

## Apple Event – September 10, 2019

At Apple Park, Steve Jobs theater

Tim Cook took the stage – they will present new hardware, software and services)

### 1 App Store – service Apple Arcade

A game subscription service, see the arcade tab on the app store

Konami demoed new version of Frogger

Capcom demoed Insect eye, an underwater game

Annapurna interactive demoed Sayonara Wild Hearts

Available 9/19 for \$4.99 /month for whole family – 1 month free trial

<https://www.apple.com/apple-arcade/>

### 2 Apple TV+ - they released 3 trailers that have been view over 100 million times

Showed new trailer for “See” about a world without sight

Launch 11/1 - \$4.99 per month for whole family

1 year free when you buy a new Apple device

<https://www.apple.com/apple-tv-plus/>

### 3 iPad revamped uses new iPad OS

New 7<sup>th</sup> generation, 10.2” retina display, 3.3x more pixels than a Surface

2x faster, smart connector for keyboard, pencil support, floating keyboard on screen, 1 pound, 100% recycled aluminum, available 9/30

\$329 / \$299 education, shipping by the end of the month

<https://www.apple.com/ipad-10.2/>

#### 4 Apple Watch – series 5

Focused on health issues and health research, 400,000 people have taken part in heart studies, there are 3 new studies: 1 a hearing study, 2 a women's health study, 3 a heart and movement study.

New Apple Research App available later this year (totally private) that you can take part in.

Next generation series 5 – an always on display, low power usage allows it to have the same 18 hour battery life, a built in compass with a compass app. Continues safety features and adds international emergency call service.

New faces and chassis, along with aluminum and stainless there is titanium and ceramic, new Nike sport bands and Hermès bands

Swim proof, use Apple pay

Starts at \$399, cellular \$499, available 9/20, series 3 available at reduced price

<https://www.apple.com/apple-watch-series-5/>

#### 5 iPhone – XR is worldwide the most popular phone with 99% customer satisfaction.

iPhone 11 new design, anodized aluminum, glass, 6 colors, 6.1” liquid retina display, faithful audio, Dolby surround sound

Camera – 12Mp wide angle, 12Mp ultra-wide angle lenses, image signal processing, night mode, takes video in 4K with image stabilization

Quick Take video, hold down the shutter button to do so. Highest quality video in a Smartphone. Slo-mo on front camera, do selfies in slo-mo, “slofies”

A13 chip, industry leading, fastest CPU and GPU in a Smartphone, (the A12 was already faster than Samsung)

Demoed “Pascal’s Wager” game

Battery, 1 hour more than XR phone, waterproof

\$699 , available 9/20, <https://www.apple.com/iphone-11/>

6 iPhone 11 Pro, new design, most powerful iPhone ever

Matte textured glass, 4 colors, 5.8” and Pro Max 6.5” super retina, super bright, more energy efficient, Super Retina XDR display.

Pro performance, A13 bionic chip, 1 trillion operations per second, low-power design, 8.5 billion transistors, pro battery, 4 hours more than XR, fast charge included,

Cameras – 3, wide, ultra-wide and telephoto lenses – Showed 6 examples of pro photography.

Sneak peak of “Deep Fusion” allowing 4K video from all cameras

Showed a demo of “FilMic Pro” app which allows filming with multiple cameras at the same time, video can be edited on phone like photos can be.

New line of cases from Apple.

Pro 11, \$999, Pro 11 Max, \$1099, ships 9/20, XR and 8 still available at reduced pricing.

<https://www.apple.com/iphone-11-pro/>

7 Apple stores – retail shout out to team members, new studio experience will allow any band to be paired with any case for watches, trade-in pricing

Then Tim Cook summarized the event

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