

# It's Glowtime

## Apple Keynote



R. Mueller - September 10, 2024

All new products covered at the September 10th keynote.



Apple Watch series 10

Apple Watch Ultra 2

AirPods 4

AirPods Max

AirPods Pro 2

iPhone 16

iPhone 16 Pro

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**Thinnest ever**



**Sleep apnea**



watchOS

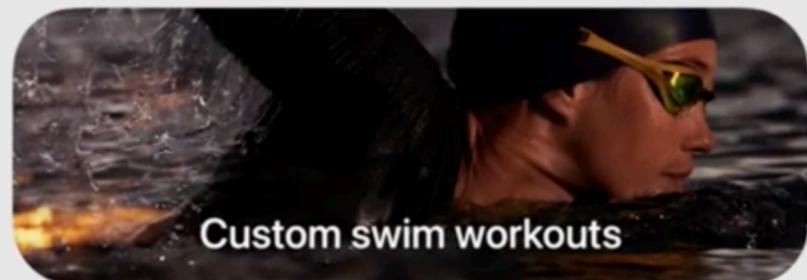


**Biggest display**

## Apple Watch Series 10



Grade 5  
**Titanium**



Custom swim workouts

Up to

**18hrs**

battery life



Intelligence



Tides app

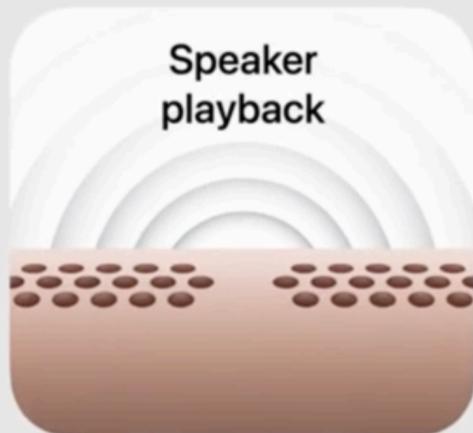


Depth app

**Brighter off-angle**



Speaker playback



**Wide-angle OLED display**

Jet Black aluminum



Water temperature



Carbon Neutral



Fastest charging ever

# Apple WATCH

SERIES 10

**\$399**

GPS

**\$499**

GPS + Cellular



The Apple Watch Series 10 has the powerful S10 SiP and a breakthrough sleep apnea feature. It is our fastest-charging watch yet with all-day 18-hour battery life and new depth and water temperature sensors make it great for water activities.

Apple Watch Ultra 2 in a gorgeous satin black finish



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Grade 5

# Black Titanium



Sleep apnea

Up to

36hrs

battery life

Up to

72hrs

in Low Power Mode



31:24.14

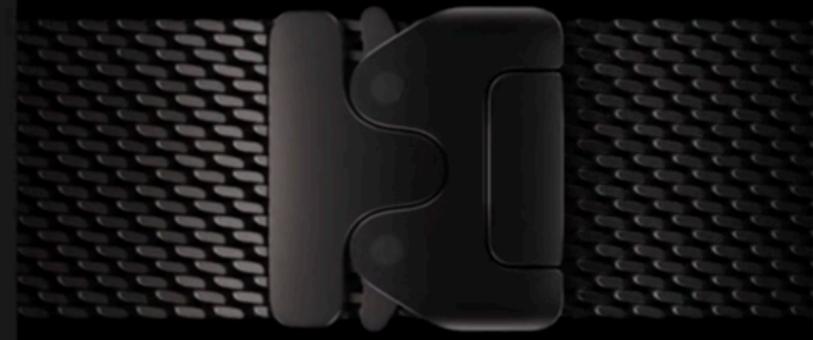
0:10 TIME LEFT

Rest

00:30

Backstroke

Custom swim workouts



Titanium Milanese Loop

## Apple Watch Ultra 2



Ultimate sports watch



Speaker playback

Carbon Neutral



Offline maps



Training Load



watchOS



Apple Watch Hermès Ultra



Intelligence

3000 nits



Most accurate GPS

Apple Watch Ultra 2 is our most rugged and capable Apple Watch with a durable Titanium case and sapphire front crystal now in a stunning black, with a matching Milanese Loop.

 **WATCH**

**ULTRA 2**

**\$799**

GPS + Cellular



Apple Watch Ultra 2 starts at \$799.



AirPods 4



AirPods Max

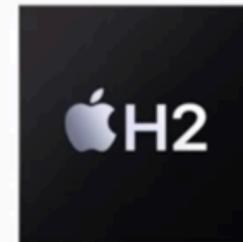
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# Active Noise Cancellation



Siri Interactions

## Best-fitting AirPods ever



Apple silicon



Effortless setup



Seamless audio switching



# AirPods 4



Conversation Awareness



Adaptive Audio



Force sensor



USB-C and wireless charging



Transparency

New acoustic architecture



Up to

**30hrs**

battery life with charging case

||||| Voice Isolation |||||



Case speaker

# Personalized Spatial Audio



## AirPods 4

**\$129**

## AirPods 4

Active Noise Cancellation

**\$179**

These models are the best open-air AirPods we've ever built with game-changing audio performance powered by advanced machine learning that enables Personalized Spatial Audio and Active Noise Cancellation with voice isolation.



# AirPods Max

\$549

AirPods Max in beautiful new colors in Midnight, Blue, Purple, Orange and Starlight along with USB-C and the price is still \$549

AirPods Pro 2 delivering the world's first all-in-one experience with active Hearing Protection, and clinical-grade Hearing Test, and an easy-to use, professional-grade Hearing Aid.



**AirPods Pro 2**

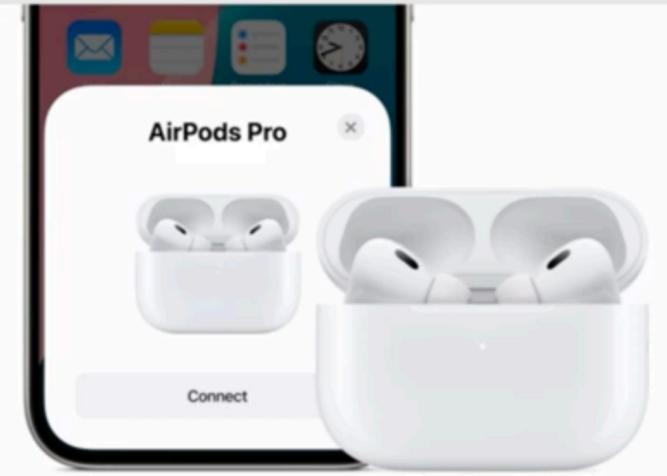
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# Hearing Aid



Headphone audio levels

## Adaptive EQ



Effortless setup



Conversation Awareness



Conversation Boost



# AirPods Pro 2

# Hearing Protection

On by default



Noise app



Share results with doctor



Hearing Test



Personalized hearing profile



Live Listen



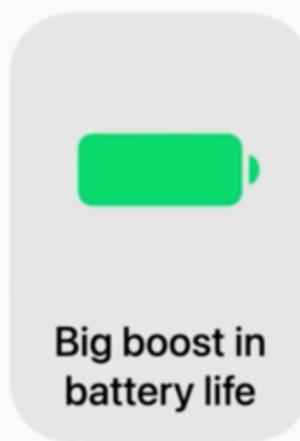
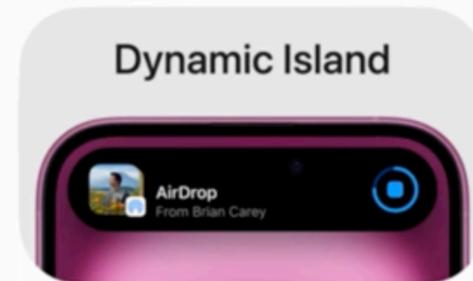
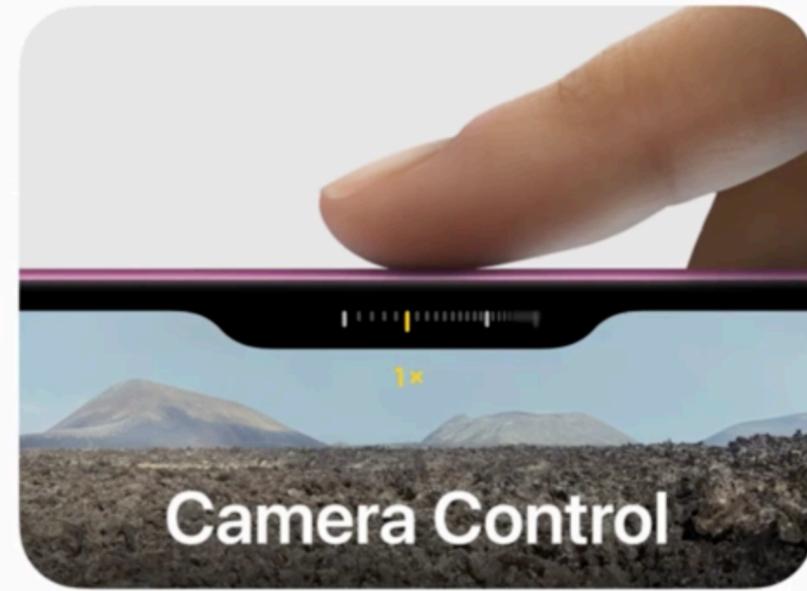
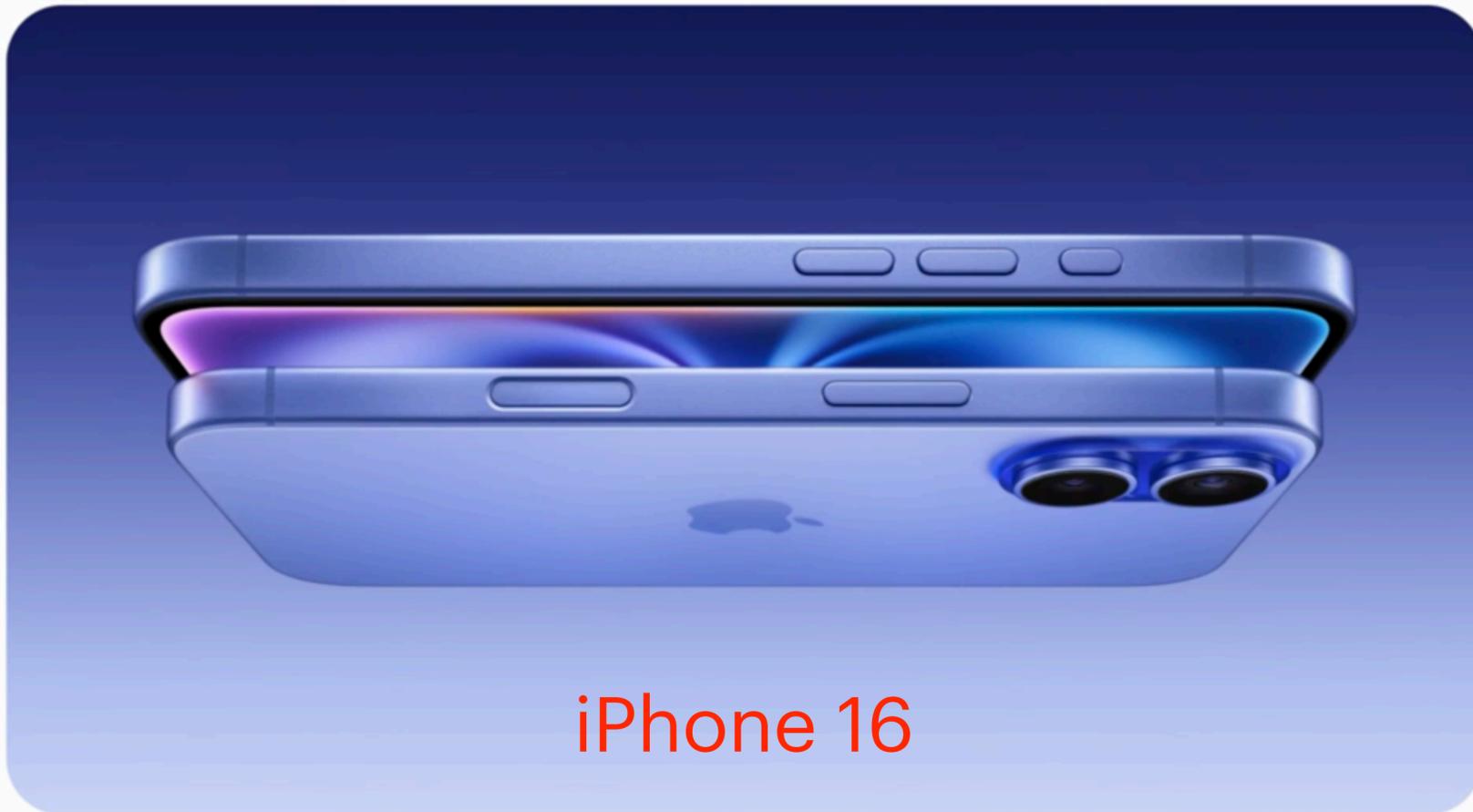
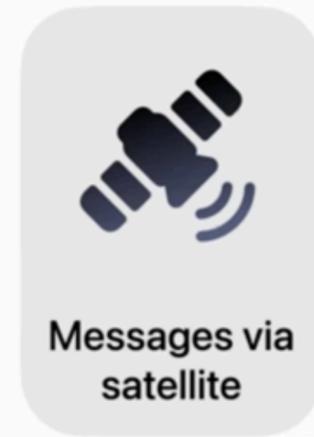
Hearing test results privately stored in the Health app



Media Assist

# iPhone 16





iPhone 16 with incredible camera experiences including the 48MP Fusion camera, macro, and spatial capture. Deep customization abilities with the Action button and iOS 18. And built for Apple Intelligence from the ground up with A18, Camera control that enables visual intelligence, and a big boost in battery life.



# iPhone 16

From

**\$799**

128GB

# iPhone 16 Plus

From

**\$899**

128GB

17

5x

Telephoto on both models

Studio-quality mics with Audio Mix



Camera Control



Next-generation Photographic Styles

Wi-Fi 7



Latest-generation Ceramic Shield

Grade 5 Titanium with four new finishes



6.3"



6.9"



iPhone 16 Pro

ProMotion



Spatial photos and videos

2x

Faster ray tracing

Action button



4K120



Dolby Vision

New 48MP



Ultra Wide

Apple Intelligence



USB-C



with USB 3



Best iPhone battery life on Pro Max

iPhone 16 Pro with Apple Intelligence, A18 Pro, a beautiful Titanium design, larger displays, Camera Control, and innovative features across photo, video, and audio, this is huge step forward.



# iPhone 16 Pro

From

**\$999**

128GB

# iPhone 16 Pro Max

From

**\$1199**

256GB

the entire iPhone line-up



iPhone SE

From

\$429



iPhone 14

From

\$599



iPhone 15

From

\$699



iPhone 16

From

\$799



iPhone 16 Pro

From

\$999

See you at the Apple Store  
or on-line!