Save $100 when you upgrade to iPhone 16 Pro or iPhone 16 Pro Max with a qualifying trade-in. Offer valid through September 30, 2025. Limited time. 16 Pro 和 16 Pro Max 可享 $100 换机优惠。 ›

iPhone 16 Pro

Hello, Apple Intelligence.

Buy ›

From $999 or $41.63/mo. for 24 mo.†
999 美元或 41.63 美元/月起，24 个月。

Apple Intelligence 即将推出。
Apple Intelligence 即将推出。

Get the highlights.

Watch the film

The first iPhone built 第一款 iPhone 诞生
for Apple Intelligence. 对于苹果情报。
Personal, private, 个人的、私人的、
powerful.[4] 强大的。[4]

Take a closer look.

Strength. Beauty. Titanium.
力量。美丽。钛。

iPhone 16 Pro features a Grade 5 titanium design with a new, refined microblasted surface. Titanium has one of the highest strength-to-weight ratios of any metal, making these models **incredibly strong and impressively light**. Inside, a new aerospace-grade heat-forging process is installed on Ceramic Titanium.
iPhone 16 Pro 采用 5 级钛金属设计，具有全新精致的喷砂纹理。钛是所有金属中强度重量比最高的金属之一，使这些机型**极坚固且极其轻盈**。内部，一项新的航空级热锻工艺已安装在陶瓷钛上。

Internal design improvements — including a 100-percent recycled aluminum thermal substructure and back glass optimizations that further dissipate heat — enable up to 20 percent **better sustained performance** for iPhone 16 Pro and iPhone 16 Pro Max. Things work fast — like high-resolution gaming — for longer.
内部设计改进——包括 100% 再生铝制散热结构和进一步散热的背面玻璃优化——使**持续性能**比 iPhone 16 Pro 提高 20%。因此，即可以更长时间保持高性能运行游戏，例如高清图形等。

New display technology allows us to mask display data under active pixels with no distortion, resulting in thinner borders for larger 6.3-inch and 6.9-inch **Super Retina XDR displays** that feel more like one piece of glass.
新的显示技术使我们能够在活动像素下隐藏显示数据而不会失真，从而使更大的 6.3 英寸和 6.9 英寸 **Super Retina XDR 显示器**的边框更薄，手感很佳。

iPhone 16 Pro is splash, water, and dust resistant.74 also has our latest-generation Ceramic Shield material that's **two times tougher than any smartphone glass**. Soft about durable. 16 Pro 和 16 Pro Max 防溅、防水、防尘。它还具有我们最新一代陶瓷盾材料，**比任何智能手机玻璃硬两倍**。这，坚固而。

Apple Intelligence.
AI-opening possibilities.

iPhone 16 Pro is built for Apple Intelligence, the personal intelligence system that helps you **write, express yourself, and get things done effortlessly**. With Apple Intelligence, powerful models work for you while protecting your privacy, giving you peace of mind that no one else can access your data — not even Apple.

Boost your productivity | Express yourself visually | A new era for Siri

Explore new tools that help you write, focus, and communicate.

Writing Tools can proofread your typo and grammar mistakes, rewrite sentences for clarity and tone, and summarize paragraphs and articles. Apple Intelligence works across many apps, including third-party apps.

Just hold down the Siteto or Phone app to see a **priority notification summary** of your missed calls and messages. Or ask Siri to read a summary of your notifications or a text.

Priority messages in Mail appear first, allowing you to respond at the end of your day. Mail can also use Smart Reply to suggest a quick response, for one-tap flight-filing efficiency.

Great powers come with great privacy.

Apple Intelligence is designed to protect your data. Many of the models run on device powered by the power of iPhone through on-device processing, so it's aware of your personal information without collecting your personal information.

Plus we've **groundbreaking Private Cloud Compute**. When more complex requests are needed, Apple developed server-based models, running on servers with Apple silicon, that are considered secure for our units protecting your privacy.

Learn more about Apple Intelligence ›

Take total Camera Control.

Buy ⓘ

Now you can take the perfect photo or video in a snap with the Camera Control: give you an **easier way to quickly access camera tools**. Simply slide your finger to adjust camera functions like exposure or depth of field, and toggle through each lens or use digital zoom to frame your shot — just how you like it.

Camera Control features a two-stage shutter that lets you **automatically lock focus and exposure** with a light press — so you can reframe your shot without losing focus on your subject.

How to use Camera Control ›

Click to launch the Camera app.
Click again to **instantly take a photo.**

Click and hold to **start recording video.**

4K 120 fps Dolby Vision. Cinemasterful!

A herd of Icelandic horses, captured in stunning 4K 120 fps Dolby Vision

iPhone 16 Pro takes video capture to a whole new level with **4K 120 fps Dolby Vision** — our highest-quality video format ever. Powered by the new 48MP Fusion camera with exclusive 2-generation quad-pixel sensor and our powerful A18 Pro chip, iPhone 16 Pro lets you record 4K 120 fps Dolby Vision in video mode or slo-mo.

And now you can **adjust the playback speed after capture**. Want to slow down the action during your capture utilizing repositioning. To add a dramatic quality to your shot, try out the new half-speed option. Or for a cinematic effect, slow it right down to 24 fps playback.

Highest-quality video in a smartphone

iPhone 16 Pro also provides **a big leap in audio capture**, delivering the highest-quality audio yet for the highest-quality recording. They provide a lower noise floor so you get more true-to-life sounds. New Spatial Audio capture makes your videos sound more immersive when listening with AirPods, and thanks to a new noise reduction, the audio quality is even cleaner.

Audio Mix. Make your voice heard.

Powered by advanced intelligence and Spatial Audio capture, Audio Mix lets you **adjust the way voices sound in your video**. Want to make the voice of a friend who's off-camera sound as if they're right beside you? Or make sure that voices you don't are in frame? Simply select the mix and adjust intensity to get the sound you want after video capture.

In-frame

Only captures the voices of the people in the camera, even if the off-camera are talking during the recording.

Studio

Makes voices sound like you're recording in a professional, equipped with sound dampening walls. Great for vloggers or podcasters because the recording sounds like it's in a studio, as the subject is moving, even if it's a few feet away.

Cinematic

Captures all of the voices around you, but emphasizes those behind the front of the screen. I.e. the sound is formatted for the movies.

Shot on iPhone 16 Pro.

Go behind the scenes of **The Weeknd's groundbreaking music video** to learn how he and cinematographer Erik Henriksson used the new Dolby Vision capture and flexibility their iPhone 16 Pro. "Over-cranking in the Harrier" cinematographer Erik Henriksson films the video in dreamlike slow motion using 4K 120 fps Dolby Vision on iPhone 16 Pro. Thanks to Camera Control, he could make technical decisions by simply sliding a finger to adjust camera functions like exposure or focal length — all without missing a beat.

New 48MP Ultra Wide camera. Viva la resolution.

iPhone 16 Pro adds a second 48MP camera to the Pro camera system. The new 48MP Fusion camera with Dual Pixel sensor and powerful A18 Pro chip lets you take more detailed quad-pixel sensor for super-high-resolution 48MP ProRAW and HEIF photos with autofocus.

So you can **capture a mesmerizing new level of detail** in macro photos and sweeping, wide-angle shots.

Macro | **13 mm** | 24 mm | 28 mm | 35 mm | 48 mm | 120 mm

0.5x Ultra Wide

More zoom? Boom. Now you can shoot in 120 mm with the 5x Telephoto camera on both Pro models and get **sharper close-ups from farther away**. With multiple framing options, it's like having seven pro lenses in your pocket, everywhere you go.

Choose your Photographic Style. Change it up. Change it back.

Our latest generation of Photographic Styles gives you greater creative flexibility than ever before, so you can **make every photo even more you**. And thanks to advances in our image pipeline, you can now reverse any style, anytime.

Lock in your look.

We've created new styles that let you **dial in your exact desired look with more advanced skin-tone rendering** and our 9 across your photos.

A18 Pro chip. The brains behind Apple Intelligence.

A **phenomenally powerful chip.** A18 Pro enables Apple Intelligence with a faster Neural Engine for responsive LLMs and GPU, and a big jump in memory bandwidth. It also drives advanced video and photo features like Camera Control, and it delivers our best-ever graphics performance for AAA gaming.

New 16-core Neural Engine is faster and more efficient, supercharging Apple Intelligence

New 6-core GPU gives you enhanced graphics performance

New 6-core CPU is the fastest in a smartphone, runs complex workloads with less power

17% increase in total system memory bandwidth.[1] It's the highest ever in iPhone, for outstanding performance

Compare with iPhone 12 Pro

iPhone 16	iPhone 12 Pro
6-core CPU	6-core GPU

In a whole new light.

With up to two times faster hardware-accelerated ray tracing, games **look more games look and feel beautifully lifelike** — with more fluid graphics and realistic lighting.

And with Game Mode in iOS 18, you'll get better performance and more consistent play with improved responsiveness if you're using wireless controllers and AirPods.

Up to 2x faster hardware-accelerated ray tracing than A17 Pro

A huge leap in battery life. Stellar.[3]

iPhone 16 Pro gives you longer battery life — and iPhone 16 Pro Max defines lasting **the battery life ever on an iPhone.** How? An optimized internal design, new batteries, which work together with a new A18 Pro chip for exceptionally power-efficient performance. Even with so many new capabilities.

Snap on a new MagSafe charger for **even faster wireless charging**[4] — up to 25W with a 30W power adapter or higher, enabling up to 50% charge in around 30 minutes.[4]

Up to **33 hours** video playback on iPhone 16 Pro Max[3]

Up to **27 hours** video playback on iPhone 16 Pro[3]

Compare with iPhone 12 Pro

iPhone 16	iPhone 12 Pro
Up to 22 hours video playback on iPhone 16 Pro	Up to 17 hours video playback on iPhone 12 Pro

iOS 18. Customize. Stylize. Mesmerize.

Personalize your Home Screen. Tint your icons with a color that matches your mood, or your wallpaper. You can even hide or mute sure-to-present sensitive information — it's your call.

Choose your controls. Snap out your Lock Screen controls, and add more from the Control Center. Or you can assign a control to the Action button.

Learn more about iOS 18.

No signal? There's a satellite for that.

When you don't have cell service or Wi-Fi, iPhone 16 Pro can **connect you to a satellite.** So you can stay in touch or get the assistance you need.

Messages via satellite lets you send and receive messages and Tapbacks when you're off the grid, right from the Messages app. Your iPhone 16 Pro connects to a satellite, so you can text over iMessage or SMS.[5]

Roadside Assistance via satellite can get you help for things like a flat tire or a dead car battery. iPhone will connect to a satellite to provide assistance, which can dispatch help to your exact location — even if you're off the grid.[6]

See how Roadside Assistance works >

Roadside Assistance via satellite is included for free for two years with iPhone 16 Pro[6]

iPhone also has vital safety features that can help save lives. If you by calling 911 for urgent help but don't have cell service or Wi-Fi, you can use iPhone to **text emergency services over satellite.**[7]

See how Emergency SOS via satellite works >

Crash Detection uses hardware sensors and advanced motion algorithms to detect a severe car crash than call 911 and notify your emergency contacts when you can't — even when you don't have service.[8]

When you're within range and make a 911 emergency call, iPhone 16 Pro gives you the option to start sharing a live feed with 911 responders for **quick and effective assistance.**[7]

Designed to make a difference.

Environment

All Apple data centers — including those that power Apple Intelligence — run on **100% renewable electricity.**

iPhone 16 Pro uses more recycled metals than ever.

Our 60% recycled lithium in the battery,[9] 100% recycled gold in the plating of the USB-C connector and camera lens,[9] 100% recycled copper foil in the MagSafe inductive charger.

The packaging for iPhone 16 Pro is **100% fiber based.**[10] We worked hard to redesign it in ways which reduces the carbon impact for shipping.[10]

Learn about Apple and the environment >

Privacy

Apple Intelligence protects your privacy at every step. With on-device processing and Private Cloud Compute, no one but you can access your data — not even Apple.

The new Passwords app makes it even easier to access account passwords, passkeys, and verification codes. Two-factor authentication codes, and more, it stores them securely and syncs across your

You can also **control which contacts to share with an app,** rather than giving it access to all of your contacts. And you can choose to share more contacts over time.

Learn about Apple and privacy ›

Accessibility

Eye Tracking makes it possible to navigate your iPhone and use your favorite apps just by moving your eyes, thanks to the power of machine learning and the front-facing camera.

Music Haptics matches the iPhone Taptic Engine with the rhythm of songs. So people who are deaf or hard of hearing can enjoy the Apple Music catalog in a whole new way.

Vocal Shortcuts helps people with severe atypical speech record sounds that trigger specific actions on iPhone — set a timer, take a screenshot, scroll up and down, and more.

Learn about Apple and accessibility ›

Significant others.

iPhone and Mac

With iPhone Mirroring, you can view your iPhone screen on your Mac and control it without picking up your iPhone. Continuity features also let you answer calls or messages right from your Mac. You can even copy images, video, or text from your iPhone and paste it into another app on your Mac. And with iCloud, you can access your files from either device.

iPhone and Apple Watch

iPhone and AirPods

Why Apple is the best place to buy iPhone.

Shop iPhone ›

Save with Apple Trade In.
Get $180–$650 in credit toward iPhone 16 or iPhone 16 Pro when you trade in iPhone 12 or higher.†

Pay over time, interest-free.
When you choose to check out with Apple Monthly Installments.‡‖

Apple. Your one-stop shop for incredible carrier deals.
Get up to $1000 in credit on a new iPhone with AT&T, Boost Mobile, T-Mobile, or Verizon. Trade-in may be required.#

Keep exploring iPhone.

Explore all iPhone ›

New
iPhone 16 Pro
From $999 or $41.62/mo. for 24 mo.†
Currently viewing
Buy ›

New
iPhone 16
From $799 or $33.29/mo. for 24 mo.†
Learn more
Buy ›

iPhone 16 Pro	iPhone 16
Apple Intelligence*	Apple Intelligence*
A18 Pro chip with 6-core GPU	A18 chip with 5-core GPU
Camera Control	Camera Control
Pro camera system Our most advanced 48MP Fusion camera 5x telephoto camera 48MP Ultra Wide camera	Advanced dual camera system Advanced 48MP Fusion camera 2x telephoto 12MP Ultra Wide camera
Up to 30 hours video playback*	Up to 27 hours video playback*

* Trade-in values will vary based on the condition, year, and configuration of your eligible trade-in device. Not all devices are eligible for credit. You must be at least 18 years old to be eligible to trade it for credit or for an Apple Gift Card. Trade-in value may be less than previously quoted if the device you trade in is not in the condition you described, or if it is not in the condition we expected it to be based on a review of a qualifying device matching the description provided when estimate was made. Sales tax may be assessed on full value of a new device purchased, even if a lower value is given for a trade-in device. Device must be powered on. Device must not be subject to any contract or lease with a third party. Trade-in between carriers and unlike trade-in. Some stores may have additional requirements. Apple is not a party to purchase or trade-in transaction and has no liability or responsibility arising from transaction or any reason. More details are available from Apple's trade-in partner for trade-in and recycling of eligible devices. Restrictions and limitations may apply.

† Financing available to qualified customers, subject to credit approval and credit terms. Financing is not available in stores. Offer applies to iPhone and Apple Card Monthly Installments (ACMI) as your payment type at checkout. Apple. You'll need to select AT&T, Boost Mobile, T-Mobile, or Verizon as your carrier when you checkout. Offer is available for a limited time. Offer may be withdrawn or modified at any time. Offer is not available in all stores or online in all countries. Offer is not available for ACMI with an eligible iPhone and ACMI as your carrier when you checkout. If you do not qualify for ACMI with an eligible iPhone and ACMI as your carrier when you checkout, you will be required to make your carrier's monthly payment. Your carrier's payment for such product will be the product's purchase price, less all other payments at the monthly payment amount. ACMI financing is subject to change at any time for any reason, including but not limited to, changes in interest rates and eligible products. See the Apple Card Customer Agreement for more information about ACMI. Additional Citizens One Apple iPhone Payments terms are here.

‡ Apple Intelligence is available in beta on all iPhone 16 models, iPhone 15 Pro, and iPhone 15 Pro Max, with tvOS and device language set to English (Australia, Canada, Ireland, New Zealand, South Africa, UK, or U.S.), as an iOS 18 update. Additional features and languages will be available in beta in March, with more languages coming over the course of the year. Languages supported in 2025 include Chinese, English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Vietnamese.

‖ Display size. iPhone 16 Pro models have rounded corners that follow a specific mathematical formula. Measured as a rectangle with rounded corners, iPhone 16 Pro has a 6.3-inch (diagonal) display, iPhone 16 Pro Max has a 6.9-inch (diagonal) display.

iPhone

Explore iPhone
- Explore All iPhone
- iPhone 16 Pro
- iPhone 16
- iPhone 15
- iPhone 14
- iPhone SE

Compare iPhone
Switch from Android

Shop iPhone
- Shop iPhone
- iPhone Accessories
- Apple Trade In
- Carrier Deals at Apple
- Financing

More from iPhone
- iPhone Support
- AppleCare+ for iPhone
- iOS 18
- Apple Intelligence
- Apps by Apple
- iPhone Privacy
- iCloud+
- Wallet, Pay, Card
- Siri

More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE.

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