



Introducing  
**iPhone 14 and  
iPhone 14 Plus**

128GB, 256GB, 512GB

Midnight, Starlight, Blue, Purple, (PRODUCT)RED



iPhone 14  
**Big and  
Bigger**



**iPhone 14 & iPhone 14 Plus | Big and Bigger**

Learn more and watch the film



**Key Messages**

Quick Demos

Line Up & Compare



## Super Retina XDR display

- iPhone 14 Plus features a new, larger 6.7-inch display for immersive content, and iPhone 14 features the popular 6.1-inch display
- With OLED technology, the Super Retina XDR display has 800 nits peak brightness outdoors and delivers 1200 nits peak brightness for HDR photos and movies



## Durable design

- Durable design with an aerospace-grade aluminum frame is available in five gorgeous colors
- Updated internal design provides better thermal efficiency—so you can stay in the action of your favorite games longer
- 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

For informational purposes only. Not for customer use.

1. iPhone 14 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 warrant



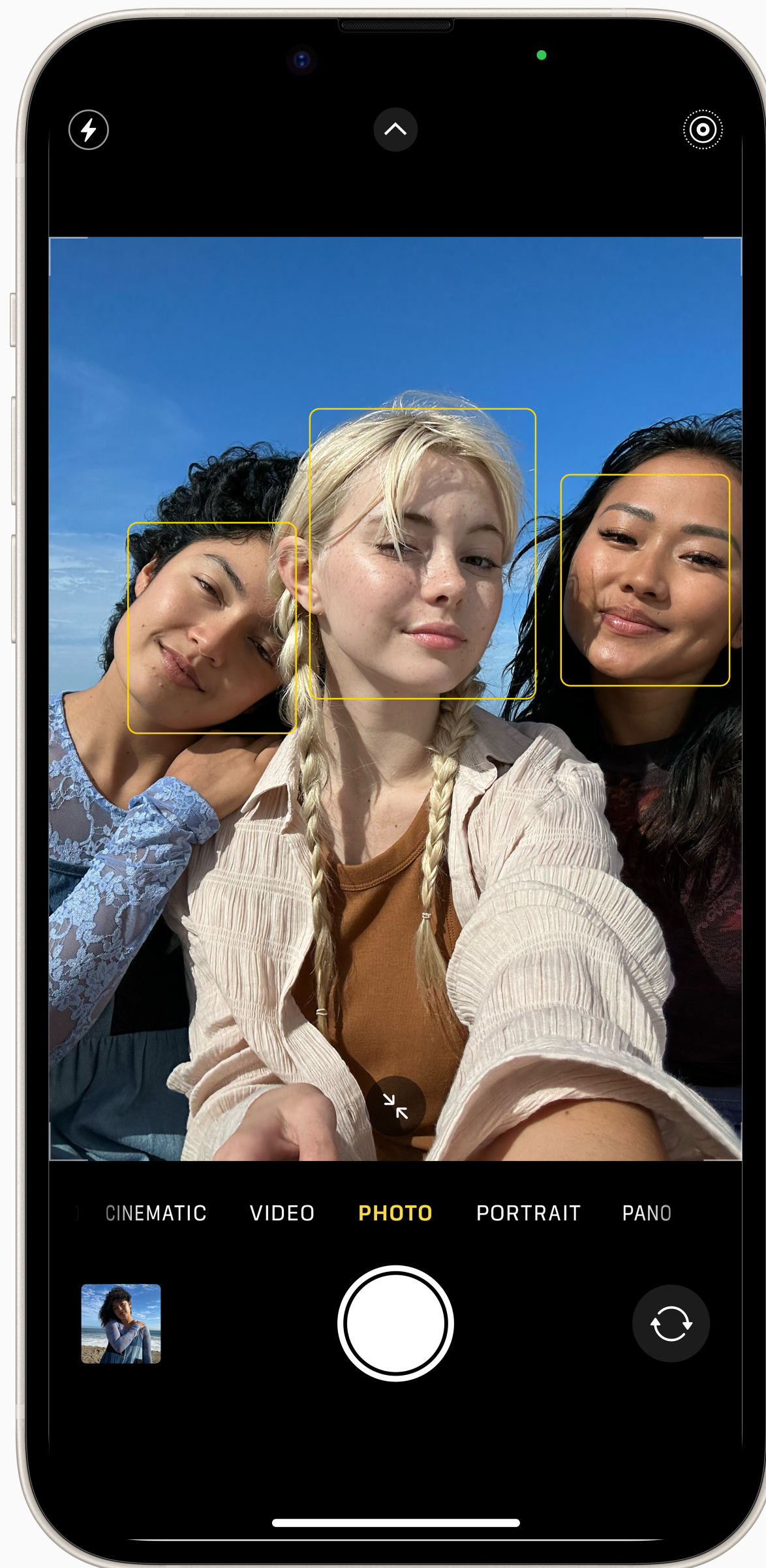
## A15 Bionic with 5-core GPU

- Powerful 6-core CPU has two high-performance and four high-efficiency cores, so demanding workloads run smoothly and efficiently
- A15 Bionic features a 5-core GPU for 18 percent better graphics performance than A15 Bionic with 4-core GPU on iPhone 13
- The 16-core Neural Engine enables powerful machine learning capabilities, including iOS 16 features like Live Text for video
- With the power efficiency of A15 Bionic, iPhone 14 offers all-day battery life and iPhone 14 Plus has the best battery life ever in an iPhone



## Advanced dual-camera system

- The 12MP Main camera has a larger sensor and larger pixels—so you get photos with better detail and color in all lighting scenarios
- With Photonic Engine, iPhone 14 models get better low-light performance on every camera, up to 2.5x better for photos you take with the Main camera and up to 2x better for the front camera and Ultra Wide
- 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
- True Tone flash is up to 10 percent brighter than the previous generation, with better 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



Now with autofocus, the front TrueDepth camera can focus even faster for group shots.

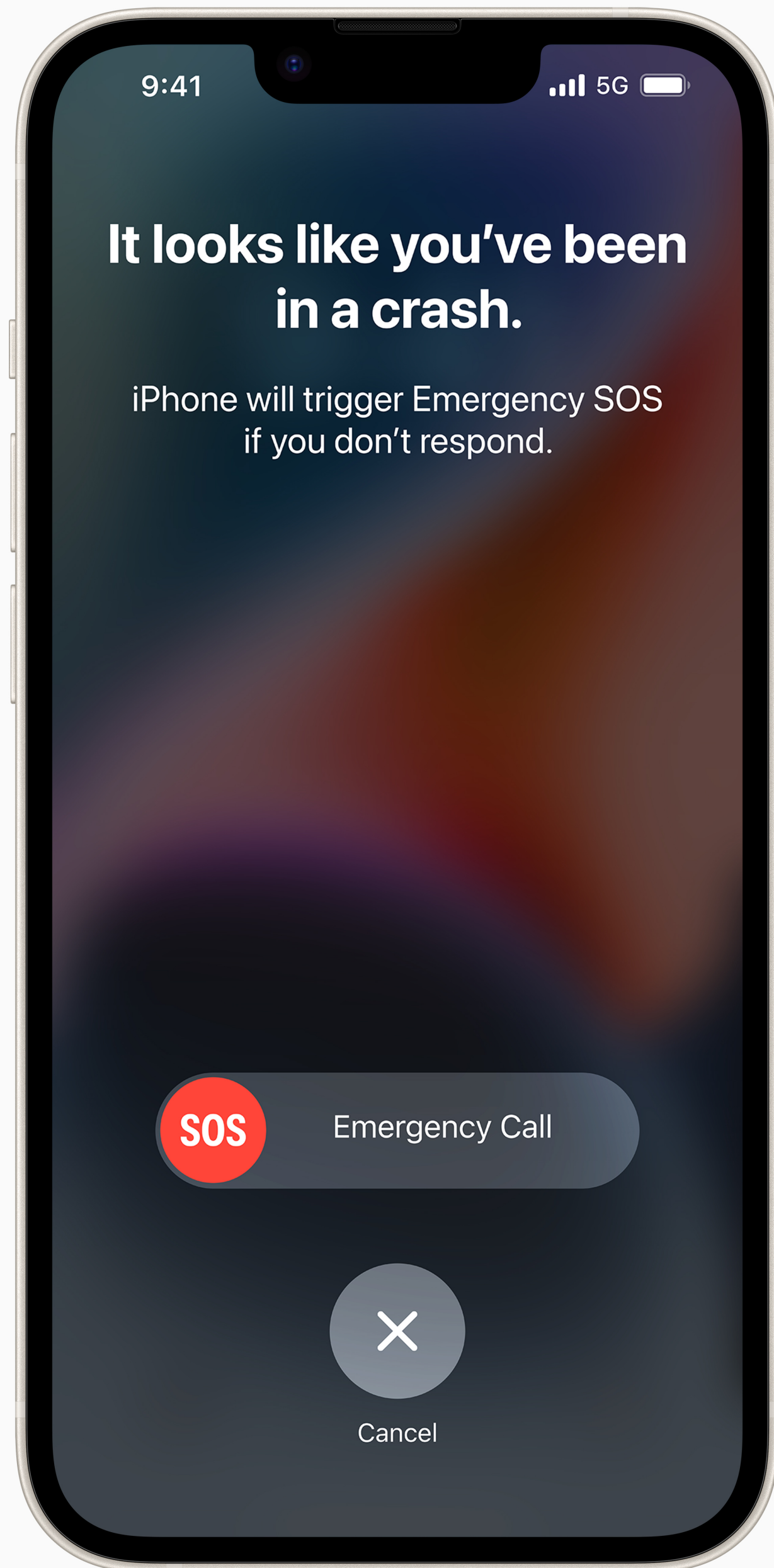


The new Main camera, which boasts 49 percent better light gathering, takes stunning Portrait mode images.



The Ultra Wide camera offers a unique perspective for photos and video, and receives benefits from Photonic Engine — an enhanced image pipeline.





# 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>

For informational purposes only. Not for customer use.

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 6.1-inch and 6.7-inch sizes

- Show iPhone 14 and iPhone 14 Plus to customers and point out the durable design, the popular 6.1-inch size of iPhone 14, and the new, larger 6.7-inch size of iPhone 14 Plus.
- Open Messages on iPhone 14 Plus and point out how much text is visible on the larger screen.



## Explore the dual-camera system

- Go to Photos, tap Albums, then go to Great Shots.
- Scroll through the album and show the beautiful photos and videos that customers can take with the more advanced dual-camera system.
- Mention that iPhone 14 and iPhone 14 Plus get better low-light performance on every camera.
- Open a photo that shows True Tone flash and point out the uniform lighting. Mention that the flash is up to 10 percent brighter than the previous generation.



## Check out the front camera with autofocus

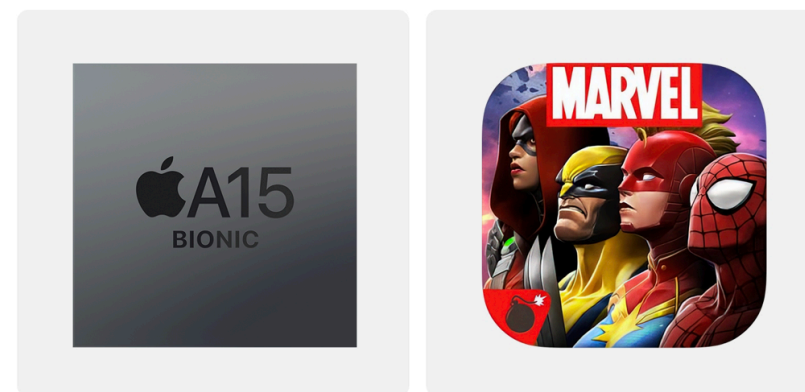
- Open Great Shots and choose a group selfie.
- Point out the clear focus at varying distances for everyone in the shot.
- Mention that the new front camera has autofocus for even better selfies and group shots. And it has a larger f/1.9 aperture for 38 percent better light-gathering performance in photos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

# Quick Demos



## Discover Action mode

- Open Great Shots and play a video that shows Action mode.
- Point out the stable video capture for extra-smooth handheld videos, even in shaky situations like running. And mention that Action mode captures in high resolution up to 60 fps.
- To show customers how to turn on Action mode, open Camera, select Video mode, then tap the Action mode button in the top-left corner



## Show the performance of A15 Bionic

- Open Marvel Contest of Champions and play the demo battle. Point out the detailed images, smooth animations, and fast-paced action.
- Say that the A15 Bionic chip with 5-core GPU delivers 18 percent better graphics performance than the A15 Bionic with 4-core GPU on iPhone 13. And A15 Bionic is power-efficient, so iPhone 14 has all-day battery life and iPhone 14 Plus has the best battery life ever in an iPhone



## Try MagSafe accessories

- Show customers how a MagSafe case attaches to iPhone 14.
- Attach the MagSafe charger over the case, and mention that the magnets align to efficiently and safely provide up to 15 watts of charging power. Let customers know that they'll also need the 20W Power Adapter, sold separately.
- Show how easy it is to remove the charger. And mention that there are other MagSafe accessories, like the Battery Pack for on-the-go charging.

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.\*



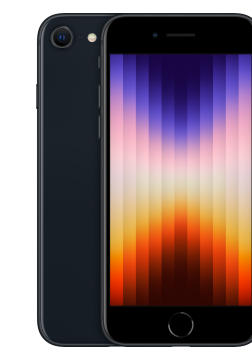
**iPhone 13, iPhone 13 mini**

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.



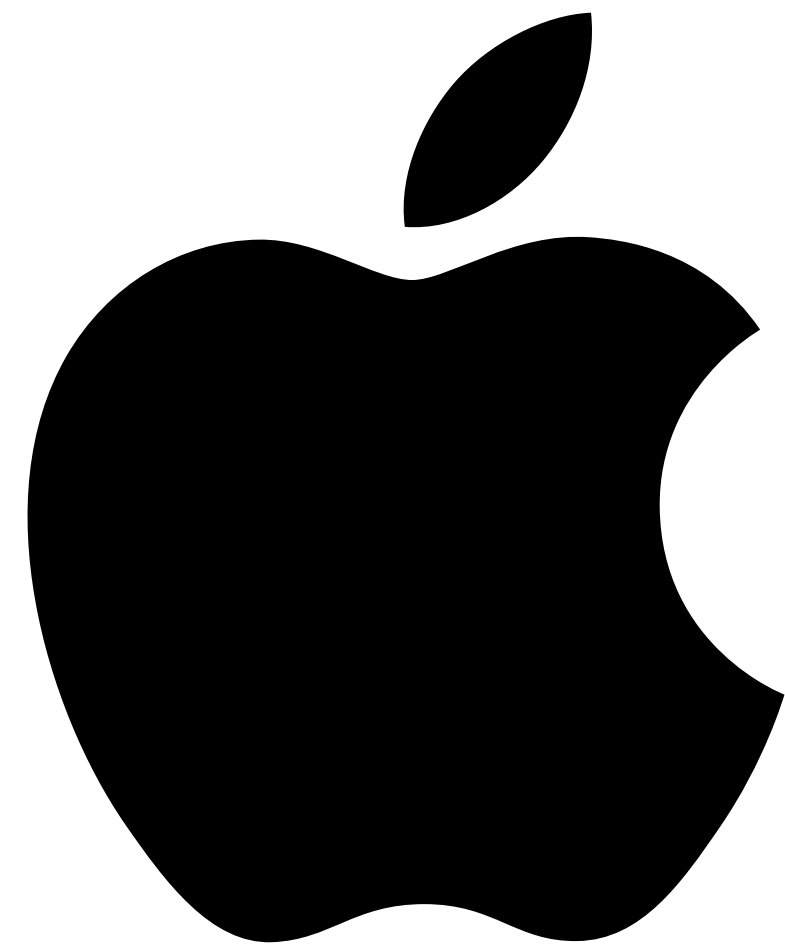
**iPhone 12**

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 and iPhone 14 Plus

1. Your customer loves to play games on their iPhone. Which iPhone 14 features should you tell them about?

**A.A15 Bionic with 5-core GPU**

**You got it.**

B.Action mode

Customers can use Action mode to record more stabilized video in Dolby Vision HDR. But it won't help this customer with gaming.

C.Crash Detection

Crash Detection can detect a severe car crash and automatically notify emergency services and contacts. But it won't help this customer while playing games.

D.Photonic Engine

Customers get better low-light performance while taking photos with the Photonic Engine. But it won't help this customer while playing games.

2. Which statements about the displays on iPhone 14 and iPhone 14 Plus are true?

**A.iPhone 14 features the popular 6.1-inch display size.**

**That's right.**

**B.iPhone 14 Plus features a new, larger 6.7-inch display size.**

**Great job.**

**C.They feature a Super Retina XDR display.**

**That's correct.**

D.They feature an Always-On display.

Customers get an Always-On display with iPhone 14 Pro models, not iPhone 14 models.

E.iPhone 14 comes in a compact 5.4-inch display size.

Customers get a 5.4-inch display with iPhone 13 mini, not iPhone 14 models.