



Introducing  
**iPhone 14 Pro and  
iPhone 14 Pro Max**

128GB, 256GB, 512GB, 1TB

Space Black, Silver, Gold, Deep Purple





# Introducing iPhone 14 Pro



**Introducing iPhone 14 Pro**

Learn more and watch the film





**Key Messages**

Quick Demos

Line Up & Compare



# Dynamic Island

- iPhone 14 Pro introduces a new front design with Dynamic Island for better multitasking and easier access to controls and information without leaving the app you're using
- Get alerts and system notifications in one place, so it's easy to see your AirPods connection, charging status, muting, Focus changes, incoming calls, and more
- Dynamic Island takes Live Activities anywhere on iPhone, so you can quickly access music controls, minutes left on a timer, or the next direction in Maps
- Do even more with Live Activities from third-party apps (coming later this year), like tracking sports scores, food deliveries, and ride shares





## Pro design

- Pro design with beautiful and strong surgical-grade stainless steel and even thinner display borders is available in four gorgeous colors
- Delivers industry-leading durability features like Ceramic Shield that's tougher than any other smartphone glass, water and dust resistance,<sup>1</sup> and resistance to common liquids like coffee, tea, and soda
- To minimize impact on the environment, iPhone 14 models feature 100 percent recycled gold in the wire of the cameras and 100 percent recycled rare earth elements in all magnets

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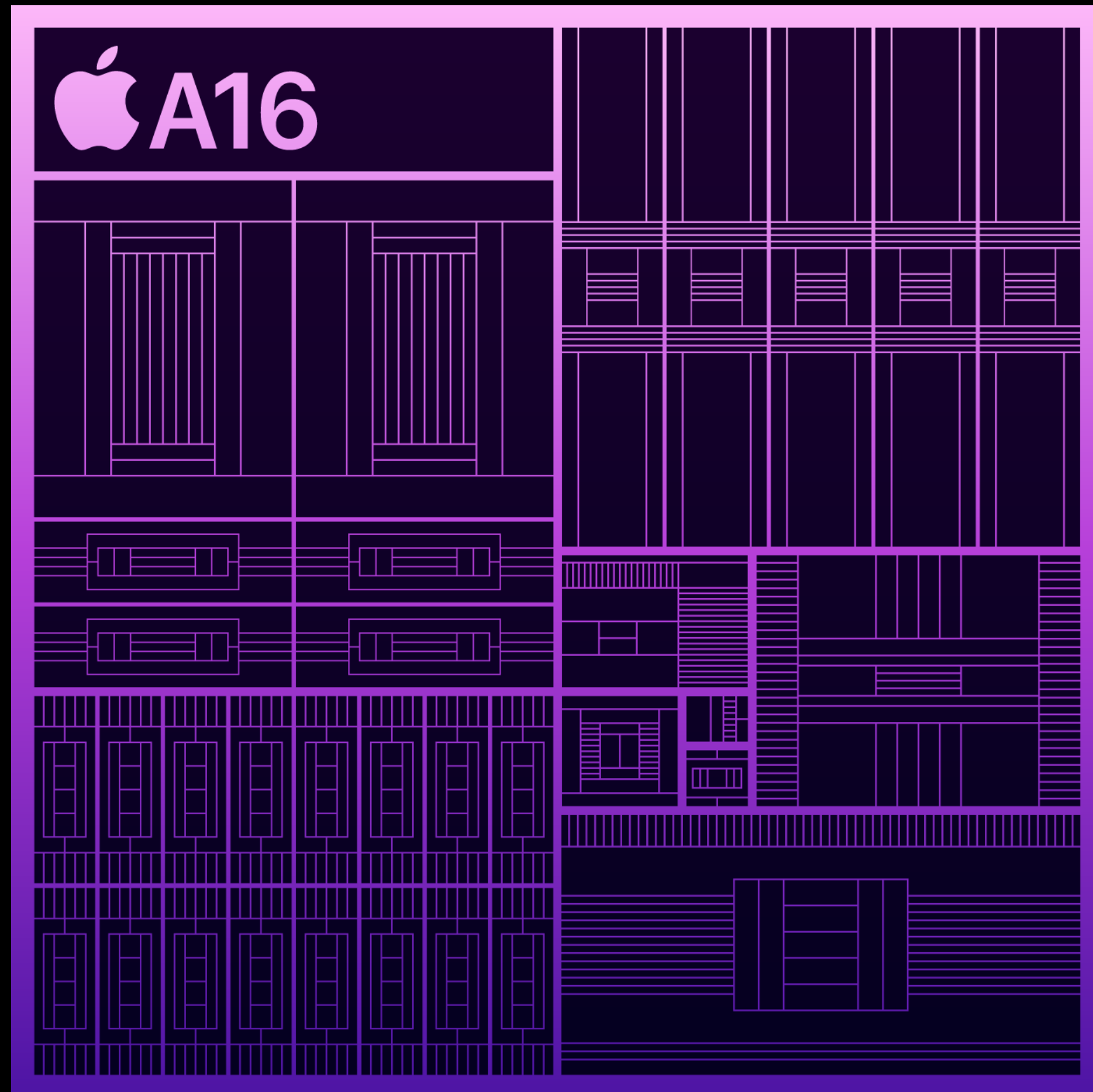
1. iPhone 14 Pro is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.





## Super Retina XDR display with Always-On

- 6.1-inch and 6.7-inch OLED displays have more active area and ProMotion with an adaptive refresh rate up to 120Hz
- The Always-On display keeps your entire Lock Screen available at a glance, including widgets and Live Activities
- HDR peak brightness is 33 percent higher, up to 1600 nits for a more immersive experience for HDR photos and movies
- Outdoor peak brightness is twice as bright as before, up to 2000 nits, the highest in a smartphone and great for bright, sunny days



## A16 Bionic

- Apple's first chip built on the 4-nanometer process enables greater efficiency while delivering even more performance, powering features like Dynamic Island, higher brightness, the Always-On display, and the new 48MP camera
- Faster 6-core CPU with two high-performance and four high-efficiency cores uses 20 percent less power than A15 Bionic
- The 5-core GPU with 50 percent more memory bandwidth is great for graphics-intensive games
- Apple's best-in-class fusion architecture and leading efficiency deliver all-day battery life for both models





# Pro camera system

- New 48MP Main camera has a quad-pixel sensor and delivers better low-light performance
- Quad-pixel sensor enables an additional 2x Telephoto option for 12MP photos and 4K videos with optical quality, so now you have four zoom options with 0.5x, 1x, 2x, and 3x
- Shoot 48MP photos in ProRAW for incredible detail and more editing flexibility to reframe photos, just like in pro workflows
- With Photonic Engine, iPhone 14 Pro gets up to 2x better low-light performance with the Main camera, front camera, and Telephoto camera—and up to 3x better with Ultra Wide
- Ultra Wide camera has a sharper lens for even better macro photos
- Action mode brings even more stabilized video in activities with a lot of motion and records in Dolby Vision HDR
- Cinematic mode supports up to 4K at 30 fps—so you capture even more detail and can record in 4K at 24 fps, the cinematic frame rate
- Adaptive True Tone flash adjusts to the camera you're using, so you get improved brightness and uniformity of lighting





## TrueDepth front camera with autofocus

- New front camera has a larger f/1.9 aperture for a 38 percent better light-gathering performance for photos and videos
- Features autofocus for the first time—so the front camera can focus clearly at varying distances for even better selfies and group shots



The new 48MP Main camera allows users to go beyond the three fixed lenses, adding a new 2x Telephoto option that offers a familiar focal length that's great for Portrait mode.





The new Ultra Wide camera offers even better macro photography capabilities, and with Photonic Engine, it performs up to 3x better in mid- to low-light environments.





The 48MP Main camera has a quad-pixel sensor — a first for iPhone — and offers 20 percent better light gathering for more detail and less noise.





The quad-pixel sensor combines every four pixels into one large quad pixel, resulting in amazing low-light capture and keeping photo size at 12MP.





The quad-pixel sensor optimizes for detail in ProRAW images, offering a 48MP image for even more detail and creative control.







## Safety and connectivity

- Crash Detection can detect a severe car crash and automatically notify emergency services and contacts
- Emergency SOS via satellite enables texting to emergency services and location sharing in the Find My app when you don't have a cellular connection (available later this year)<sup>2</sup>
- 5G is in more places than ever for super-fast downloads, better streaming, and real-time connectivity
- eSIM enables seamless transfer an existing cellular plan or activation of a new one<sup>3</sup>

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2. Emergency SOS via satellite service is free for two years with the activation of any iPhone 14 model. Connection and response times vary based on location, site conditions, and other factors. Available in select markets.

3. Use of eSIM requires a wireless service plan (which may include restrictions on switching service providers and roaming, even after contract expiration). Not all carriers support eSIM. Use of eSIM in iPhone may be disabled when purchased from some carriers. See your carrier for details. To learn more, visit <https://support.apple.com/kb/HT209044>.



Key Messages

**Quick Demos**

Line Up & Compare



# Quick Demos



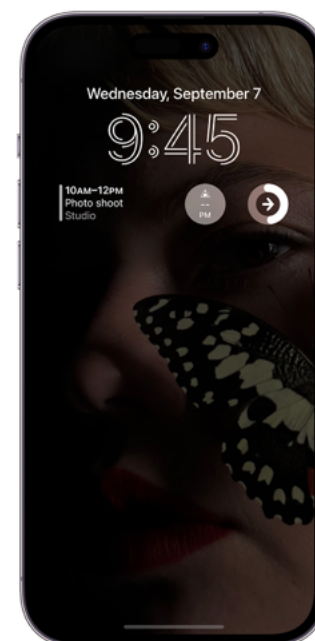
## Experience the new design

- Show iPhone to customers and point out the flat-edge design with surgical-grade stainless steel that comes in four colors: space black, silver, gold, and deep purple.
- Mention that iPhone has industry-leading durability features like Ceramic Shield that's tougher than any other smartphone glass, water and dust resistance, and resistance to common liquids like coffee, tea, and soda



## Discover Dynamic Island

- Open Apple Music and play a song. Swipe to the Home Screen and point out how the Music app swoops up into Dynamic Island, staying active and visible.
- Touch and hold Dynamic Island to show more controls and information. Mention that Dynamic Island makes multitasking even better with easy access to Live Activities, alerts, and notifications—all in one place.
- With the song still playing, open the Clock app and start a timer. Then swipe back to the Home Screen and point out how the timer swoops up into Dynamic Island to continue its countdown alongside Apple Music.
- Mention that customers can quickly access and track multiple apps right from the Home Screen. And Dynamic Island also works with third-party apps (coming later this year) to keep track of things like sports scores, food deliveries, and ride shares.



## Check out the Always-On display

- Open Great Shots and choose a group selfie.
- Point out the clear focus at varying distances for everyone in the shot.
- Mention that the new front camera has autofocus for even better selfies and group shots. And it has a larger f/1.9 aperture for 38 percent better light-gathering performance in photos and videos.



# Quick Demos

A graphic featuring the text "48MP" in a bold, purple, sans-serif font. The text is set against a dark blue background with a subtle pattern of small, glowing dots, resembling a digital or data visualization. The entire graphic is contained within a light gray rounded square.

## Explore the new Pro camera system

- Go to Photos, tap Albums, then go to Great Shots.
- Scroll through the album and point out the types of beautiful photos and videos that customers can take with the new Pro camera system.
- Mention that there are four zoom options: 0.5x Ultra Wide, 1x 48MP Main camera, 2x Telephoto option, and 3x Telephoto. So customers get an optical range from Ultra Wide at 13mm to Telephoto at 77mm.
- Show a ProRAW photo taken at 48MP resolution, and point out the incredible detail.
- Play a video that shows Action mode, and point out the stable video capture for extra-smooth handheld videos, even in shaky situations like running.
- Play a video that shows Cinematic mode, and point out the automatic shifts in focus. Mention that customers can now capture in 4K at 24 fps, the cinematic frame rate.
- Show a group selfie and point out the clear focus and detail. Mention that the front camera now has autofocus for even better selfies and group shots.

A graphic featuring the Apple logo in white, followed by the text "A16 BIONIC" in a bold, white, sans-serif font. The text and logo are set against a solid black background. The entire graphic is contained within a light gray rounded square.

## Show the performance of A16 Bionic

- Open and play Grimvalor. Point out the smooth gameplay, beautiful lighting, and detailed graphics.
- Mention that the A16 Bionic chip has a 5-core GPU with 50 percent more memory bandwidth than A15 Bionic. So iPhone is great for graphics-intensive games, and customers still get all-day battery life.



Key Messages

Quick Demos

**Line Up & Compare**



# iPhone Lineup

[apple.com/iphone/compare/](https://apple.com/iphone/compare/)



**iPhone 14 Pro, iPhone 14 Pro Max**

Most advanced iPhone with Dynamic Island, a new 48MP Main camera with a quad-pixel sensor, Super Retina XDR display with Always-On, A16 Bionic, all-day battery life, 5G, and safety features like Crash Detection and Emergency SOS via satellite.\*



**iPhone 14, iPhone 14 Plus**

Latest iPhone with the most advanced dual-camera system, Super Retina XDR display, lightning-fast A15 Bionic with 5-core GPU, all-day battery life, 5G, and safety features like Crash Detection and Emergency SOS via satellite.\*



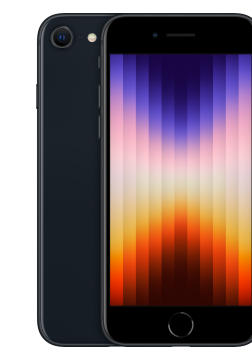
**iPhone 13, iPhone 13 mini**

Powerful iPhone with advanced dual-camera system, Super Retina XDR display, 5G, fast A15 Bionic with 4-core GPU, great battery life, MagSafe, and Face ID.



**iPhone 12**

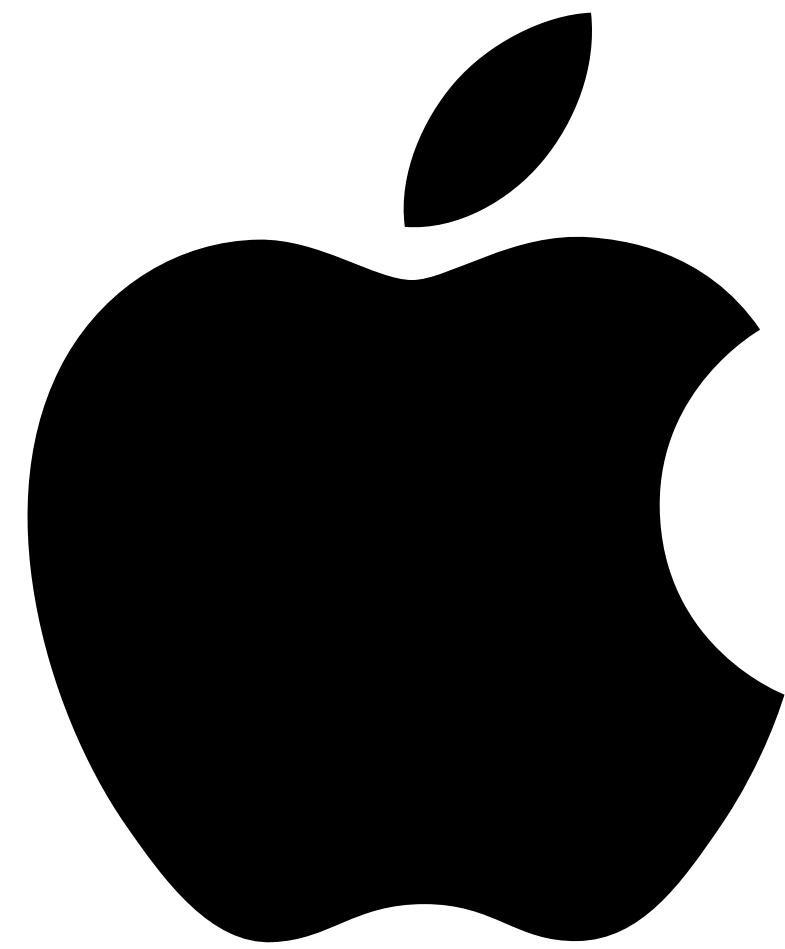
High-performance iPhone with dual-camera system, Super Retina XDR display, 5G, A14 Bionic, great battery life, MagSafe, and Face ID.



**iPhone SE (3rd generation)**

High-performance, affordable iPhone with a smaller design, most advanced single-camera system, a Retina HD display, 5G, fast A15 Bionic, great battery life, and Touch ID.







## Optional Quiz—iPhone 14 Pro and iPhone 14 Pro Max

1. Which features that are only available on iPhone 14 Pro models help customers take photos in low light?

**A.48MP Main camera with quad-pixel sensor**

**You got it.**

**B.Adaptive True Tone flash**

**Nice work.**

C.Photonic Engine

This feature helps customers take better photos in low light. But it's available on both iPhone 14 and iPhone 14 Pro models.

D.Action mode

This feature helps customers record more stabilized video in Dolby Vision HDR on iPhone 14 and iPhone 14 Pro models. But it won't help customers take better photos in low light.

E. Cinematic mode

This feature helps customers record video at cinematic frame rates with beautiful focus transitions on both iPhone 14 and iPhone 14 Pro models. And it won't help customers take better photos in low light.

2. Which statements about the iPhone 14 Pro display are true?

**A.It features ProMotion, which automatically adjusts the refresh rate up to 120Hz based on what customers are doing.**

**That's correct.**

**B.It's an Always-On display, so customers can easily see the Lock Screen at a glance.**

**That's right.**

C.It's made with a crack-resistant front crystal to help protect it from drops.

iPhone 14 models have a Ceramic Shield front, not a crack-resistant front crystal.

D.It features the same high peak brightness as iPhone 13 Pro.

iPhone 14 Pro is even brighter—with up to 2000 nits max brightness compared with iPhone 13 Pro models' 1000 nits max brightness. So it's great for messaging and taking photos on bright, sunny days.

3. True or False: Only iPhone 14 Pro models feature 100 percent recycled gold in the wire of the cameras and 100 percent recycled rare earth elements in all the magnets.

A. True

All iPhone 14 and iPhone 14 Pro models have these recycled components.

**B.False**

**You got it. All iPhone 14 and iPhone 14 Pro models have these recycled components.**