

# Zain Bahrain elevates iPhone 17 experience



Pics credit: Anchalo Bensingar

● Exclusive preorders thrill Bahrain fans

● Orange Pro steals the spotlight

● Network upgrades power digital growth

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**Z**ain Bahrain is positioning as the driving force behind the arrival of Apple's iPhone 17, linking the device's cutting-edge capabilities with its own network strength, customer-first culture and youth-driven workforce.

Speaking on the sidelines of the launch, Abdulla Khaled Al Khalifa, Zain Bahrain's Chief Communications & Investors Relations Officer, said, "We are pleased to officially launch the new iPhone 17 in Bahrain. The event welcomed a diverse audience of tech enthusiasts, Apple fans, and loyal Zain customers eager to experience Apple's latest innovations. Our preorder customers, who had secured



their devices one week ahead of the official launch, were among the first in the Kingdom to collect their new iPhones, making

the occasion both memorable and exclusive. We are also delighted to see strong customer interest in the iPhone 17 Pro,

particularly its striking new bright orange color, which has quickly captured attention and excitement among our customers."

## Distinguished experience

Turning to the iPhone 17's features, Al Khalifa said customers can enjoy a distinguished experience with the new device, featuring immersive AR capabilities, an upgraded ProMotion display, and the powerful A19 Bionic chip. "With advanced camera enhancements, 8K video recording, longer battery life, and 5G connectivity, the iPhone 17 empowers users to capture every moment and explore new levels of creativity, connectivity, and productivity, all supported by Zain Bahrain's advanced network," he said.

## Youth-driven Bahrainization

Highlighting the company's internal culture, the senior executive said the workforce averages

in the late 20s, with many fresh graduates shaping new ideas. "They bring fresh ideas to the table and make us think of new ways of serving the customer," he noted.

## Future networks

On future plans, the Zain Bahrain executive said the company continues to expand and modernize its network to deliver faster connections and a broader range of advanced services for both consumer and enterprise customers. These upgrades, he said, support Bahrain's digital transformation, enhance indoor coverage, enable seamless video streaming, and prepare the network for next-generation 5G applications and smart services, driving innovation and growth across the Kingdom.



Apple's iPhone 17 is the first model to use its own in-house C1 chip for connectivity, replacing Qualcomm modems, a move that signals Apple's deeper push into custom silicon design.

