Smart HDR uses advanced machine learning to recognize subjects in frames and intelligently terrorize them for more natural-looking images with greater detail. The new True Tone flash is more than 30 percent brighter. Deep Fusion, which arrives this fall, is a new image processing system activated by the Neural Engine of A13 Bionic. Deep Fusion uses advanced machine learning to perform pixel-by-pixel photo processing, optimizing texture, detail, and noise in every part of a photo. The redesigned camera interface provides a deeper experience that works in part with a three-camera system and an all-screen display to allow users to see and capture areas outside the frame. For the first time, users can easily record video without switching out of Photo mode with QuickTake by simply holding down the shutter button to start recording. With QuickTake, users can easily record videos by simply holding down the shutter button. The new TrueDepth camera introduces a new 12MP camera with a wider field of view for capturing selfies, and the next generation Smart HDR allows for more natural-looking photos. The expressive selfie video takes on a new look with the TrueDepth camera which now records 4K video up to 60 fps and 120 fps slo-mo. The new U1 chip apple designed uses Ultra Wideband technology, which first appeared on smartphones, for spatial awareness. With iOS 13.1 coming on September 30, AirDrop is becoming better with direction-aware suggestions. Face ID, the most secure face authentication on smartphones, gets up to 30 percent faster and easier to use with performance improvements at various distances and support for more angles. Spatial audio provides a sound experience dolby atmos delivers powerful, mobile audio to iPhone 11 Pro and iPhone 11 Pro Max. Gigabit-class LTE up to 1.6 Gbps and Wi-Fi 6 enable faster download speeds2 and Dual SIM with eSIM.3 iOS 13 on iPhone 11 Pro and iPhone 11 Pro Max provide a seamless experience with iPhone 11 Pro software and software integration unlike other smartphones. iOS 13 introduces a dramatic new look with Dark Mode, a more personal way to get into apps and websites with Sign in with Apple, and a new Maps experience.4 With advanced Camera and Photo features, photo editing is more comprehensive and intuitive with powerful new tools that now extend to video editing. Portrait Lighting adjustments can be made right in the Camera app to adjust the intensity of light on the subject, and the new Mono High-Key effect creates a beautiful monochromatic look for Portrait mode photos. The price and availability of the iPhone 11 Pro and iPhone 11 Pro Max will be available in 64GB, 256GB and 512GB models in midnight green, grey, silver and gold space starting at \$999 and \$1,099, respectively. Customers can also get an iPhone 11 Pro for \$24.95 a month5 or \$599 with a trade-in6 and an iPhone 11 Pro Max for \$29.12 a month or \$699 with trade-ins from apple.com, on the Apple Store app and Apple Stores. iPhone 11 Pro and iPhone 11 Pro Max are also available through Apple Authorized Resellers and certain carriers (prices may vary). Customers in the U.S., Puerto Rico, U.S. Virgin Islands and more than 30 other countries and territories will be able to pre-order the iPhone 11 Pro and iPhone 11 Pro Max starting at 5 a.m PDT on Friday, September 13 with availability starting Friday, September 20. Through Apple's iPhone Upgrade Program, customers in the U.S. can get iPhone 11 Pro and iPhone 11 Pro Max with AppleCare+ protection, choose their carrier (no multiyears service contract required) and have the opportunity to upgrade to a new iPhone every year. The iPhone Upgrade Program is available for iPhone 11 Pro and iPhone 11 Pro Max on apple.com and Apple Stores in the U.S. with monthly payments starting at \$49.91. Customers who want to pay monthly for their iPhones - including those who trade in their current devices or join or upgrade through the iPhone Upgrade Program - can use the Apple Store app on their iPhone to get pre-approved until 9 p.m.m PDT said on Thursday, September 12, before pre-orders for the iPhone 11 Pro and iPhone 11 Pro Max begin. iOS 13 will be available on September 19 as a free software update for iPhone 6s and later. Additional software features will be available on September 30 with Apple Arcade iOS 13.1.7 in the App Store will be available with iOS 13 as a subscription for \$4.99 per month and launch with a one-month free trial. 8 users get unlimited access to a whole catalog of over 100 new, exclusive games, all playable on iPhone, iPad, iPod touch, Mac and Apple TV. Apple TV+ is available in the Apple TV app on iPhone, iPad, Apple TV, iPod touch, Mac, and other platforms, including (tv.apple.com), for \$4.99 per month with a seven-day free trial. Starting today, customers who buy any iPhone can enjoy a year of Apple TV+ for free.9 Apple Arcade in The App and Apple TV+ in the Apple TV app joins Apple's breakthrough services that include Apple Music, Apple News+, Apple Pay, and iCloud. Any customer who purchases iPhone 11 Pro and iPhone 11 Pro Max from Apple will be offered free Personal Settings in store or online to help customize their iPhone by helping transfer their data, deleting data from old devices, setting up emails, highlighting new apps from the App Store and more. Customers get 3 percent Daily Cash when they buy an iPhone 11 Pro or iPhone 11 Pro Max from Apple with an Apple Card. Customers can extend their limited warranty with AppleCare+ and AppleCare+ with Theft and Loss, and get 24/7 priority access to technical support. Customers interested in learning more about the iPhone 11 and iPhone 11 Pro can join one of Apple's new Today sessions. Quick Tips. Quick Tip is a 15-minute drop-in session that focuses on some of the iPhone's most popular features, such as photography. The new Quick Tip session begins Friday, September 20. Image copyright iPhone 11 Pro and iPhone 11 Pro Max Image caption Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — deliver a seamless experience across All Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, and iCloud. More than 100,000 Apple employees are dedicated to making the best products on earth, and to leave the world better than we found. 1 iPhone 11 Pro and iPhone 11 Pro Max are splash, water and dust resistant, and tested under controlled laboratory conditions with an IP68 rating under IEC standard 60529 (maximum depth of 4 meters to 30 minutes). Splash, water and dust resistance is not a permanent condition, and resistance may decrease as a result of normal wear. Do not attempt to charge the wet iPhone; see the user guide for cleaning and drying instructions. Liquid damage is not covered by the warranty. 2 Speed varies based on location and operator conditions. For details on LTE support, contact your carrier and see apple.com/iphone/LTE. 3 Dual SIM usage requires two wireless service packs (which may include roaming restrictions). Certain restrictions apply to use. 4 New maps are now available in specific cities and states, and will launch across the U.S. by the end of 2019 and to more countries by 2020. 5 Monthly Rates are available for eligible customers requiring a 0 percent APR, a 24-month installment loan with Citizens One, and iPhone activation with AT&A;MP; T, Sprint, or Verizon. The last installment payment may be less dependent on the remaining balance. Full terms apply. 6 Trade-in values vary. Promotional price of iPhone 11 Pro and iPhone 11 Pro Max is after trade-in iPhone X well Additional trade-in value requires the purchase of a new iPhone, subject to availability and restrictions. Sales tax can be assessed based on the full value of the new iPhone. You must be 18 years old. Offers may not be available in all countries. In-store trade-ins require the presentation of valid, government-issued photo ID documents (local laws may require the retention of this information). Additional terms from Apple or Apple trade-in partners may apply. 7 For more information, visit apple.com/ios/ios-13. Some features may not be available in all regions or all languages. \$84.99 per month after a free trial. No commitment. Plan an automatic renewal after the trial until it is cancelled. \$94.99 per month after a free trial. One subscription per Family Sharing group. Great deal for three months after qualifying device activation, starting November 1, 2019. Plan an automatic renewal until it is cancelled. Other restrictions and requirements apply. Apple.