

iPhone 11 woo users to television, games

● Anyone who buys a new iPhone, iPad, Apple TV, iPod touch or Mac computer will get a year of Apple TV+ thrown in free of charge.

San Francisco

Apple on Tuesday played to its strengths with powerful new iPhone and iPad models able to serve as stages for its new game and television services.

The Silicon Valley titan added into the mix a new-generation Apple Watch that can tell when a place is getting too noisy or help point wearers in the right direction.

Here is what Apple will be releasing as the company strives to offset slumping iPhone sales: Cameras and chips

Three new iPhone models.

An iPhone 11 boasted upgrades including a dual-camera system; longer battery life, a muscular computer chip and better water resistance.

The iPhone 11 will be priced starting at \$699 when it hits the market on September 20.

The phone's camera has a new "ultra-wide" angle lens. Like the other new models, the iPhone is powered by an "A13 bionic" chip made in-house by Apple and infused with machine learning as well as high-performance graphics and processing capabilities.

Apple also introduced an iPhone 11 Pro and larger-screened iPhone 11 Pro Max that will have starting prices of \$999 and \$1,099 respectively when they are available on September 20.

The Pro line of iPhone has rich "super retina" OLED displays

and a third camera on the back for professional quality photos and video, as well as a ramped-up zoom and editing software.

Apple played up an ability to use Pro iPhones for slow motion portrait snippets like selfies that it called "slofies."

None of the iPhones was tailored for the 5G telecom networks starting to roll out.

iPad with a Pencil

Apple introduced a seventh-generation iPad with a 10.2-inch display priced at \$329. It is set to be in stores starting September 30.

A "must-have" Apple Pencil integrated to work with the iPad touch screen can be used as a controller for creation or productivity. The iPad case is made entirely of recycled aluminum and will have a recently introduced operating system designed specifically for the tablet computers.

Watch time

The fifth-generation Apple Watch has a touch-screen face that is always on so the time and notifications are always viewable.

Apple, while still being stingy on battery power. Previous generations had the smartwatch face go dark when arms dropped to save on power.

New software features include tracking ambient noise levels to safeguard people's hearing; an ability for women to monitor menstrual cycles, and a "compass" to keep users properly oriented.

Apple also invited Watch users to volunteer for three new health studies, though data collected will remain anonymous.

Apple Watch Series 5 had a starting price of \$399 and was set to be available starting September 20. Apple also reduced the price of Apple Watch Series 3 to a starting price of \$199.

TV and Games

Apple's promised streaming television service -- dubbed TV+ -- will launch internationally on November 1.

The line-up of original shows will include "The Morning Show," "Dickinson," "See," "For All Mankind" and "The Elephant Queen."

Apple chief executive Tim Cook promised more content would be added as it is produced.

The service will be priced at \$4.99 monthly, about half of what Netflix charges for access to its large catalogue of content, and is available for viewing using Apple devices or online at tv.apple.com.



Key take aways

iPhone 11 comes in six new colours and will be available for pre-order beginning Friday and in stores beginning September 20, starting at \$699 (US).

Precision Design and Display

iPhone 11 features the toughest glass ever in a smartphone. It is rated IP68 for water resistance up to 2 meters for up to 30 minutes and is protected against accidental spills from common liquids such as coffee and soda. The 6.1-inch all-screen Liquid Retina display features wide colour support and True Tone for a more natural viewing experience.

A13 Bionic – Fastest Chip in a Smartphone

A13 Bionic, the fastest chip ever in a smartphone and features up to 20 per cent faster CPU and GPU than A12. Together, A13 Bionic and iOS 13 make up the best machine learning platform in a smartphone.

All-New Dual-Camera System

iPhone 11 introduces a dual-camera system with all-new Ultra Wide and Wide cameras that are deeply integrated into iOS 13.

Featuring iOS 13

iOS 13 introduces a dramatic new look with Dark Mode, a more private way to sign in to apps and websites with Sign In with Apple, and an all-new Maps experience.

Pricing and Availability

1. iPhone 11 will be available in 64GB, 128GB and 256GB models in purple, green, yellow, black, white and PRODUCT(RED) starting at \$699 (US).
2. iOS 13 will be available on September 19 as a free software update for iPhone 6s and later. Additional software features will be available on September 30 with iOS 13.1.9
3. Apple Arcade on the App Store will be available with iOS 13 as a subscription for \$4.99 per month and is launching with a one-month free trial.
4. Apple TV+ will be available on the Apple TV app on iPhone, iPad, Apple TV, iPod touch, Mac and other platforms, including online (https://tv.apple.com), for \$4.99 per month with a seven-day free trial.
5. Apple Arcade on the App Store and Apple TV+ on the Apple TV app join Apple's breakthrough services that include Apple Music, Apple News+, Apple Pay and iCloud.

The surprise from Apple was the reduction in the entry-level price at \$699, down from the starting level of \$749 for the iPhone XR a year ago even as many premium devices are being priced around \$1,000



The new iPhones are jam packed with new capabilities and an incredible new design

TIM COOK
APPLE CHIEF EXECUTIVE

”
With Apple TV+, we are presenting all-original stories from the best, brightest and most creative minds, and we know viewers will find their new favorite show or movie on our service

ZACK VAN AMBURG
APPLE'S HEAD OF VIDEO



iPhone 11 comes in six new colours including purple, green, yellow, black, white and product(RED)

Apple Senior Director of Product Marketing Kaiann Drance speaks onstage about the iPhone 11's cameras during a product launch event at Apple's headquarters in Cupertino, California