

iOS 18.

Customize. Stylize.
Mesmerize.

Built for Apple Intelligence.



iPhone 16 Pro

Hello, Apple Intelligence



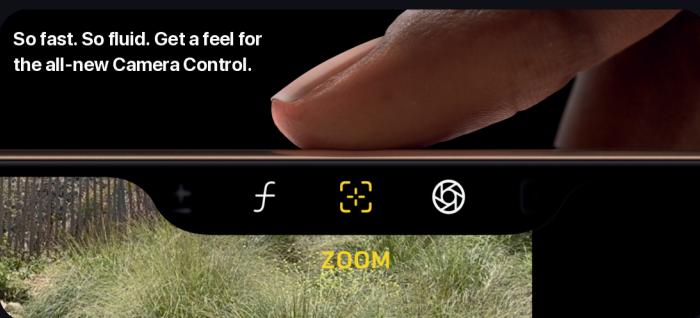
Designed by Apple in California

www.apple.com



Get the highlights.

So fast. So fluid. Get a feel for the all-new Camera Control.



Our thinnest borders yet — for even larger displays. Brilliant.



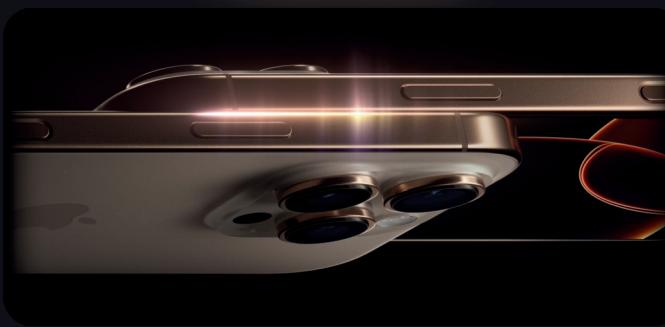
All-new A18 Pro chip. Unrivaled performance. Unprecedented efficiency.



6.3" iPhone 16 Pro in four colors



Strength. Beauty. Titanium.



iPhone 16 Pro features a Grade 5 titanium design with a new, refined microblasted finish. Titanium has one of the highest strength-to-weight ratios of any metal, making these models incredibly strong and impressively light. iPhone 16 Pro comes in four stunning colors — including new Desert Titanium.



iPhone 16 Pro Max has our largest iPhone display ever



Premium Grade 5 titanium is exceptionally durable

Internal design improvements — including a 100 percent recycled aluminum thermal substructure and back glass optimizations that further dissipate heat — enables up to 20 percent better sustained performance than iPhone 15 Pro. So you can do all the things you love — like high-intensity gaming — for longer.



The thinnest borders on any Apple product



Four striking colors, from Black Titanium to new Desert Titanium

Customize. Stylize. Mesmerize.

iOS 18



Personalize your Home Screen. Tint your icons with any color. Rearrange and resize apps and widgets. You can even lock or hide apps to protect sensitive information — it's your call.



Choose your controls. Swap out your Lock Screen controls for ones you love to use more often. Or you can assign a control to the Action button.



Find your favorite shots faster. In the redesigned Photos app, your Collections are automatically organized by topic, like People and Pets.



Get expressive with text. Add playful, animated effects to any word, phrase, or emoji in iMessage — many of which are automatically suggested as you type.



Free delivery.

Get free delivery direct to your door.

Shop one on one with a Specialist online.

Choose your next iPhone with help from a Specialist online.

Explore a shopping experience designed around you.

When you shop in the Apple Store App.

iPhone 16 Pro
From ₱69,990