



Copper-graphite shield



Magnet array



Alignment magnet



Charging coil



Polycarbonate housing



E-shield





70%

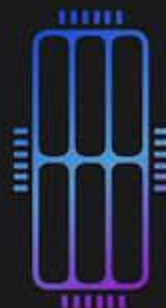
faster ML accelerators

First 5 nm chip



in a smartphone

16-core
Neural Engine



6-core CPU

50% faster
GPU

Faster than any other smartphone chip



New image signal processor

11 trillion

operations per second on the Neural Engine

 **A14**

80%
faster

Neural Engine



4-core GPU

11.8 billion
transistors



Improved memory compression

50% faster
CPU

Faster than any other smartphone chip

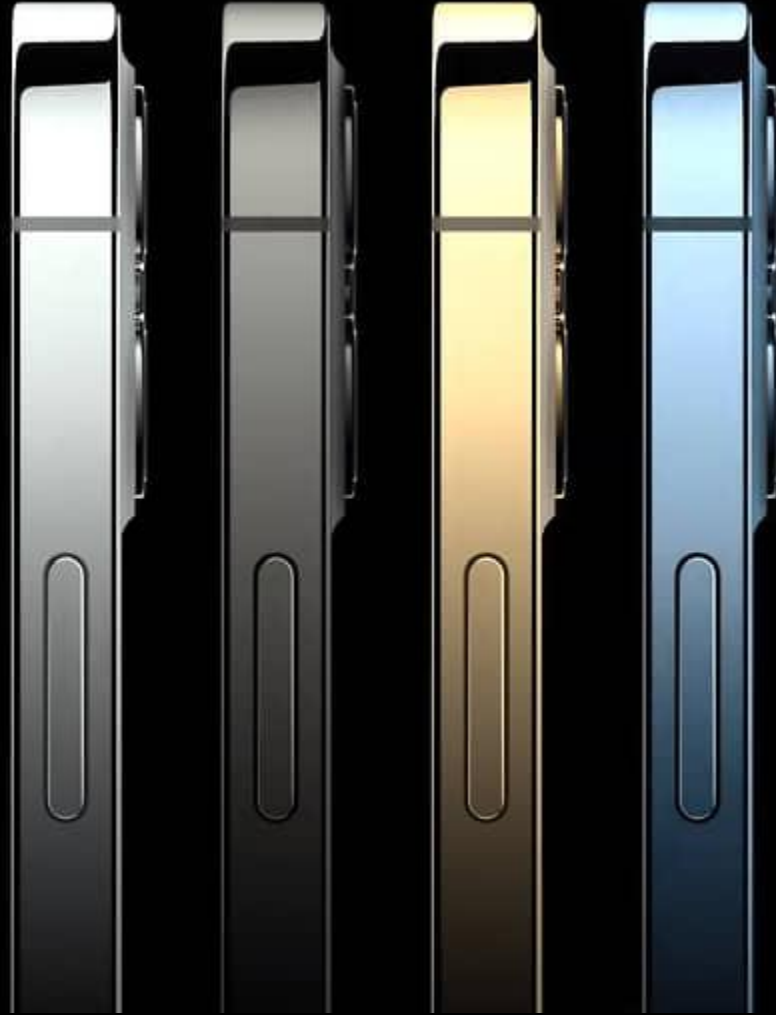
Machine learning controller.



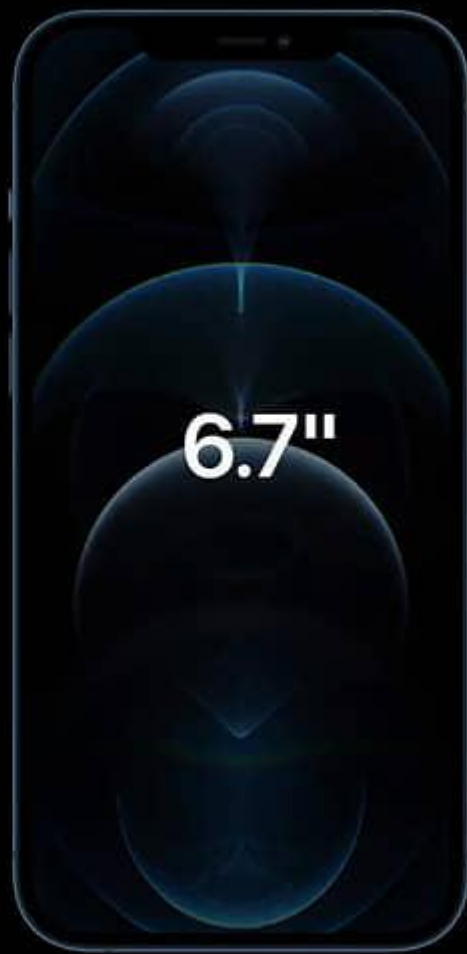
Best machine learning platform in a smartphone

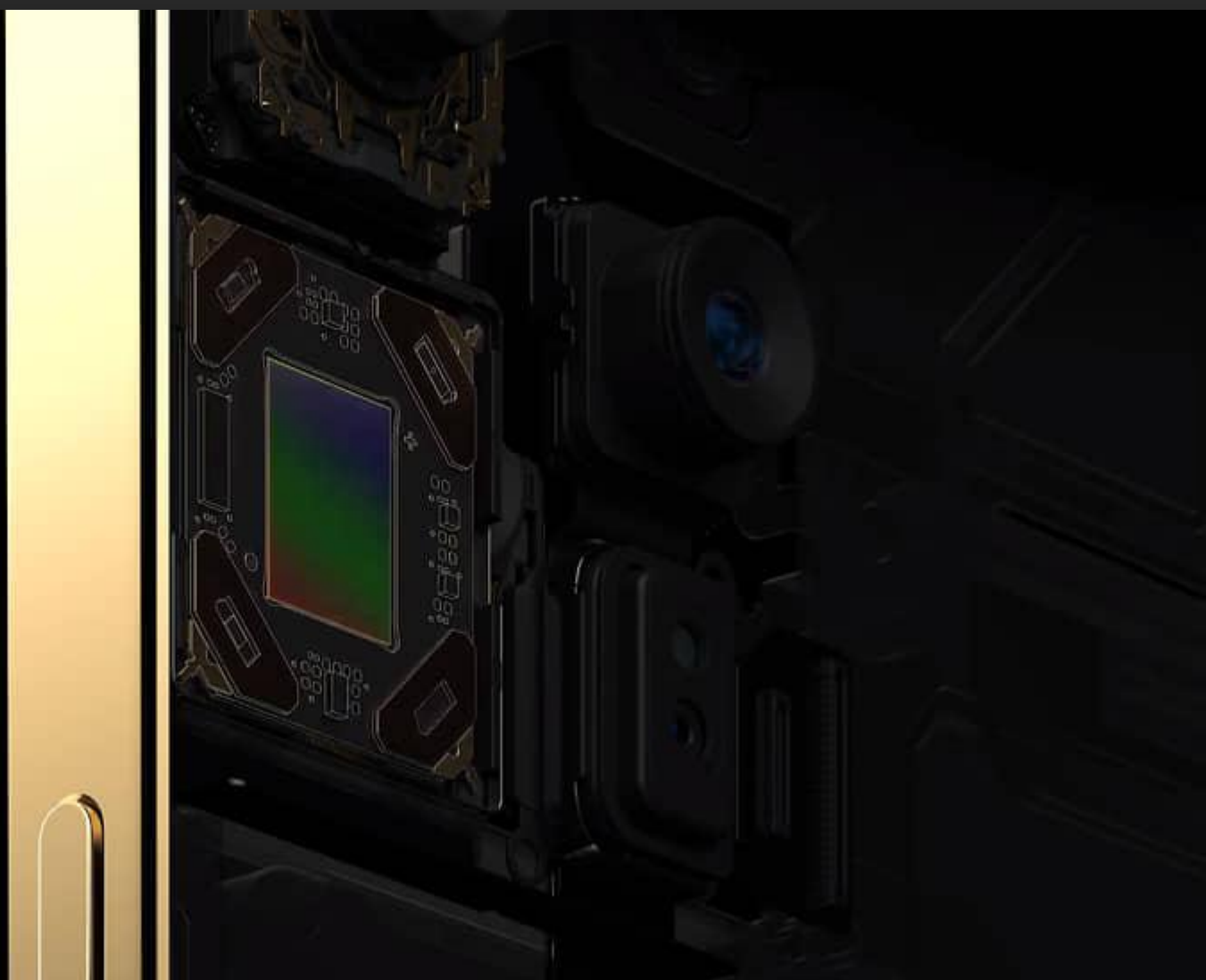


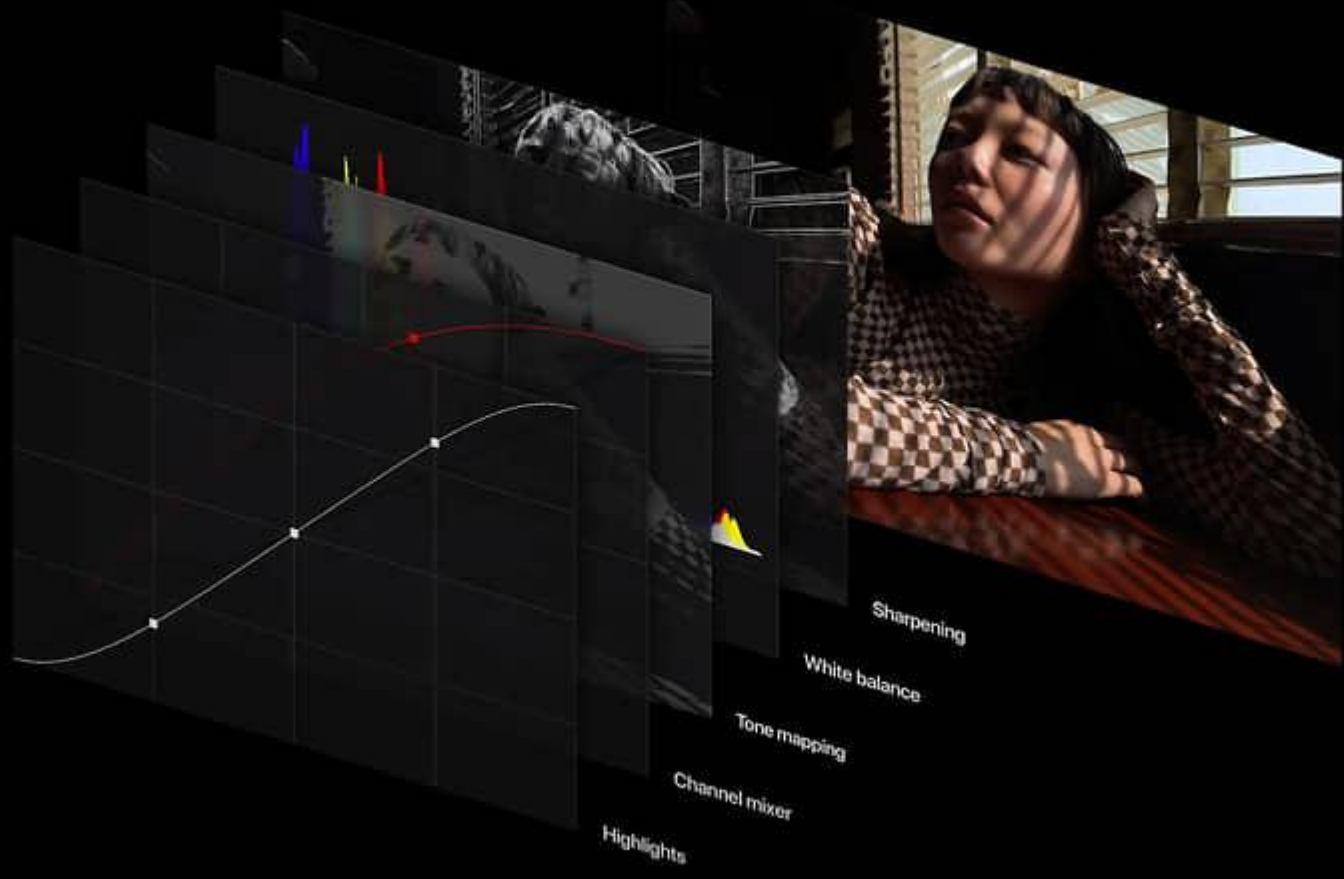
Secure Enclave

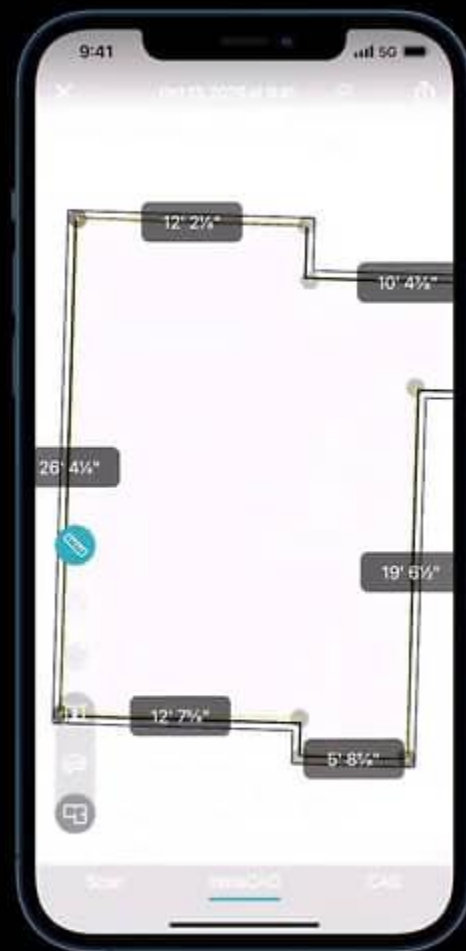












An advertisement for the iPhone Pro series, featuring a grid of 18 feature tiles. The tiles are arranged in three rows and six columns. The top row includes Apple ProRAW, LiDAR, Smart HDR 3, 4K HDR video recording, and Face ID. The middle row features stainless steel flat design, MagSafe, a large central image of the iPhone Pro camera system, the A14 chip, and Ceramic Shield. The bottom row highlights the Pro camera system (Wide, Telephoto, Ultra Wide), new display sizes (6.7" and 6.1"), new colors (Pacific Blue, Gold, Graphite, Silver), 5G connectivity, water and dust resistance (IP68), and great battery life.

Apple ProRAW

LiDAR

Smart HDR 3

4K HDR

video recording with Dolby Vision



Face ID



Stainless steel flat design



MagSafe



Ceramic Shield

Super Retina XDR

Pro camera system

Wide
Telephoto
Ultra Wide

6.7" 6.1"

New display sizes

New colors

Pacific Blue
Gold
Graphite
Silver

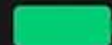
5G

Water and dust resistant

IP68 up to 6 m

A14

Apple U1



Great battery life

From
\$699



From
\$799