

Apple Keynote: 9/9/25

Intro:

- Nice start w/Steve Jobs quote:
- *"Design is not just what it looks like and feels like.
Design is how it works."*
Steve Jobs
- Cool recap of how Apple devices are easy, functional, & make our lives better

For all products orders start on Friday & are available on Sept 19

Air Pods Pro 3: \$249

- * Foam infused tips improves ANC . ANC improved
- * Live language translation using gesture . When you speak your Phone will translate & speak . If both have ipod Pros 3 - They will speak translation
- * 5 sizes of ear tips
- * New shape to match ear canal
- * Stay better in ear w/sweat + moisture
- * Heart rate sensing + calorie tracker
- * 6 hrs +8 hrs for new model (10 hours for use as hearing aid)
- * \$249 Available sept 19

Apple Watch 11 - Sept 19 - \$399

- * More scratch resistant
- * 5G modem
- * Watch OS 26

- * Blood Pressure monitor - works in background + will notify, waiting for clearance from FDA
- * Sleep score - looks at multiple factors & gives nightly score to analyze sleep
- * Battery - 24 hours
- * 4 colors & 3 metallics & Hermes

Apple Watch SE 3: \$249

- * Always on display
- * Sleep score & Apnea notifications
- * 18 hr battery life
- * fast charging
- * 2 colors

Apple Watch Ultra 3: \$799

- * Display brighter from angles + larger display
- * Ticking seconds can be seen in clock
- * 5G cellular
- * Satellite connectivity
- * Radio & antenna strengthened
- * Battery - 42 hours
- * Black & Titanium
- * New bands

iPhone 17: iOS 26 - \$799

- * 5 colors 6.3" display
- * Has Pro motion
- * 3000 Nits brightness
- * A19 chip

- * Live translation
- * Fast charging
- * 48 mp / 12mp telephoto; 48 mp ultra wide camera
- * Front camera has Center Stage, don't need to turn phone to change view
- * 18 mp camera starts w/256 gb

iPhone Air: \$999

- * Ceramic shield on both sides
- * Thinnest iphone ever - 5.6 mm
- * 6.5" display
- * 3000 Nits, always on display
- * Titanium case
- * A19 Pro chip - Big GPU boast
- * N1 Chip for communication
- * Most power- efficient iPhone ever?
- * 48 mp fusion camera / 12mp + 2x telephoto Front - Center Stage

Phone 17 Pro: \$1099

Pro Max : \$1199 (2TB config available)

- * Redesigned Pro model
- * Aluminum unibody
- * A19 Pro chip : w/new thermal system to dissipate heat using vapor chamber 4
- * Ceramic shield on both front a back
- * Silver, blue, orange colors
- * Supposed 40% increase in performance over iPhone 16
- * Old physical sim slot, used for bigger battery

- * Camera: All 3 cameras are 48 mp fusion/48 mp fusion 4x+8x telephotos, 2 telephotos
- * Video: Pro Res RAW
- * 6.3 " a 6.9" (Max) Screen sizes
- * Start w/256gb / Max up to 2TB!

iPhone 16e: \$599