

APPLE • SEPTEMBER 2026

# What Apple announced today

A product-by-product guide for GAMUG

- iPhone 18 Pro
- iPhone Duo
- Watch Series 12
- Watch Ultra 4
- AirPods 5

## THE HEADLINE

### Apple finally made a foldable iPhone.

iPhone Duo opens to a 7.6-inch display and brings iPad-like multitasking, Apple Pencil support, Touch ID in the side button, and new dual-screen camera ideas.

\$1,999

No standard iPhone 18 was announced. That split-release strategy had been widely rumored, with the regular model expected later — potentially in the spring. No new Macs were announced at this keynote either.

## IPHONE

# iPhone 18 Pro + Pro Max

The “normal” flagship got meaningful camera, battery and AI upgrades.

\$1,199 PRO

\$1,299 PRO MAX

### ■ Variable-aperture 48MP main camera

Six aperture blades automatically or manually change depth of field and light — a first for iPhone. New Pro Controls add manual aperture, shutter speed and white balance, giving photographers much more control before the image is captured.

### ■ A20 Pro + better cooling

The new 2nm A20 Pro and next-generation vapor chamber are built for sustained performance, gaming, high-end video and on-device AI. The smaller process should also improve efficiency, not just raw speed.

### ■ Big battery jump

Apple calls Pro Max its largest iPhone battery-life increase ever; it reaches up to about 45 hours of video playback. Faster charging can also recover a large chunk of battery in a short stop.

### ■ Smaller Dynamic Island

Apple moved more components under the display, giving the Island a smaller footprint and more useful Live Activity space. It is a subtle visual change, but one you see every time you use the phone.



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### WHY IT MATTERS

This is more than a yearly speed bump: the variable-aperture camera, manual controls and battery gains are upgrades people will actually notice. The A20 Pro also gives Apple more headroom for future Apple Intelligence features.

## FIRST FOLDABLE

# iPhone Duo

Apple's most radical iPhone hardware change since the original.

\$1,999

### 5.4 inches closed • 7.6 inches open

The outer screen is compact and one-handable. Opened, the inner display is 50% larger than iPhone 18 Pro Max and uses nano-texture to reduce glare and crease visibility. The idea is an iPhone that can become a small tablet when you need more room.

### Real multitasking

iOS 27 adapts to the open display with Split View and App Exposé — much closer to an iPad-style workflow than a stretched phone interface. Two apps can share the large screen, making email, notes, maps and reference work far more practical.

### Apple Pencil + Touch ID

The first iPhone with Apple Pencil support. Touch ID returns in the side button, while the inner FaceTime camera hides beneath the screen. Those choices help Apple preserve more usable display area in both folded and open modes.

### Clever dual-screen camera tricks

Duo Preview lets subjects see themselves; Smart Take uses AI to capture when everyone is posing; Kid Cue uses Peanuts animations to get kids looking at the camera. The second screen becomes part of the photography experience instead of just extra display space.



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### WHY IT MATTERS

It is expensive, but it introduces genuinely new ways to multitask, take photos and use an iPhone. More than any other product announced, Duo creates a new category inside Apple's lineup rather than simply replacing last year's model.

## APPLE WATCH

# Series 12

The emphasis shifts from “more sensors” to better interpretation of your health data.

\$399

### ■ New Health Sensing System

Apple says it delivers the most accurate heart-rate sensing in a wearable, plus higher-frequency heart-rate and HRV measurements. More frequent sampling gives the software a richer picture of trends throughout the day and during recovery.

### ■ Readiness score

Activity, training load, vitals and sleep are combined into a 0–10 score with a plain-language recommendation: Recover, Pace Yourself, Ready or Go For It. The goal is to turn several health metrics into one understandable daily suggestion.

### ■ S11 chip + Audio Intelligence

The new S11 enables features designed to help you remember key conversation moments and stay alert to important sounds, with privacy at the core. Apple is beginning to treat the Watch as a context-aware assistant, not just a sensor on your wrist.

### ■ Siri AI comes to the wrist

watchOS 27 adds personal-context understanding and broader world knowledge through Siri AI. That should make the Watch more useful for quick questions and actions when pulling out an iPhone would be inconvenient.



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### WHY IT MATTERS

Series 12 is less about a new-looking Watch and more about making its health data easier to act on. The real upgrade is interpretation: Apple wants the Watch to tell you what all those readings mean.

## APPLE WATCH

# Ultra 4

The Series 12 health advances, wrapped in a tougher endurance-focused package.

\$799

### Same new Health Sensing System

Higher-frequency heart rate and HRV, plus the new readiness score, come to the Ultra line too. That gives serious athletes the same day-to-day recovery guidance as Series 12 in a more rugged package.

### Up to 50 hours everyday battery

More than two days of normal use; Low Power Mode reaches up to 84 hours. That reduces the need to plan charging around long weekends, travel or multi-day outdoor activities.

### Built for very long workouts

Max Extended Workout mode can track outdoor runs, walks and hikes for up to 45 hours while still taking GPS readings every second. That is aimed squarely at ultrarunners, hikers and endurance events where ordinary smartwatch battery life is not enough.

### Fast charging + best GPS claim

Fifteen minutes of charging adds up to 18 hours. Apple also claims the most accurate on-device GPS in a sports watch, which matters for pace, distance and route accuracy when training outdoors.



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### WHY IT MATTERS

For endurance athletes and adventurers, the battery and workout-tracking changes are the headline. Ultra 4 is less about flashy new features and more about making the Watch dependable for much longer stretches away from a charger.

## AIRPODS

# AirPods 5

Possibly the sleeper hit of the event.

\$129

\$149 WIRELESS CASE

### ■ Active Noise Cancellation is now standard

The regular \$129 AirPods get ANC, and Apple says they remove up to 50% more noise than AirPods 4 with ANC — despite remaining open-ear. That brings a formerly premium feature to Apple's mainstream earbuds.

### ■ New acoustic architecture

A multiport acoustic design and next-gen Adaptive EQ improve sound, while Transparency mode aims to sound more natural. Apple is trying to improve both isolation and everyday listening without changing the familiar open-ear fit.

### ■ Adaptive Audio + Live Translation

AirPods can blend ANC and Transparency automatically, lower media when you speak, and use iPhone for live language translation. The earbuds increasingly react to what is happening around you instead of requiring manual mode switching.

### ■ Siri AI — hands free

With iPhone, Siri AI can use personal context and broad world knowledge. Head gestures can answer or dismiss Siri prompts, so common interactions can happen without touching the earbuds or phone.



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### WHY IT MATTERS

ANC at \$129 makes the everyday AirPods much more capable without pushing buyers into the Pro model. For many people, these may be the most immediately useful and easiest-to-justify upgrade announced.

## THE 5-MINUTE RECAP

# What should the group remember?

01

### iPhone Duo is the headline

A \$1,999 foldable with a 7.6-inch screen, Apple Pencil, real multitasking and clever dual-display camera features. It is the one product that genuinely changes what an iPhone can physically become.

02

### iPhone 18 Pro got a real camera upgrade

Variable aperture and manual controls make this much more interesting than another megapixel bump, while the Pro Max also gets a major battery-life increase.

03

### Apple Watch is becoming a health interpreter

Readiness and higher-frequency sensing matter more than a cosmetic redesign. Apple is increasingly turning raw measurements into understandable advice.

04

### Ultra 4 is about endurance

Up to 50 hours normal battery and 45-hour long-workout tracking make Ultra 4 much more useful for endurance athletes and multi-day outdoor use.

05

### AirPods 5 may be the best-value upgrade

Standard ANC at \$129 is a big move for Apple's mainstream earbuds and may make AirPods 5 the best-value upgrade of the event.

## ALSO WORTH NOTING

# No regular iPhone 18.

That is unusual for Apple, but it was widely rumored ahead of the event. The standard model is expected later — potentially in the spring — rather than launching alongside the Pro models.

**And: no new Macs were announced at this keynote.**