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    "Apple hasn\u2019t made any bones about the fact that there are certain products it has that aren\u2019t meant for everyone. Some of these \u2014 like the Mac Studio or even the Mac mini \u2014 are way too niche and will be sought by those who really need them. And then there are those that bring the best of Apple at an expensive \u2014 very expensive \u2014 price point but are desired by many. The iPhone\u2019s Pro models have always been in the category \u2014 the coveted one, the desirable one, the one that makes you want to junk that financial prudence that has been drilled in you. The iPhone 14 Pro Max is very much that phone \u2014 the best of Apple and by now you know that it is an expensive phone. Rs 1,39,900 is the starting price and there\u2019s little point in debating on why it\u2019s so expensive and whether it\u2019s value for money or not. It\u2019s an Apple product, it is an iPhone, and it is the Pro Max variant \u2014 of course it will be expensive. Apple wants your money and the iPhone 14 Pro Max is that dangling proposition that may just want you to break the bank and get one.DESIGN AND DISPLAYSeen one? Seen all. If you have seen the iPhone 12 Pro Max or the iPhone 13 Pro Max then the iPhone 14 Pro Max has very little different to offer in terms of design. It\u2019s a popular design with a stainless frame that looks elegant and the frosted glass back is still gorgeous to look at. Apple knows that this design is a hit and there\u2019s no point in expecting it to change anytime soon. Generally, an Apple design lasts for years before a new one comes. Don\u2019t believe us? Look at the MacBook Air, which followed a similar design philosophy for years till the M2 model arrived this year. So don\u2019t expect Apple to make wholesale changes to the design every year, you will only get disappointed.The one remarkable thing about the design of the iPhone 14 Pro Max is that yes, you have seen it before and yes, it hasn\u2019t changed but it still looks great. But do keep in mind that this is a really big phone. If you aren\u2019t used to a big phone then perhaps think twice before getting this or look at the iPhone 14 Pro instead. I wouldn\u2019t call it unwieldy but yes, it is certainly not a one-handed phone. The Samsung Galaxy S22 Ultra felt really big but this one feels rather bigger in the hand. And yes, it is heavy as well at 240 grams.The big size is preferred by many as it brings in a big display and it\u2019s a compromise many would settle for on the iPhone 14 Pro Max. The 6.7-inch OLED display offers a resolution of 2796 x 1290 pixel and 460ppi pixel density. What\u2019s that in common parlance? An excellent display that is great to look at, colour reproduction is accurate and the brightness levels are optimum. Apple claims that the iPhone 14 Pro Max offers the maximum brightness in a smartphone \u2014 2000 nits of brightness in direct sunlight. We had zero problems reading on the iPhone 14 Pro Max even when it was really sunny outside.The 120Hz ProMotion refresh rate works as smoothly as it did on the iPhone 13 Pro Max \u2014 no complaints or no changes here to see. The display is extremely snappy and a lot of it is down to iOS 16 as well as Apple does handle animations much better than most of its
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competition does. If the refresh rate and other specs remain the same, then there's something new in the form of the Always-on display. Better late than never, some may say. Apple is fashionably late but has arrived in some style. Now I am sure you must have read that some Android phone brought Always-on display first. Heck, even Google couldn't resist the temptation to take a dig at Apple during its biggest hardware event of 2022. But Apple has created a perception that it isn't in the rat race and that some features might not come first but they do come with a difference. Like the Always-on display. Apple's implementation of Always-on display is unlike any other smartphone. What happens on the iPhone 14 Pro Max when Always-on display is turned on is that the lock screen is dimmed. Display, display on the phone, who's the prettiest of them all? It's the iPhone 14 Pro Max with the Always-on display. You can see notifications, lock screen widgets and everything else but it is subtly dimmed. If you have an iPhone and you use it for the first time, you might feel that was there a need for this? Not really but once you've used it, I bet you will not be able to use the iPhone 14 Pro Max without toggling on the Always-on display.

DYNAMIC ISLAND Now generally we tend to keep all display features in one sub-head but we are making an exception for the Dynamic Island. After all it is the belle of the ball, the headline act of the iPhone 14 Pro Max. Or at least it's the most-talked about feature on this year's iPhones. And it does deserve a separate section as it is delightfully done. The notch was Apple's gift to the smartphone industry. The first year after the launch of iPhone X the first one with the notch Android brands made a beeline to adopt the notch as if Santa Claus handed it out on Christmas. But then Android phone makers came up with their really good iterations of it and Apple stuck with the notch until the Dynamic Island arrived with the iPhone 14 Pro models. And man, it is so well done that you just keep fiddling with it only for the first few days at least that's what I found myself doing. The Dynamic Island is a different take on the notch and makes the use of that space which no one else ever thought of doing it before Apple. Not a fan of the name but this is a really cool feature to use and is not gimmicky at all. For someone who uses Apple Music a lot more than one should, the Dynamic Island is a treat. It will show the album artwork along the playback controls, and the waveform, AirPlay all in that tiny little space. If you are using any app and get an incoming call, then the Dynamic Island will show the alert and all the call controls. AirPods Pro's battery life also appears in the Dynamic Island. Apple Maps directions also come on the Dynamic Island and so much so that at times I did ditch Google Maps for it because it looks really good. Apple has always had a way of showing all these notifications but never had a home screen which is now the Dynamic Island. In a few months, here's hoping that other developers take advantage of the Dynamic Island as it is a really fun and useful feature. Apple is expected to launch Live Activities API soon and that's when we will really see the Dynamic Island thrive and it is something that should get a lot of people excited. Is the feature good enough to pay the difference between the iPhone 14 and iPhone 14 Pro price? It certainly is if

you want the complete iPhone experience. CAMERA It has been well established that the iPhone cameras are one of the most consistent and versatile ones around. Apple seemed mightily reluctant to get in the megapixel race and remained steady with 12MP cameras. A case of better late than never yet again and once more Apple has done it differently. The primary camera now has a 48MP sensor, which produces some excellent images. All the images clicked from the 48MP camera have rich colours and look exceptionally vibrant and true to life. There are a lot of details captured especially in the images which were clicked using ProRAW. Like every other 48MP camera, Apple too uses pixel binning to give you 12MP images only but the ProRAW mode actually gives you 48MP images. And the difference is quite stark as more details are captured. But the trade-off is that images clicked with the 48MP camera consume a lot of space, like a lot. The photos we clicked ranged anywhere between 12MB to 42MB \u2014 so use it rather judiciously. Of course, ProRAW is meant not just for utilising the 48MP camera. What works in the favour of the primary 48MP camera \u2014 with and without pixel binning \u2014 is the consistency it offers. You can be clicking in good lighting condition or not-so-good conditions, the iPhone 14 Pro Max delivers images that make you sit up and take note. Apple has certainly improved low-light photography as the iPhone 14 Pro Max does a wonderful job when the lights are dimmed. What the 48MP primary camera also gives is the option of 2x optical zoom lens \u2014 a nice addition to the iPhone 14 Pro Max\u2019s camera\u2019s arsenal. The other 12MP cameras \u2014 telephoto and ultra-wide \u2014 also do a fine job of clicking images. Portraits clicked on the iPhone 14 Pro Max look great and bokeh effect is spot on. Apple\u2019s computational photography has been a step ahead of others and on the iPhone 14 Pro Max you get the Photonic Engine. As per Apple, this is meant to improve colour reproduction and click better images in less light. The lack of zoom on the telephoto camera now does rankle a bit. The iPhone 14 Pro Max offers 3x zoom at a time when the likes of Samsung Galaxy S22 Ultra can go up to 100x. I do wish Apple brings more zoom capabilities on the next iPhone as it is perhaps the only feature that is missing on these cameras. The Macro mode \u2014 enabled automatically \u2014 is a true delight on the iPhone 14 Pro Max. No one has done a better job with the macro mode than Apple as the results are truly excellent. Try capturing fabrics with the iPhone 14 Pro Max and the level of details is fascinating to see. You will find macro modes in so many smartphones\u2019 cameras but the iPhone 14 Pro Max is a cut above the rest. For the selfie/usfie/groupfie/whateverfie brigade, Apple has added a brand new camera. The 12MP camera now gets autofocus and it is really impressive. And it really shows in FaceTime calls or other video calls as well. There\u2019s more clarity than there ever was on any iPhone. The front camera is a significant improvement on the iPhone 14 Pro Max. Where the iPhone 14 Pro Max\u2019s camera really shines is videos. Apple brought Cinematic Mode last year with the iPhone 13 Pros and with the iPhone 14 Pros, you get the all-new Action Mode. No, it\u2019s not a gimbal or anything like that. What it does is it really it offers really good stabilisation and that\u2019s because Apple has improved EIS (electronic image stabilisation). You don\u2019t get 4K recording with this mode as

maximum resolution offered is 2.8K but it is still very good. The footage almost always remained really stable. The Cinematic Mode still remains great fun to use. Is this the best camera setup in any smartphone? Not exactly but it is certainly most versatile and consistent cameras in any smartphone. Almost every image is pleasing to look at and more than anything, the iPhone 14 Pro Max makes you want to click more images \u2014 something that I can\u2019t say about any other smartphone, except the Pixel phones. PERFORMANCE, BATTERY LIFE This will be rather short and concise: the A-series Bionic processors on the iPhones have always been blazing fast and the iPhone 14 Pro Max with A16 is no different. The phone is a total powerhouse in every sense and handles all sorts of tasks comically well. You really can\u2019t find any fault in the performance of the iPhone 14 Pro Max as it really is flawless. The iOS 16 experience is still getting refined so you might see a bug here and there but I expect Apple to sort that out soon. The iPhone 13 Pro Max by far had the best battery performance I have seen in all the phones reviewed in the last 12 months. Expectations were lofty from the iPhone 14 Pro Max and it was a rather bumpy start. In the first few days, with just under 5 hours of screen time, the phone had consumed close to 84% battery \u2014 alarm bells did ring as Apple did tout the battery life of the iPhone 14 Pro Max. However after a few days normalcy was resumed as with six hours of screen time \u2014 with Always-on enabled \u2014 the iPhone 14 Pro Max still had 40% battery left. Does the Always-on display consume a lot of battery? Slightly but it\u2019s not a battery guzzling feature. Overall, with a lot of streaming on Apple Music, Safari, WhatsApp, social media activities on a daily basis, the iPhone 14 Pro Max can really go on for a day \u2014 and then some \u2014 on a single charge. VERDICT Apple has made a habit of making excellent smartphones and the iPhone 14 Pro Max is no different. There\u2019s no escaping the fact that the iPhone 14 Pro Max is one of the most expensive smartphones you can buy \u2014 starting at Rs 1,39,900 and goes up to Rs 1,89,900 (1TB storage variant). You might think that it will be a hard sell especially in a country like India. India still remains a vanilla iPhone island but the aspiration to go Pro is strong as ever. This year Apple has really separated the Pro models from the vanilla ones with the iPhone 14 series. And there is still an audience that salivates at the thought of getting an iPhone Pro \u2014 perhaps they have used the vanilla and want an upgrade or they are the ones that just want the best of Apple. The iPhone 14 Pro Max gets the best of Apple in every sense. The display is a delight \u2014 Dynamic Island is great fun \u2014 and the cameras have been upgraded as well. Should you go for it? Without batting an eyelid as long as you can splash the cash. The iPhone 14 Pro Max is one of the best smartphones money can buy.",

"This is my first apple phone and i have to admit why all world is crazy for iphone, quality is best all features are very useful design purposefully. Finally have entered apple ecosystem. Must buy phone if you have budget go for 14 promax....",

"Phone is just awesome. Good packaging and on time delivery by amazon. Very nice phone and camera. Just loved it",

"The Apple Pro Max 14 is the latest addition to Apple's line of premium smartphones, and it's a true powerhouse. With its

stunning 6.7-inch OLED display, A16 Bionic chip, and 5G connectivity, this phone is designed to impress. One of the standout features of the Pro Max 14 is its camera system. With a triple-lens setup that includes a 12MP ultra-wide lens, a 12MP wide lens, and a 12MP telephoto lens, this phone is capable of capturing stunning photos and videos in any lighting condition. The Pro Max 14 also features Apple's new ProRAW format, which allows for even more control over your photos. In terms of performance, the Pro Max 14 is a true beast. The A16 Bionic chip is incredibly fast and efficient, and it's capable of handling even the most demanding tasks with ease. Whether you're playing graphics-intensive games or editing 4K video, this phone won't skip a beat. The Pro Max 14 also features a massive 4,500mAh battery, which provides all-day battery life even with heavy usage. And with 5G connectivity, you can enjoy lightning-fast download and upload speeds wherever you go. Overall, the Apple Pro Max 14 is an impressive smartphone that delivers on all fronts. If you're looking for a powerful device that can handle anything you throw at it, this phone is definitely worth considering."

"Very nice worth it",

"I use it for both business and personal through an esim and a physical sim. Both are a breeze",

"Replacement done by Apple service center and got a new one as the purchased one was showing some defect",

"Switched to iPhone from Android and I miss some basic features which were easily available in Android like call log, calculator etc etc",

"The iPhone Pro Max series typically offers a larger display and more advanced features compared to the standard iPhone models. These devices often come with top-of-the-line specifications, including a powerful processor, high-quality cameras, and enhanced display technology. The Pro Max models also tend to have a larger battery, providing extended battery life."

"Good"

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like all-day battery life, Ceramic Shield and splash and water resistance. We'll also go through some amazing new innovations only available on iPhone 14 Pro and iPhone 14 Pro Max. Like Dynamic Island, Always-On display, all-new camera features including a 48 megapixel Main camera and 2x telephoto, improvements to the TrueDepth and Ultra Wide cameras, the new A16 Bionic chip, and a display that's up to two times brighter outdoors. These new colors look pretty great. After you learn about the new iPhones, it will help you decide which one is the right one for you. If there's a particular feature you're interested in, use the chapters below to skip ahead. Alright, let's get out there. We have a lot of big news to cover. [CARS HONKING] The all-new iPhones have an amazing camera upgrade capable of capturing next level photography. But there are a few differences in each that will help you pick the one that's right for you. iPhone 14 and iPhone 14 Pro have an incredible TrueDepth front-facing camera, now with autofocus, perfect for taking epic selfies. [CAMERA SHUTTER CLICKS] \u266aWow, that looks great! An incredible breakthrough on iPhone 14 Pro and iPhone 14 Pro Max is the 48 megapixel Main camera with quad-pixel sensor. That's four times the resolution as last year's iPhone 13 Pro, giving you the ability to shoot in Apple ProRAW, just like a professional. With the 48 megapixel camera you have even more flexibility to frame up your shot. Simply tap here to pick the lens you want and then tap to capture. It's like having four cameras in 1 at any given time. You can even crop in tighter to an image without compromising image quality. Lookin' sharp, New York! So if you want to capture groundbreaking detail with the 48 megapixel camera, then either of the Pro models are a good fit for you. All the new iPhones are capable of shooting incredibly crisp photos in any lighting situation, including low light. Oh – hi, can I take a photo? Sure. \u266aWow, ha, you really captured my eyes! [CITY SOUNDS] This year's iPhones can capture even more stunning videos. Shooting and editing in Dolby Vision comes as standard which means your videos will be more vibrant than ever. [CAR HORN HONKS] Action mode, which you'll find available on all four new iPhones, comes with a huge boost in stabilization this year that will keep your hand-held videos looking extra smooth even when your filming conditions are anything but. \u266aWow! That's incredible... \u266aHuh. They're making a movie! Last year, we introduced Cinematic mode, which people loved. This year's iPhones shoot Cinematic mode in 4K at 24 frames per second, a film industry standard. And action. So all that beautiful depth of field will have even more incredible detail. \u266aRemember, all the new iPhones have Action mode and improved Cinematic mode so you're set when it comes to video. And if you really want to get into the details with ProRes, you should go for the iPhone 14 Pro or Pro Max. \u266aLet's go. [CAR HORN HONKS] Am I dropping you here? No, we've still got lots more to cover. \u266a [CELLO PLAYS IN BACKGROUND] All iPhones come with iOS 16 and its reimagined Lock Screens so you can personalize your iPhone like never before. \u266aYou can swipe to find the perfect style for you and customize even more by choosing from a variety of fonts and colors. Choose your widgets to get information at a glance. \u266aYou can even create multiple Lock Screens. \u266aAnother new feature on iPhone 14 Pro this year is Always-On display. Instead of turning off,

\nyour screen dims your photo to create a unique, \npower-efficient Lock Screen. This customization makes the important \ninfo you need, widgets and live activities, available to you \nwith just a glance. Hey buddy, \ndon't miss your train. [TEXT NOTIFICATION] And remember, Always-On display is only \navailable on iPhone 14 Pro and iPhone 14 Pro Max. While the customizable \nLock Screen is available on all \nthe new iPhones with iOS 16. [SUBWAY TRAIN SOUNDS] \u266a One of the biggest changes \nthis year to the display on \niPhone 14 Pro is Dynamic Island. \u266a Let's take a closer look. Dynamic Island is a new \ninteractive window. When you swipe out \nof a live activity, the app will magically fly \nrightright into Dynamic Island. Tap and hold to expand it \nfor more controls. Dynamic Island can even show \ntwo activities like Music and Maps \nat the same time. It's the perfect blend \nof hardware and software that consolidates \nyour alerts, notifications and \nbackground activity. Okay, this way. So if Dynamic Island sounds \nlike something you want, you should definitely grab \nthe iPhone 14 Pro or iPhone 14 Pro Max. [CITY SOUNDS] The performance on iPhone 14 \nhas been boosted in a big way with the A15 \nBionic chip with 5-core GPU. It's the same pro-level \nperformance from iPhone 13 Pro. That means performance, especially gaming, \nhas gotten a major upgrade. Just look how smooth \nthat game's running and how detailed \nthe graphics are. That's not all. iPhone 14 Pro and \niPhone 14 Pro Max come equipped with the fastest \nchip in an iPhone ever: The A16 Bionic. A16 Bionic's incredible \nprocessing power is so advanced that it can \nhandle intensive actions like shooting and editing \na 4K movie on the go. Plus A16 Bionic is responsible \nfor powering the newest and most advanced features \nlike the 48 megapixel camera with quad-pixel sensor \nand Dynamic Island. Keep in mind, A16 Bionic is \nonly available on iPhone 14 Pro \nand iPhone 14 Pro Max while A15 Bionic comes as \nstandard on iPhone 14 and \niPhone 14 Plus. So you'll get an incredibly \npowerful iPhone no matter which you choose. [CITY SOUNDS] \u266a Hot dogs! \nGet your New York Dog. [TIRES SCREECHING] \n[CAR CRASH] Woah! \u266a All the new iPhones have two \nbrand new safety innovations, Emergency SOS via satellite \nand Crash Detection. While we hope it's something \nyou never have to use, if you find yourself \nin a severe car crash, Crash Detection uses \nthe all-new gyroscope and accelerometer \nto measure up to 256 G force. When that happens, the feature \ncan automatically call Emergency Services for you. That was close. Looks like no one got hurt. \u2018except for my \u2018dogs. \u266a The other safety service \nall the new iPhones have is Emergency SOS via \nsatellite. If you're ever in an emergency \nsituation and don't have Wi-Fi \nand a cellular connection... your iPhone can directly \nconnect to a satellite for emergency services as long as you're outside and \nhave a clear view of the sky. Getting you the help you need if you're ever \nin the middle of nowhere, and lost or injured. [SQUIRREL SOUNDS] A rat! There's a rat! It's a squirrel! [CITY SOUNDS] What a big day! If all these amazing features \nhave got you wanting to upgrade \nto one of the new iPhones we've got you covered. You can trade in any \nqualifying device for credit toward a new iPhone 14. Since all iPhones are designed \nto last, they hold their value \nlonger than other smartphones. You're going to love it. Ha, already do. So, that's all the news about iPhone 14, iPhone 14 Plus, iPhone 14 Pro and iPhone

14 Pro Max. With all the big and bigger sizes, amazing features and beautiful colors available, there's sure to be an iPhone 14 that's perfect for you. Thanks for watching!

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Ominous synth music  
It's time to go beyond what a smartphone  
can do. - Roll camera! - With a massive camera upgrade, the A16  
Bionic chip, an entirely new category of safety innovations, and  
never-before-seen display technology, this is iPhone 14 Pro. - Cut!  
- The Always-On display artfully dims your wallpaper to create  
a unique low-powered Lock Screen, making go-to  
information available at just a glance. And introducing a  
remarkable innovation that is both hardware and software and  
something in-between -- the Dynamic Island. An interactive  
place that bubbles up alerts, notifications, and activities, fluidly  
transforming itself as needed. [AIRDROP TONE]  
It's an entirely new way to experience iPhone. [WHOOSHING] - Chin up a little  
bit. - You are now looking at the most impressive iPhone camera  
system yet. In a major leap, the iPhone 14 Pro's Main camera has a  
48-megapixel quad-pixel sensor. It captures breathtaking detail,  
depth, and color, and now gives you the equivalent of four pro  
lenses at the ready. With every photo, [CAMERA SHUTTER] the quad-  
pixel sensor captures four times more information than ever  
before. Then the A16 Bionic powering the new Photonic Engine analyzes  
and perfects every pixel with up to four  
trillion operations, achieving an astonishing new level of  
sharpness and detail. Ethereal electronic music  
And now, pro photographers will be able to capture an uncompressed  
48-megapixel ProRAW image, giving you even more resolution to rescale,  
retouch, and reimagine your photos. Driving percussion music  
- That was perfect. Let's go again. - Building off  
iPhone's leap ahead in ProRes and Dolby Vision video  
technology, iPhone 14 Pro now includes new Action mode, allowing  
gimbal-like stabilization for all your action scenes. And Cinematic  
mode will be even more powerful for pro filmmakers with 4K  
resolution and 24-frames-per-second recording. iPhone 14 Pro is  
capable of shots that for most film cameras are simply  
impossible. You can rely on your iPhone every day. And now it can  
even help in emergency situations. For the first time, iPhone 14 Pro  
will be able to communicate with satellites with Emergency SOS...  
[WHOOSHING]... allowing you to deliver critical information to  
emergency services in places where Wi-Fi and cell service are  
unavailable. - Hey, thanks. Ominous synth music  
- And a feature we hope you never have to use... - Commencing test. [CLICK]  
[GLASS SHATTERING][CLATTERING] - ... Crash Detection. Using a  
high-g-force accelerometer, gyroscope, sensors, and machine  
learning algorithms, iPhone 14 Pro can detect when there's been a  
severe car crash and automatically call emergency services.  
Supercharged by nearly 16 billion transistors, the A16 Bionic  
powers the most impressive range of pro innovations yet. The  
iPhone 14 Pro goes above and beyond, redefining what a smartphone  
can be..... again. [MUSIC FADES OUT]"
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the best battery life we've ever seen on an iPhone so given that their last 13 Pro Max already broke the record for the longest time to ever survive one of my battery tests yes I'm excited about this so on the table right now is pretty much every phone Apple currently sells the 14 Pro Max the 14 Pro the standard 14 the iPhone 13 and 30 mini the iPhone 12 and then finally the iPhone SE I've just set all phones to an equivalent level of brightness and I've literally gone and bought a brand new version of each one just to make sure that every single device on this table has 100 battery health so let's just unplug and get this started because I've got very mixed expectations about these iPhones on one hand all signs point towards the normal iPhone 14 being very similar to the normal iPhone 13. not just in terms of battery but also the chipset it's being powered by the display technology that's being used it almost seems like a reskin of the same phone but then if we look across at the iPhone 14 Pro's big changes not only do they have a next-gen A16 Bionic chip but also have a new type of display panel which for other phones has been a game changer for battery life like to the point where I am low-key scared because last time I run one of these tests the phone lasted so long that I only managed to get four hours of sleep so so far after 30 minutes it is kind of cool that you can already see the new phones start to create a lead the 14 Pro Max is still on 99 and the 14 Pro and the 14 they're not too far behind either the SE though is all the way down on 90 so has apparently lost 10 times the amount of battery that the 14 Pro Max has you might have realized that the one device that we don't have just yet is the iPhone 14 Plus because it comes out later which is kind of a shame because it is a photo that Apple saying will have incredible battery life but the good news is that because of how similarities to the normal iPhone 14 in every other spec apart from battery size we will actually be able to closely extrapolate its battery life by the end of the test it's hard to say what I'm expecting at this point from the iPhone 14s because the battery life on my 13 Pro Max was absolutely stellar when I first got it like genuinely so good that I was sometimes finishing days with 40 left and so it doesn't feel like a very Apple thing to do to make it even better this company is not in the business of trying to cater to the niche one percent of users for who battery life was a limiting factor on that phone but then equally the other thing that I've noticed on my 13 Pro Max is that one year on the battery life has fallen quite significantly it's not quite the the make it through anything hero that the phone once was and so some part of me is still hoping that the 14 Pro Max can take battery life another step further to just guarantee that battery capacity over its entire lifespan so far it's looking possible after an hour and a half the 14 Pros are starting to separate from the rest of the pack but still very healthy levels of charge left it's anyone you have all the phones sat there on the same table at the same time that you realize how much more aesthetically pleasing Apple's new hole punch camera is well equally how outdated the notch on the other phone's looks the screen borders are also thinner than ever on the 14 Pros which is a

difference that I've been really struggling to notice until I started recording this battery test you can see if you compare the the left hand side bezel of the 14 pro with the left hand side bezel at the 14 a subtle difference but it is one of my favorite things to see get upgraded alright two hours now the pros are comfortably ahead and this is where I was expecting them to start to creep further ahead because we can play some games up until this point all of these phones chipsets have been fairly idle but these games will push them to work hard and this should highlight any efficiency games that Apple's made with it for the last few generations of chips Apple has been heavily focused not on Pure Performance they've almost taken it as a given that they're already ahead in that but more on performance per watt of power consumed and the result of that should be a set of increasingly streamlined chips that each draw less power than the last while performing the same task that said it doesn't seem like a world of difference like the iPhone 12 with its two generation old A14 bionic chip it doesn't just suddenly start losing battery way faster than the 14 Pros which are running the New a16 Monic it's a subtle upgrade a lot of this is down to the way it's marketed to us like when a company announces a brand new chip and they say it has 15 more performance per watt than last year it kind of makes you think well I'm gonna get 15 more battery life on top of all all the other great performance improvements they promised too but then you realize not only will that 15 be a hand selected best key scenario figure but also it does in factor in that if you're dialing up the performance at the same time then even if your performance per watt is going up you may still end up drawing just as much power if not more than last generation but this is the iPhone 14 Pro's second chance to completely pull ahead of everyone else internet browsing because here's the thing the new display Tech on the 14 Pros lets them scale their refresh rate all the way down from the peak of 120 hertz to just one Hertz now if you're looking at something static and I was convinced that this was going to be the nail in the coffin for every other phone if you remember last year's iPhone 13 Pros they had the option to scale their refresh rates from 120 hertz all the way down to 10 Hertz and even that was awesome for battery life it basically allowed you to have a display that felt super smooth at 120 hertz with none of the battery life hit that usually came with that smoothness so surely the fact that these new phones can go down even further to just one Hertz is going to stop power consumption in its tracks when you're just looking at non-moving website Pages not really because for some reason Apple has restricted the use of the one Hertz refresh rate just to the always-on display that you now get when you turn your phone off and don't get me wrong that is a great new feature but it's kind of a shame that they've built the hardware that we know is capable of some extreme power savings but then not allowed you to fully capitalize on that like some other phones have and now just before we hit the five hour mark the iPhone SE on the far right has decided to say it's goodbyes this is not what I'd call a strong position to be in and actually while we're at it if you're considering buying one of these iPhones my advice is don't buy the SE if you've got 429 dollars to spend on a phone you can get a far better experience with a Google pixel than anything from one 5.99 for the iPhone 12 is better but still not tremendous value either

considering that that's two year old Tech and that it wasn't exactly bleeding edge even when it was launched but the iPhone 13 mini and upwards they make sense they're more powerful they've got better battery life for their respective sizes better cameras they're going to get updates for longer what I'm saying is that I think the 13 mini is the lowest end iPhone you'd need to buy to get a good 2022 iOS experience okay it is pretty safe to say at this point that I'm going to lose some sleep tonight look at this Pro Max it's still in its 40s after over five hours then has also now separated itself from the normal 14 pro which is in itself a tier above the base 14. by my normal battery benchmarks of five hours being just about good enough six being very good seven being above and beyond and anything over eight being incredible it's looking like the 14 pro Max is going to be well beyond that and the iPhone 14 plus that we're going to estimate is also looking very strong indeed based on how the 14 is doing so let's fast forward this test and get to the results to find out if they do that bear in mind by the way that on this test every phone has had Wi-Fi on Bluetooth on brightness matched to each other but on the high side they're all on light mode and the speakers are set to 50 volume so if anything this is probably slightly more intense than a normal day and if you're conscious about your battery you could make each one of these phones last longer than it is doing right now but then on the flipside this test doesn't account for any battery that you might lose while your phone is on standby in between when you're using it but thankfully that doesn't change much because iPhones tend to lose very little when not in use and that leads us to the results so in eighth place at just 4 hours 52 minutes iPhone SE the only time that I would recommend this phone is if you were a completely sold on having a physical home button and never wanted to learn full screen gestures be willing to have a very small screen and a basic camera and then see on not a big social media user for anyone who spends even a couple of hours a day on YouTube or Instagram that will be half your battery gone then in seventh surviving a landslide longer than that we have the iPhone 13 mini and this phone is good I would recommend it but only if you are specifically searching for a small phone assuming that you are then there are very few that have managed to achieve this shrinking with such little compromise but if you're not then you can get much better battery life going for the full-size iPhone 30. the 12 is next though but close enough to the 13 mini that it's give or take it's roughly equivalent between them which given that this phone also doesn't have the benefit of being tiny like the 30 mini doesn't really have a place in my books funnily enough next up was not the iPhone 13 but actually the iPhone 14 Landing in at 7 hours and 13 minutes I wouldn't take that defeat too seriously they don't need loss to the iPhone 13 by around 2 minutes and the battery life is already in a very comfortable place the reason you would get an iPhone 14 over an iPhone 13 is not really extra battery life it's primarily cameras really it has better front camera and a better set of rear cameras so then that's 7 hours 15 Good Old Reliable iPhone 13. firmly in the above and beyond category and I know tons of people with iPhone 13s and pretty much the top comments that I get from these people is that battery life is good in it yeah that's what my friends sound like this is probably the closest I've ever been to recommending last year's phone over this year's phone but

yeah I mean you can take this as reassurance that the iPhone 13 is still a good purchase in late 2022. third place though is a big jump iPhone 14 pro with 7 hours and 49 minutes even with a similar sized body and a similar sized battery this fan managed to last a full 35 minutes longer than the base 14. thoroughly impressed with this phone and not just the battery the cameras too my full camera test is linked Below in case you want to see it but now we have the Rogue one at this point I can tell you with a fairly High degree of certainty that the number two best battery life in a test like this will actually belong to the iPhone 14 plus given that the iPhone 14 lasted 7 hours 13 and that Apple's own testing has found that the 14 plus has an extra 30 battery life lead on the 14 that would place this phone at around 9 hours 23 if we run it through the same situation to have 30 more battery life than the base 14 makes this a very tempting phone in my books but at the same time it's actually sad because I don't imagine it's going to sell too well now that leads us with first the iPhone 14 pro Max at 9 hours and 31. it's not mind-blowing it's actually slightly worse performance than the 13 Pro Max but nonetheless this is still on the top shelf of what current smartphones have to offer another interesting note regarding apple is that it seems like as well as phones they're also slowly but surely becoming an ad business over the last few years they've started cracking down on how other companies like meta are allowed to advertise to iPhone users then it turns out that's because Apple wants to advertise to iPhone users within their own Apple apps like Maps I only found out about this through morning Brew which is an email newsletter covering the latest business finance and Tech news from around the world all you have to do is to sign up by entering your email address and from that point on you never need to find the news again the news finds you every morning Monday to Sunday sign up for morningbrew at morningbrew.com Daily Mysteries the box or just hit the link in the description it's free it takes less than 15 seconds and I've been sub for like two years now so I can vouch for it"

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