

Apple introduces iPhone 16 and iPhone 16 Plus

Built for Apple Intelligence with the all-new A18 chip, both models feature Camera Control, powerful upgrades to the advanced camera system, the Action button to quickly access useful features, and a big boost in battery life.

iPhone 16 and iPhone 16 Plus are built for Apple Intelligence, and feature Camera Control, the Action button, a 48MP Fusion camera, and the A18 chip.

CUPERTINO, CALIFORNIA Apple today announced iPhone 16 and iPhone 16 Plus, built for Apple Intelligence, the easy-to-use personal intelligence system that understands personal context to deliver intelligence that is helpful and relevant while protecting user privacy. The iPhone 16 lineup also introduces Camera Control, which brings new ways to capture memories, and will help users quickly access visual intelligence to learn about objects or places around them faster than ever before. The powerful camera system features a 48MP Fusion camera with a 2x Telephoto option, giving users two cameras in one, while a new Ultra Wide camera enables macro photography. Next-generation Photographic Styles help users personalize their images, and spatial photo and video capture allows users to relive life's precious memories with remarkable depth on Apple Vision Pro. The new A18 chip delivers a huge leap in performance and efficiency, enabling demanding AAA games, as well as a big boost in battery life.

Available in 6.1-inch and 6.7-inch display sizes, iPhone 16 and iPhone 16 Plus feature a gorgeous, durable design and offer a big boost in battery life.

iPhone 16 and iPhone 16 Plus will be available in five bold colors: black, white, pink, teal, and ultramarine. Pre-orders begin Friday, September 13, with availability beginning Friday, September 20.

"iPhone 16 and iPhone 16 Plus mark the beginning of a new era for iPhone with Apple Intelligence delivering powerful, personal, and private experiences to our users," said Kaiann Drance, Apple's vice president of Worldwide iPhone Product Marketing. "With new ways to discover the world around you and capture memories using Camera Control; a 48MP Fusion camera that gives you two optical-quality cameras in one; a big boost in battery life; and powerful, efficient performance thanks to the A18 chip, this is the perfect time for customers to upgrade or make the switch to iPhone."

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Built for Apple Intelligence

Apple Intelligence on the iPhone 16 lineup harnesses the power of Apple silicon and Apple-built generative models to understand and create language and images, take action across apps, and draw from personal context to simplify and accelerate everyday tasks. Apple Intelligence maintains the privacy and security of user data with Private Cloud Compute. This groundbreaking approach provides the ability to flex and scale computational capacity between on-device processing and larger, server-based models that run on dedicated Apple silicon servers—an extraordinary step forward for privacy in artificial intelligence. Apple Intelligence will be available as a free software update, with the first set of features rolling out next month in U.S. English for most regions around the world.

Apple Intelligence combines the power of Apple-built generative models with personal context while taking an extraordinary step forward for privacy.

Apple Intelligence unlocks new ways for users to enhance their writing. With systemwide Writing Tools built into iOS 18, users can rewrite, proofread, and summarize text nearly everywhere they write, including Mail, Notes, Pages, and third-party apps. In the Notes and Phone apps, users can also record, transcribe, and summarize audio. When a recording is initiated while on a call in the Phone app, participants are automatically notified, and once the call ends, Apple Intelligence generates a summary to recall key points.

Apple Intelligence helps users prioritize with summarized notifications, along with Priority Messages in Mail, a feature that understands the content of emails and surfaces time-sensitive messages. Across a user's inbox, summaries convey the most important information of each email instead of previewing the first few lines.



Figure 1: iPhone 16 and iPhone 16 Plus in ultramarine are shown side by side.
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Figure 2: iPhone 16 and iPhone 16 Plus in ultramarine are shown stacked.



Figure 3: iPhone 16 devices are shown in black, white, pink, teal, and ultramarine.

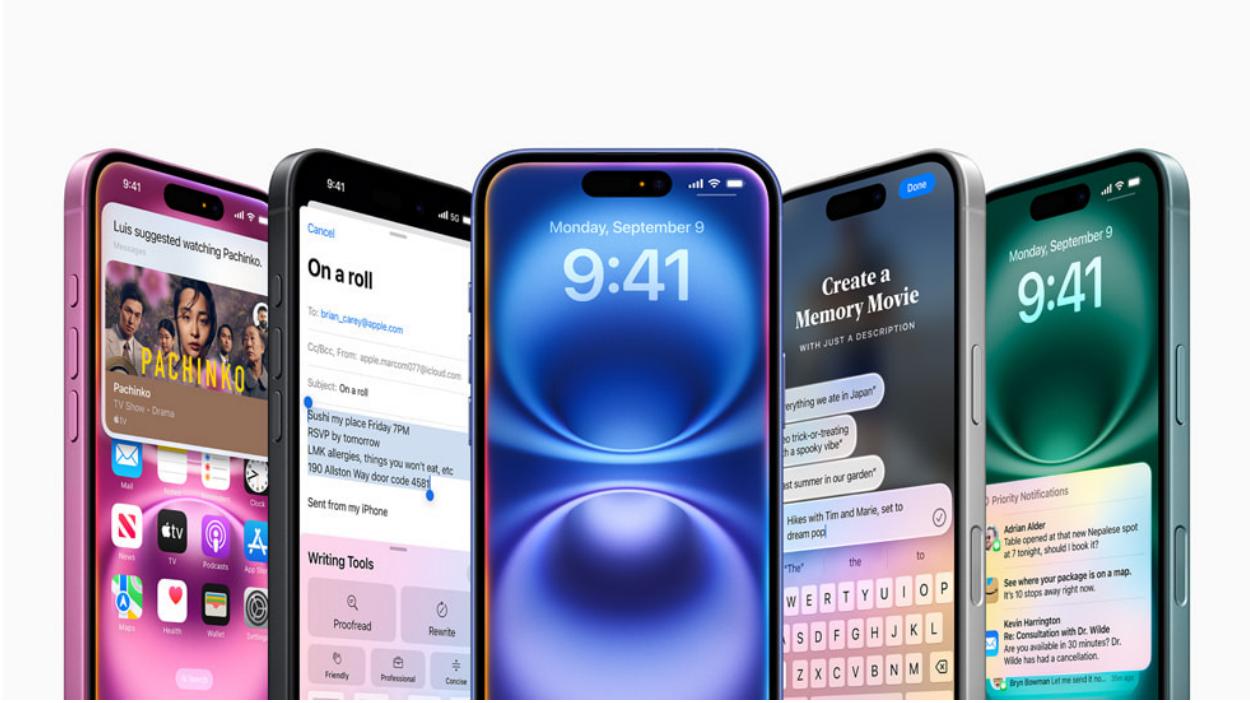


Figure 4: Five iPhone 16 devices are shown, featuring Apple Intelligence features such as Writing Tools, Siri, and Priority Notifications.

Siri becomes more deeply integrated into the system experience and gets a brand-new design with an elegant glowing light that wraps around the edge of the screen when active. With richer language-understanding capabilities, communicating with Siri is more natural and flexible. Siri follows along when users stumble over their words, and maintains context from one request to the next. Users can type to Siri at any time, and switch fluidly between text and voice as they accelerate everyday tasks. Siri also now has extensive product knowledge to answer thousands of questions about features on iPhone and other Apple devices.

Additional Apple Intelligence features will roll out later this year and in the months following, including Image Playground, which allows users to create playful images in moments. Emoji will be taken to an entirely new level with the ability to create original Genmoji by simply typing a description, or by selecting a photo of a friend or family member. Siri will be able to draw on a user's personal context to deliver intelligence that is tailored to them. It will also gain onscreen awareness to understand and take action with users' content, as well as take hundreds of new actions in and across Apple and third-party apps. And while using iOS 18 features like Siri and Writing Tools, users will also be able to easily access ChatGPT from OpenAI.

Users will be able to create an original Genmoji to express themselves —taking emoji to an entirely new level.

A Beautiful New Design with Industry-Leading Durability

iPhone 16 and iPhone 16 Plus are beautiful and built to last. iPhone holds its value longer than any other smartphone thanks to its industry-leading durability, including the strong back glass, a water- and dust-resistant design, regular software updates, and the latest-generation Ceramic Shield with an advanced formulation that is 50 percent tougher than the first generation and 2x tougher than glass on any other smartphone.¹ The internal design of iPhone 16 and iPhone 16 Plus has been reengineered to allow for an even larger battery and to better dissipate heat, while making battery service easier. With the new internal design and advanced power management of iOS 18, the batteries are optimized to offer a big boost in battery life. Available in 6.1-inch and 6.7-inch display sizes, the Super Retina XDR display with OLED technology



Figure 5: iPhone 16 shows a cactus Genmoji.

and the Dynamic Island offers an exceptional viewing experience.²

The Action button comes to iPhone 16 and iPhone 16 Plus, allowing users to easily access a variety of functions with just a press. Users can quickly open the camera, flashlight, or controls; switch between Ring and Silent; recognize music with Shazam; activate Voice Memos, Focus, Translate, and accessibility features like Magnifier; or use Shortcuts for more options. The Action button can also access in-app functionality, like helping a user unlock and lock their car with FordPass.³

Introducing Camera Control

Camera Control —a result of thoughtful hardware and software integration—elevates the camera experience on the iPhone 16 lineup. It is packed with innovation, including a tactile switch that powers the click experience, a high-precision force sensor that enables the light press gesture, and a capacitive sensor that allows for touch interactions. Camera Control can quickly launch the camera, take a photo, and start video recording so users don't miss the moment. A new camera preview helps users frame the shot and adjust other control options—such as zoom, exposure, or depth of field—to compose a stunning photo or video by sliding their finger on the Camera Control. Additionally, developers will be able to bring Camera Control to third-party apps such as Snapchat.

Camera Control provides instant, easy access to the camera with just a click.

Camera Control is easy to use in portrait or landscape, and users can adjust various settings simply by sliding their finger on the Camera Control.

One click launches the camera, another takes a photo, and a click-and-hold starts video recording so users don't miss the moment.

Later this year, Camera Control will unlock visual intelligence to help users learn about objects and places faster than ever before. Users can click and hold Camera Control to pull up the hours or ratings for a restaurant they pass, add an event from a flyer to their calendar, quickly identify a dog by breed, and more. Camera Control will also serve as a gateway into third-party tools with specific domain expertise, like when users want to search on Google to find where they can buy an item, or to benefit from ChatGPT's problem-solving skills. Users are in control of when third-party tools are used and what information is shared.

New Camera Experiences

The powerful new camera system helps users capture both everyday moments and cherished memories like never before. The 48MP Fusion camera enables a 2x optical-quality Telephoto option, which is like having two cameras in one, so users can get closer to the subject to easily frame a photo. In addition to wider-angle shots, the new 12MP Ultra Wide camera with autofocus enables macro photography. The Ultra Wide camera also gathers up to 2.6x more light for higher image quality. Additionally, iPhone 16 and iPhone 16 Plus now take spatial photos and videos to help users relive memories with remarkable depth on Apple Vision Pro.

The new 12MP Ultra Wide camera, now with autofocus, enables macro photography to capture a subject up close in stunning detail.

The new 12MP Ultra Wide camera helps users capture unique perspectives.

Selfies with the Ultra Wide camera help users get creative with their framing.

The 48MP Fusion camera delivers incredible quality with Deep Fusion, zero shutter lag, and great low-light performance.

The 48MP Fusion camera gives users two optical-quality cameras in one, including a 48MP option to capture fine details.

Leveraging the tight integration of hardware and software, the 48MP Fusion camera enables a 2x optical-quality Telephoto option.



Figure 6: A user captures a photo of a person holding a ball with iPhone 16.



Figure 7: A user adjusts settings while capturing a portrait with iPhone 16.



Figure 8: A user captures video of a splash in a lake with iPhone 16.



Figure 9: A closeup image of a frog.



Figure 10: An image of a person leaning on a colorful pink-and-purple building.



Figure 11: A selfie is shown with a grassy landscape leading to the sea.



Figure 12: A person poses against a billiards table in a low-light room.



Figure 13: A headshot shows a person with foliage in the background.



Figure 14: The same headshot shown in the previous image —with a person and foliage in the background—is now zoomed in.



Figure 15: A portrait of a person with their head resting on their hand.

The 48MP Fusion camera helps users capture stunning photos and videos in sharp detail.

Next-generation Photographic Styles help users express their creativity and customize their photos by locally adjusting color, highlights, and shadows in real time. Styles also have a deeper understanding of skin undertones, so users can personalize how they appear in photos. Unlike filters, which often use a one-size-fits-all approach by adding a color to an entire scene, adjustments are applied to specific colors of a selected style. A wider set of styles offers more creative options for editing a photo's aesthetic, and styles can be rendered during live preview, applied after a photo is taken, or even reversed later.

The latest generation of Photographic Styles lets users express their creativity like never before and simultaneously adjust tone and color throughout the image.

Photographic Styles have a deeper understanding of skin undertones so users can personalize how they appear in photos, and there are more creative styles, called Moods, to change the overall aesthetic of the photo.

Styles can be further personalized with an easy-to-use new control pad and intensity slider for simultaneous adjustments across tone and color.

Video can now be captured in Spatial Audio for immersive listening with AirPods, Apple Vision Pro, or a surround sound system. Both iPhone models introduce creative new ways to edit video sound with Audio Mix —allowing users to adjust their sound after capture to focus on the voice of the person on camera, make it sound like the video was recorded inside a professional studio, or position vocal tracks in the front and environmental noises in surround sound. With wind noise reduction, powerful machine learning (ML) algorithms reduce unwanted noise for better audio quality.

Powered by Apple Intelligence, users can search for specific photos in the Photos app using natural language, and search for specific moments in video clips. Additionally, the new Clean Up tool can identify and remove distracting objects in the background of a photo without altering the subject.

A18: Next-Level Performance and Mobile Gaming

A18 delivers a huge leap in performance and power efficiency, and is built on second-generation 3-nanometer technology to further accelerate Apple Intelligence. An upgraded 16-core Neural Engine is optimized for large generative models and runs ML models up to 2x faster than the A16 Bionic chip.

The 6-core CPU is 30 percent faster than the A16 Bionic chip and faster than all the competition. It is also more power efficient and can run the same workload with 30 percent less power than A16 Bionic. The 5-core GPU is up to 40 percent faster and 35 percent more efficient than A16 Bionic to power stunning graphics performance for Apple Intelligence, and puts a powerful gaming device in users' pockets. Now with hardware-accelerated ray tracing, games on iPhone 16 and iPhone 16 Plus more accurately represent the behavior of light with up to 5x higher frame rates than with software-based ray tracing. Both models support the AAA games previously only available on iPhone 15 Pro, as well as new titles like Honor of Kings: World with an ultra graphics mode optimized for the iPhone 16 lineup, coming next year. Game Mode in iOS 18 delivers more consistent frame rates while making AirPods, game controllers, and other wireless accessories incredibly responsive. The efficiency of A18 and the device's rearchitected internal design deliver up to 30 percent higher sustained performance for gaming while ensuring Apple Intelligence runs efficiently on iPhone.

Expanded Communication and Safety Capabilities

The iPhone 16 lineup features innovative ways to stay connected and provides enhanced safety capabilities for peace of mind. Powered by the same groundbreaking technology as Emergency SOS via satellite, users are able to connect to the nearest satellite to send and receive texts, emoji, and Tapbacks over iMessage and SMS while outside of cellular and Wi-Fi coverage.⁴ Messages via satellite in iOS 18 are end-to-end encrypted. Also new with iOS 18, Emergency SOS Live Video allows users to share a live video feed or photos with participating emergency dispatchers during an emergency call.⁵ Later this fall, Roadside Assistance via satellite —which connects users to a roadside assistance provider if they have car trouble while off the grid —expands beyond the U.S. to the U.K.

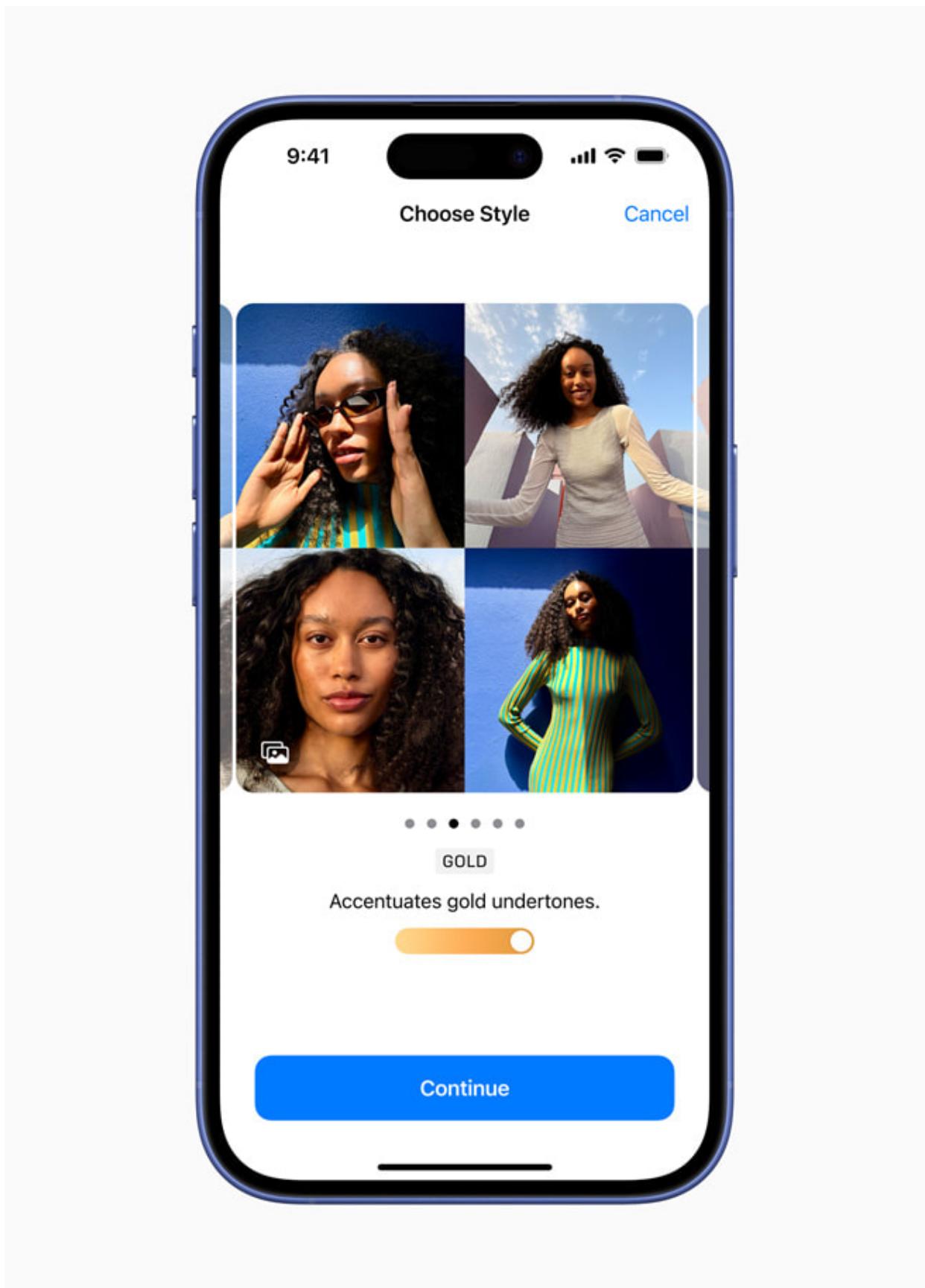


Figure 16: iPhone 16 shows a Photographic Styles screen with four options and the prompt to “Choose Style.”

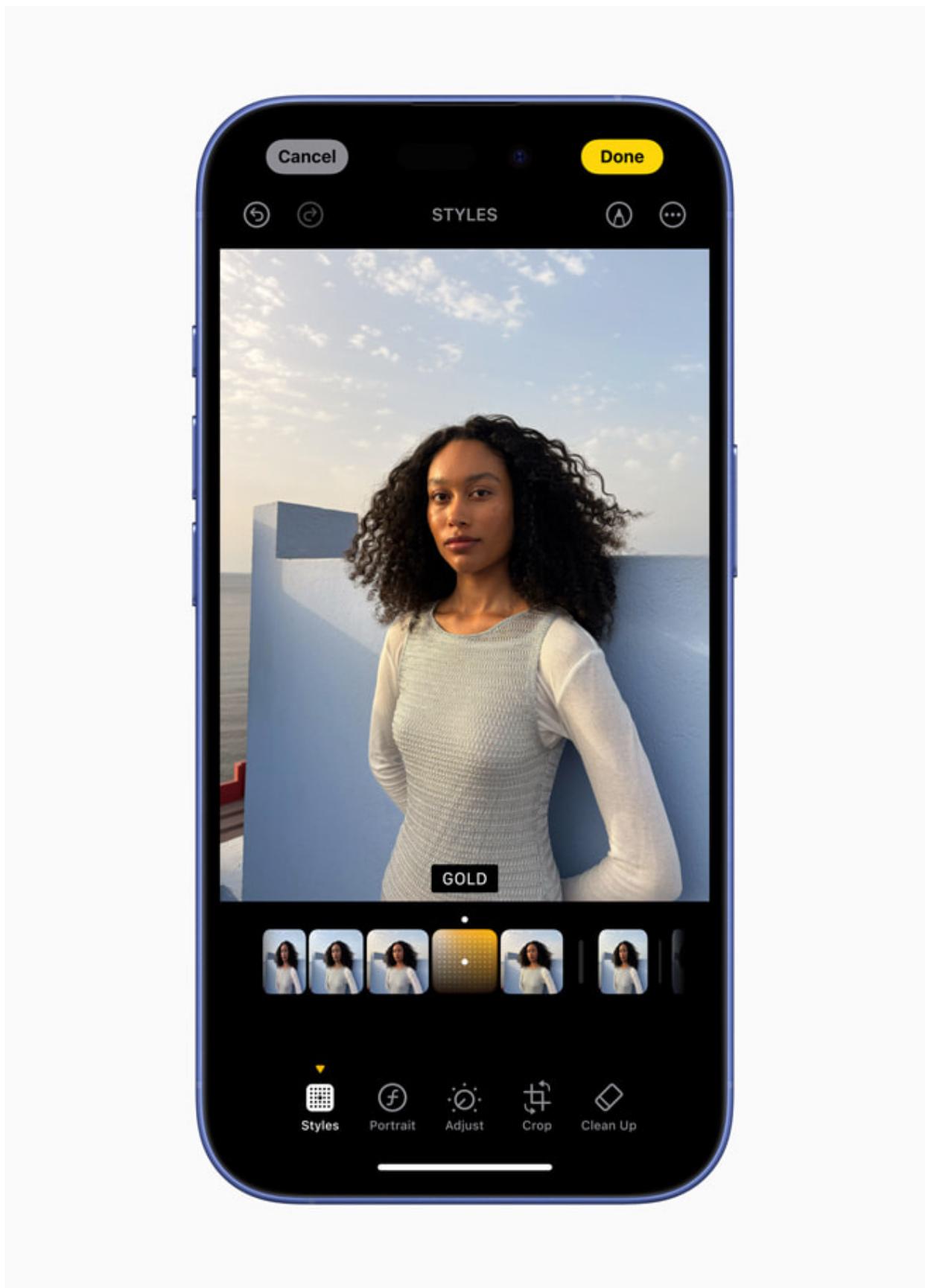


Figure 17: iPhone 16 shows a Photographic Styles screen with a photo of a person and a gold style selected.

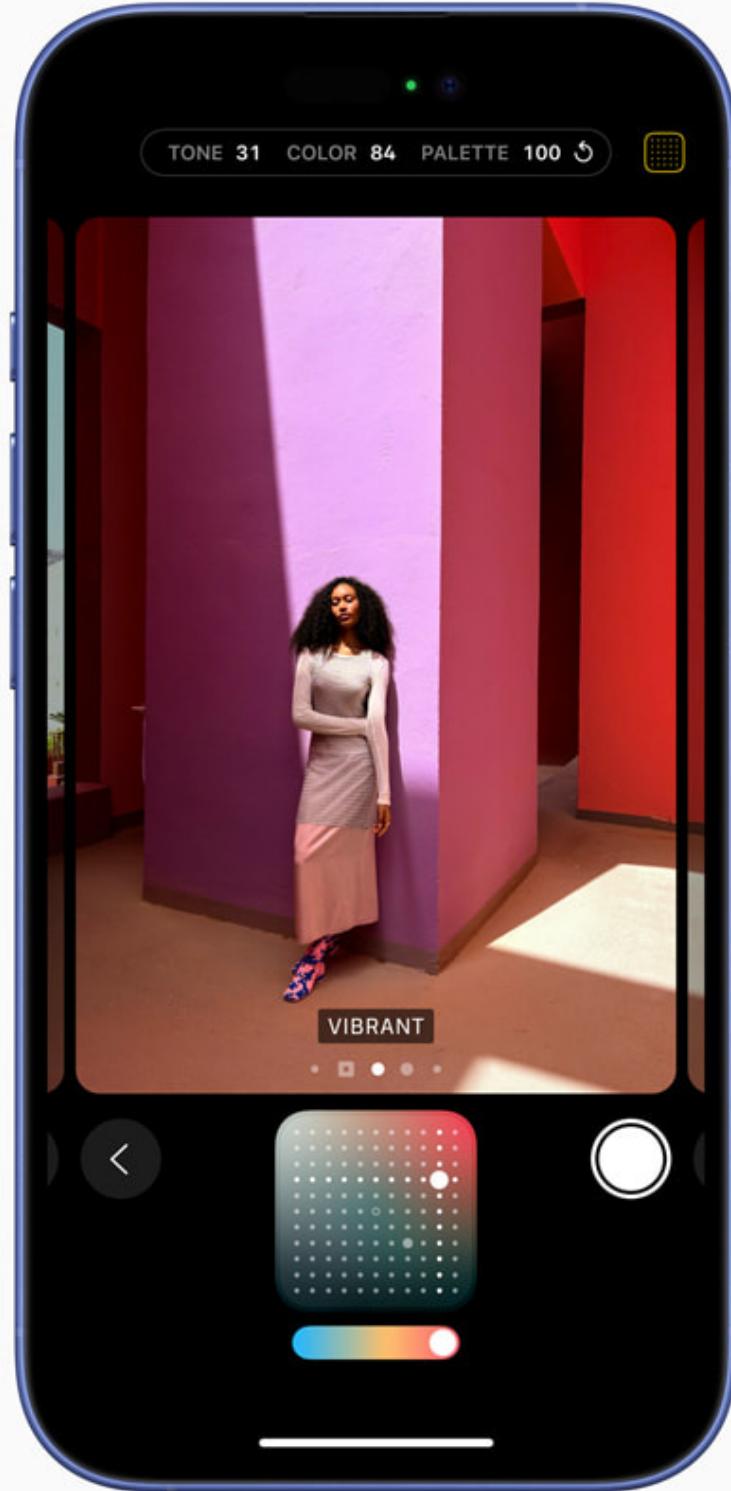


Figure 18: iPhone 16 Plus shows a Photographic Styles screen with a control pad at the bottom.
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Figure 19: iPhone 16 shows a Messages via satellite screen, featuring a satellite image and a text exchange.

Messages via satellite in iOS 18 allows users to send and receive texts, emoji, and Tapbacks over iMessage and SMS when a cellular or Wi-Fi connection is not available.

With Emergency SOS Live Video in iOS 18, participating emergency dispatchers can request that a user share live video or photos during an emergency call.

The iPhone 16 lineup offers groundbreaking satellite features, including Emergency SOS via satellite, Roadside Assistance via satellite, and the ability for users to share their location via satellite in the Find My app.

Better for the Environment

iPhone 16 and iPhone 16 Plus are designed with the environment in mind. As part of Apple 2030, the company's ambitious goal to be carbon neutral across its entire carbon footprint by the end of this decade, Apple is prioritizing renewable electricity in manufacturing, and investing in wind and solar projects around the world to address the electricity used to charge all Apple products, including the iPhone 16 lineup. Today, all Apple facilities run on 100 percent renewable electricity —including the data centers that power Apple Intelligence.

To achieve Apple 2030, the company is also designing products with recycled and renewable materials. iPhone 16 and iPhone 16 Plus feature more than 30 percent recycled content overall, including 85 percent recycled aluminum in the enclosure and 80 percent or more recycled steel across multiple components. The battery is made with 100 percent recycled cobalt and —in a first for iPhone —over 95 percent recycled lithium.⁶ The iPhone 16 lineup meets Apple's high standards for energy efficiency, and is free of mercury and PVC. The packaging is entirely fiber-based, bringing Apple closer to its goal of removing plastic from its packaging by next year.

Pricing and Availability

- iPhone 16 and iPhone 16 Plus will be available in ultramarine, teal, pink, white, and black in 128GB, 256GB, and 512GB storage capacities. iPhone 16 starts at **\$799** (U.S.) or **\$33.29** (U.S.) per month, and iPhone 16 Plus starts at **\$899** (U.S.) or **\$37.45** (U.S.) per month.
- Apple offers great ways to save and upgrade to the latest iPhone. Customers can get **\$180**(U.S.) to **\$650**(U.S.) in credit when they trade in iPhone 12 or higher, or up to **\$1,000** (U.S.) in credits to put toward an iPhone 16 Pro with a carrier offer. Customers can take advantage of these offers by visiting the Apple Store online or an Apple Store location. For carrier offer eligibility requirements and more details, see apple.com/shop/buy-iphone/carrier-offers. To see what their device is worth and for trade-in terms and conditions, customers can visit apple.com/shop/trade-in.
- Customers in more than 58 countries and regions, including *Australia, Canada, China, France, Germany, India, Japan, Malaysia, Mexico, South Korea, Türkiye, the UAE, the U.K., and the U.S.*, will be able to pre-order iPhone 16 and iPhone 16 Plus beginning at 5 a.m. PDT this Friday, September 13, with availability beginning Friday, September 20.
- iPhone 16 and iPhone 16 Plus will be available in *Macao, Vietnam*, and 19 other countries and regions beginning Friday, September 27.
- iOS 18 will be available as a free software update on Monday, September 18.
- Apple Intelligence will be available as a free software update. The first set of Apple Intelligence features will be available in beta next month as part of iOS 18.1, iPadOS 18.1, and macOS Sequoia 15.1, with more features rolling out in the months to come. It will be available on iPhone 16, iPhone 16 Plus, iPhone 16 Pro, iPhone 16 Pro Max, iPhone 15 Pro, iPhone 15 Pro Max, and iPad and Mac with M1 and later, with device and Siri language set to U.S. English. Later this year, Apple Intelligence will add support for localized English in *Australia, Canada, New Zealand, South Africa, and the U.K.* Over the course of the next year, Apple Intelligence will expand to more platforms and languages, like Chinese, English (India), English (Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, Vietnamese, and others.
- In addition to an iPhone 16 and iPhone 16 Plus Clear Case, available for **\$49**(U.S.), a Silicone Case with MagSafe will be available for **\$49**(U.S.) in black, denim, fuchsia, lake green, plum, star fruit, stone

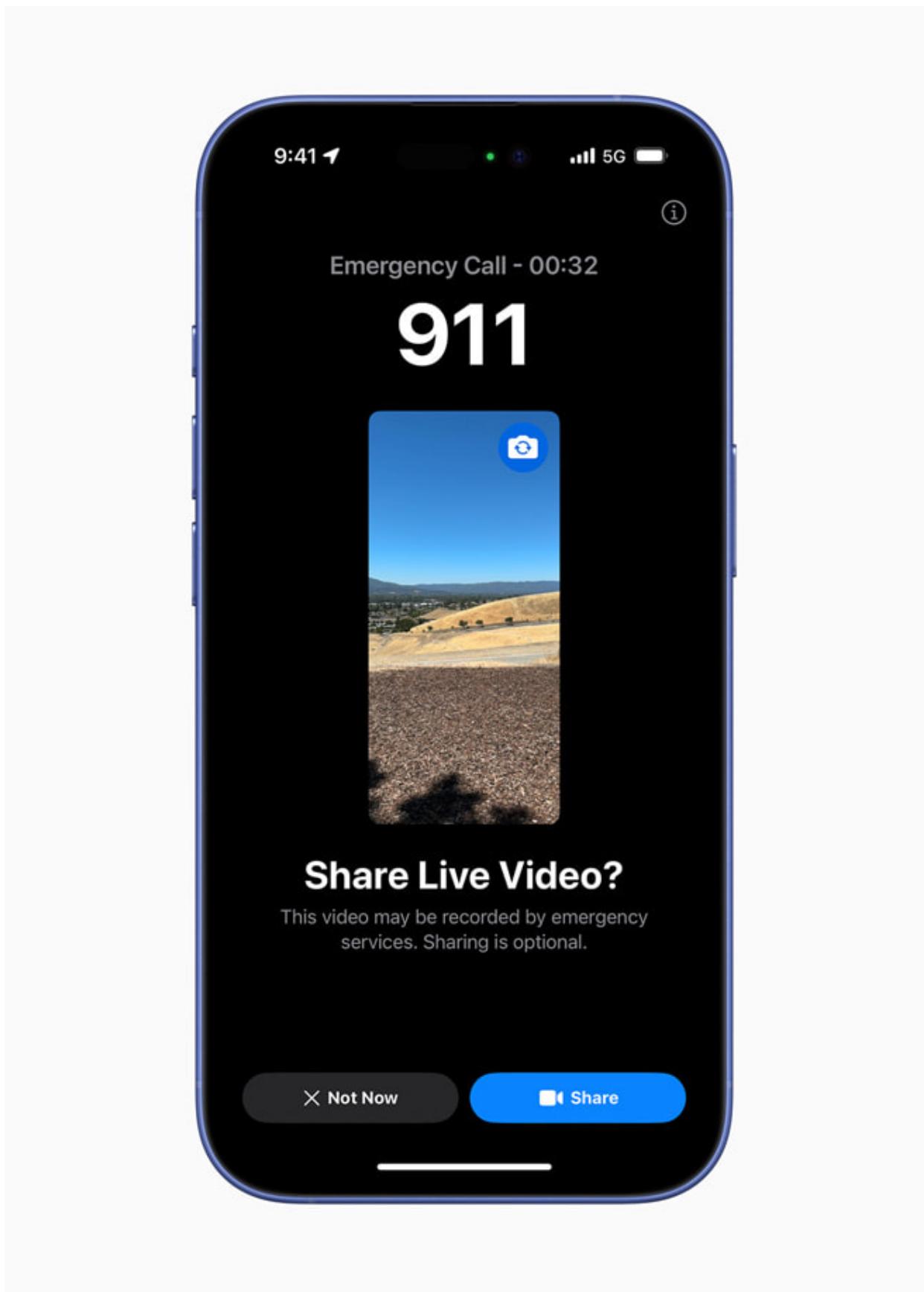


Figure 20: iPhone 16 shows an emergency call with the prompt “Share Live Video?”.
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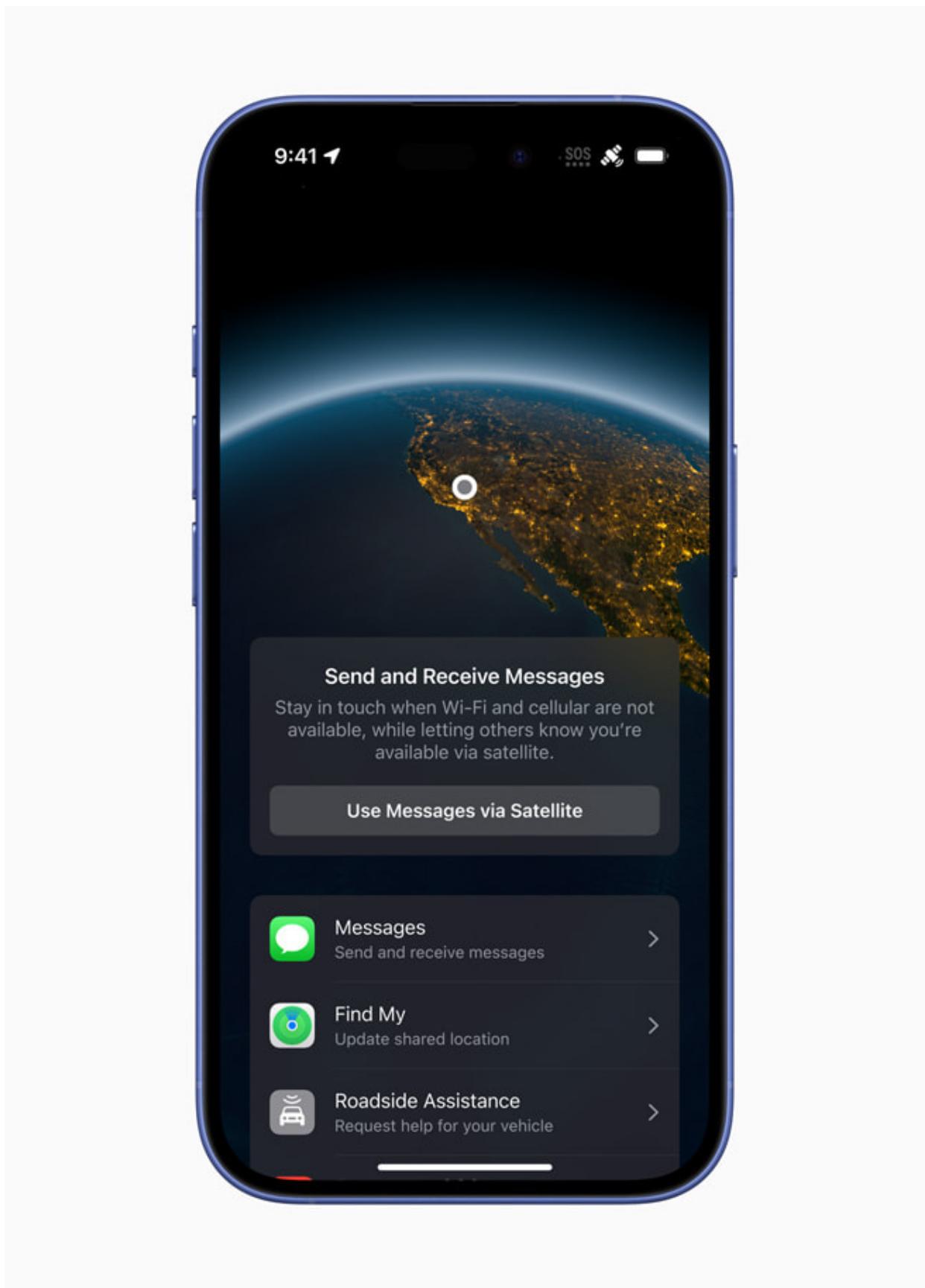


Figure 21: iPhone 16 shows a satellite view of Earth and options at the bottom of the screen, including Roadside Assistance.

gray, and ultramarine. Apple cases for the iPhone 16 lineup work seamlessly with Camera Control, featuring a sapphire crystal coupled to a conductive layer that communicates finger movements to the Camera Control. FineWoven Wallet with MagSafe will be available for **\$59** (U.S.) in black, blackberry, dark green, and deep blue.

- A new MagSafe Charger enables faster wireless charging up to 25W, is Qi2 certified, and is available in a 1-meter length for **\$39** (U.S.) or a 2-meter length for **\$49**(U.S.).
- AppleCare+ for iPhone provides unparalleled service and support. This includes unlimited incidents of accidental damage, battery service coverage, and 24/7 support from the people who know iPhone best.
- iCloud+ plans start at 50GB for **\$0.99**(U.S.) per month and offer up to 12TB for **\$59.99** (U.S.) per month, providing additional storage to keep files, photos, videos, and more safe in the cloud, accessible across devices, and easy to share with others. iCloud+ also gives access to premium features, including Private Relay, Hide My Email, Custom Email Domains, and HomeKit Secure Video support.
- Customers who purchase iPhone 16 and iPhone 16 Plus will receive three free months of Apple Music, Apple Arcade, and Apple Fitness+ with a new subscription.