Introducing

iPhone 18 Pro and iPhone 18 Pro Max

256GB, 512GB, 1TB, 2TB

Black, Burgundy, Glacier, Silver

Introducing iPhone 18 Pro

Learn more and watch the film

Key Messages

Quick Demos

Quiz

Line Up & Compare

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Pro camera

- 48MP Fusion Main camera with variable aperture delivers improved low-light photos and impressive depth of field
- Advanced intelligence automatically selects the right aperture based on your subjects, lighting conditions, motion, and even text on documents
- Pro controls bring customisability and new manual controls like lens aperture, shutter speed, white balance, and a histogram directly into the Camera app for more creative control
- Photographic Styles 3 add texture and grain control to smooth skin details or achieve an artful film look, with the flexibility to reverse or change at any time
- Smart focus tracking locks focus on subjects as they move through different depths, even if they leave and re-enter the frame
- With Apple Reference Image, prove the authenticity of a photo taken on iPhone with pixel-level signing at the time of capture
- Pro camera system has up to 8x optical-quality zoom
- Reframe, expand, and clean up your images with intelligent photo editing tools, so it’s easier than ever to get the shot you want after you’ve taken it

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The new 48MP Fusion Main camera can intelligently widen the aperture to ƒ/1.48 for impressive low-light shots.

iPhone 18 Pro shoots gorgeous portraits at an aperture of ƒ/1.8, optimised for the best balance of light gathering and depth of field.

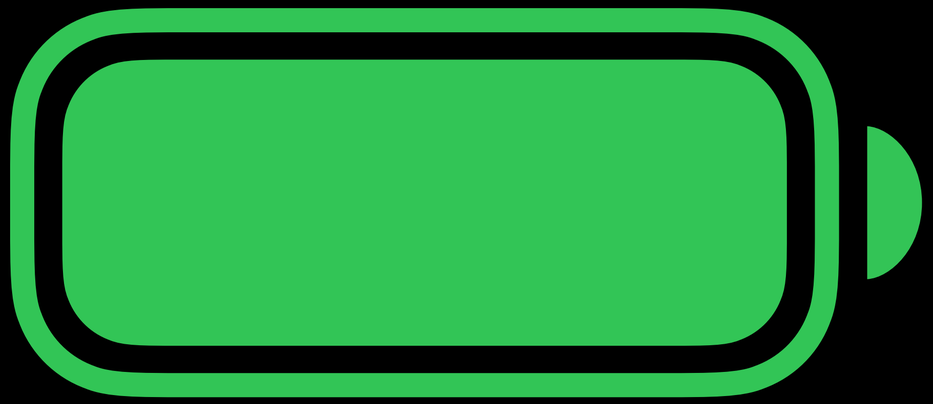
The new 48MP Fusion Main camera can keep more of the group in focus by narrowing the aperture to ƒ/4 for more depth of field.

In darker environments, iPhone 18 Pro adjusts the aperture automatically to let in more light, resulting in stunning Night mode shots.

iPhone 18 Pro introduces new texture and grain controls in Photographic Styles, so users can adjust colour and skin qualities in unison for a more personalised look.

Pro controls let users manually adjust settings, such as shutter speed, which can create artful motion blur in photos.

A new computational imaging pipeline produces even more detailed shots from the Main camera.



Battery and charging[1]

- With pro battery life,[2] iPhone 18 Pro has up to 36 hours of video playback and iPhone 18 Pro Max has up to 45 hours
- Using a model that looks at typical iPhone use, iPhone 18 Pro provides up to 24 hours of use per charge and iPhone 18 Pro Max provides up to 30 hours of use per charge
- Enjoy faster wired charging with up to 50% in around 15 minutes[1]
- 5 minutes of charging gives about 6 hours of video playback with compatible adapter[3]

[1] 1 Battery life varies by use and settings. See apple.com/batteries for more information. [2] All battery claims depend on network configuration and many other factors; actual results will vary. Battery has limited recharge cycles and may eventually need to be replaced. Battery life and charge cycles vary by use and settings. [3] For performance testing details, see apple.com/iphone.

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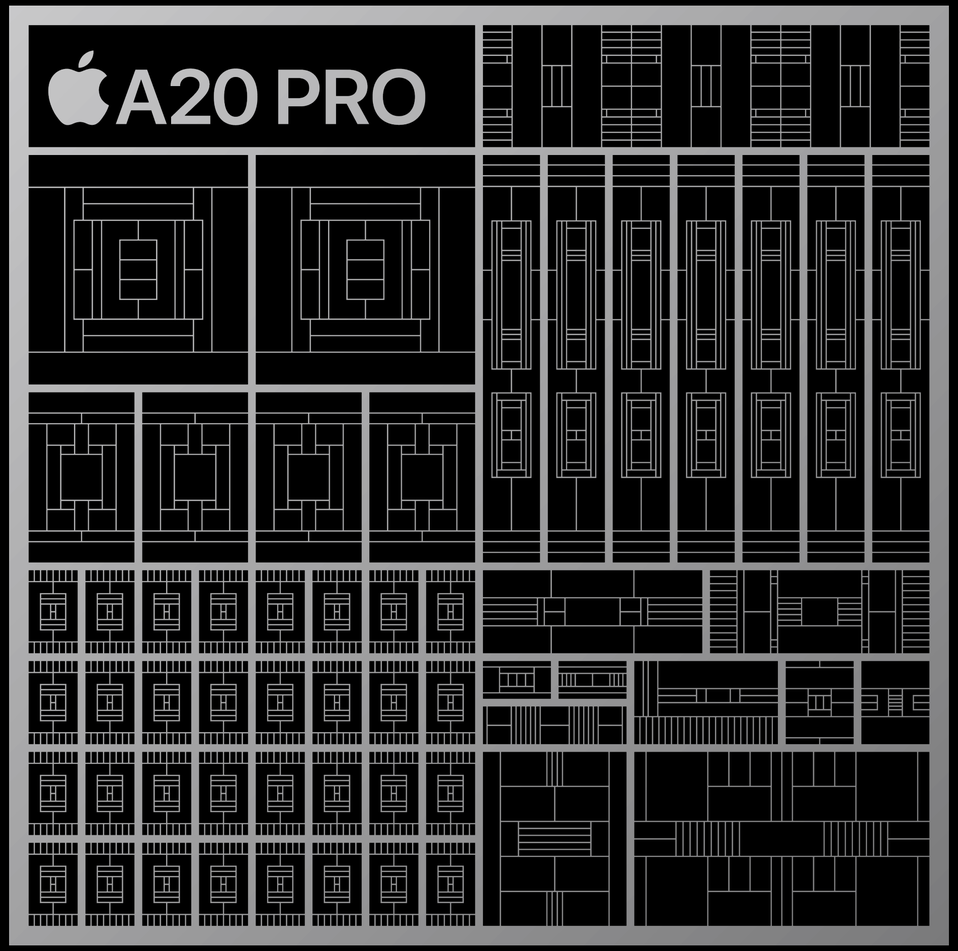

A20 Pro

- Most powerful and efficient iPhone chip ever has a new 6-core CPU, 7-core GPU, and Dual 16-core Neural Engine
- Next-generation vapour chamber with 3x the surface area works with A20 Pro to deliver up to 40% better sustained performance
- Features 50% more memory bandwidth and is built on latest 2-nanometer technology powering faster graphics and on-device intelligence
- Industry-first chip packaging inspired by Apple’s M-series chips dramatically improves thermal performance

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Design and durability

- Choose from four gorgeous finishes with colour-matched back glass for a more cohesive look
- 6.3-inch and 6.9-inch displays feature brilliant Super Retina XDR displays with ProMotion up to 120Hz and 3000 nits peak brightness
- Redesigned Dynamic Island is about 25 percent smaller, with room for up to three Live Activities and more information at a glance
- Built to last with Ceramic Shield back and Ceramic Shield 2 front
- Heat-forged aluminium unibody design maximises performance, battery capacity, and durability

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Pro video

- Add Cinematic mode effects to regular video, even after you shoot—now at up to 60 fps for half-speed slow motion
- Record improved low-light video in 1080p, with intelligently adjusting aperture and frame rate for brighter, clearer footage
- Capture 4K Timelapse for higher resolution on longer-duration shots with support for Dolby Vision HDR for stunning colour and dynamic range
- Audio Mix offers higher-quality voice recordings and now supports music so you can remove unwanted background sounds

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Connectivity and safety

- C2, Apple’s next-generation cellular modem system, is designed entirely by Apple, with more power and efficiency
- With iPhone Handoff in iOS 27, you can seamlessly use one phone number between two iPhone models
- Satellite connectivity[4] for messages, emergency services, and roadside assistance when you don’t have cell service or Wi-Fi[5]

[4] Satellite features are included for free for two years with the activation of any iPhone 14 or later model. Connection and response times vary based on location, site conditions, and other factors. Some satellite features require a carrier plan. SMS messaging via satellite is available on supported carriers. SMS message rates may apply. Satellite connectivity is provided by Globalstar and its affiliates. See support.apple.com/kb/HT213885 for more information. [5] Fees are determined by the roadside assistance provider, and can vary based on your location and the type of assistance provided. See support.apple.com/105098 for more information.

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Quick Demos

Experience the aluminium unibody design

- Hand iPhone to customers and point out the four finishes with colour-matched aluminium and back glass for a more cohesive look.
- Point out the smaller Dynamic Island. Let them know that it can now show up to three Live Activities at once, so customers see more information at a glance.
- Show the 6.3-inch and 6.9-inch displays. Mention they’re protected by Ceramic Shield 2 and Ceramic Shield on the back.

Try the variable aperture camera

- Open the Camera app and point the rear camera at a well-lit subject.
- Mention that iPhone 18 Pro models have the first adjustable physical aperture on iPhone for better low light performance and depth of field.
- Tap the new Pro controls option in the Camera app and show the manual aperture options: ƒ/1.48, ƒ/1.8, ƒ/2.8, and ƒ/4.0.
- Slide between them and point out how the depth of field changes in real time—from a shallow, blurred background to everything sharp.
- Point out the new shutter speed, white balance controls, and histogram.
- Mention that the camera also tracks focus automatically using on-device AI models to lock onto a subject and maintain detail—even if they exit and re-enter the frame.

Try Photographic Styles 3

- Open Photos then tap Great Shots.
- Select a video, and tap Edit. Show how you can turn cinematic effects on and off by tapping the yellow Cinematic option at the top of the screen to apply the depth blur after the fact.
- Show the customer you can select different focus points within the video to add artful focus pulls and background blur on their regular video.
- Mention that this now works at 60 fps for beautiful half-speed slow motion.

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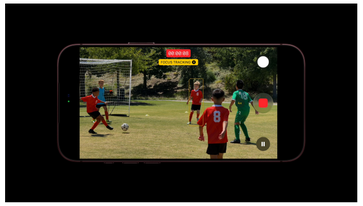
Quick Demos



Show Cinematic mode from regular video

- Open Photos then tap Great Shots.
- Select a video, and tap Edit. Show how you can turn cinematic effects on and off by tapping the yellow Cinematic option at the top of the screen to apply the depth blur after the fact.
- Show the customer you can select different focus points within the video to add artful focus pulls and background blur on their regular video.
- Mention that this now works at 60 fps for beautiful half-speed slow motion.

Highlight performance and battery life

- Mention that A20 Pro and next-generation vapour chamber deliver up to 40% better sustained performance than iPhone 17 Pro.
- Say that iPhone 18 Pro and iPhone 18 Pro Max have pro battery life. iPhone 18 Pro has up to 34 hours of video playback, and iPhone 18 Pro Max has up to 43 hours of video playback. And with faster wired charging, customers get 50% charge in around 15 minutes.
- Mention the new typical usage claim, which is built from real-world data on how people actually use their iPhone devices, from taking photos to using AI. Using this new model, iPhone 18 Pro provides up to 23 hours of use per charge, and iPhone 18 Pro Max gets up to 29 hours of usage on a single charge.

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Question 1:
What new hardware capability on the 48MP Fusion Main camera enables more depth of field and improved low-light photos on iPhone 18 Pro and iPhone 18 Pro Max?

A) Mechanical shutter curtain
B) Variable aperture
C) Liquid lens autofocus element
D) Dual optical prism sensor

Correct Answer: B
Learner Feedback:

Correct: That's right! The new 48MP Fusion Main camera features a **variable aperture** that enables more depth of field, better low-light photos and video, and greater creative range.
Incorrect: The 48MP Fusion Main camera features a **variable aperture**.

Question 2:
Which custom Apple silicon chip powers iPhone 18 Pro and iPhone 18 Pro Max, built on the latest 2-nanometer technology?

A) A18 Pro
B) A19 Pro
C) A20 Pro
D) M4 chip

Correct Answer: C
Learner Feedback:

Correct: Correct! Both models are powered by the **A20 Pro** chip, featuring a 6-core CPU, 7-core GPU, and Dual 16-core Neural Engine.
Incorrect: Both models are powered by the **A20 Pro** chip.

Question 3:
According to the document, which statements accurately describe the display and design updates on iPhone 18 Pro and iPhone 18 Pro Max? *(Select **TWO**)*

A) Super Retina XDR displays feature ProMotion up to 120Hz and 3000 nits peak brightness
B) The redesigned Dynamic Island is about 25 percent smaller, with room for up to three Live Activities
C) The front cover is made of plastic composite resin
D) Display sizes are 5.8 inches and 6.5 inches

Correct Answer: A and B
Learner Feedback:

Correct: Spot on! The displays reach up to **3000 nits peak brightness** (with 120Hz ProMotion), and the redesigned Dynamic Island is **about 25 percent smaller** with room for up to three Live Activities.
Incorrect: The display updates include **3000 nits peak brightness** with ProMotion up to 120Hz, and a **25% smaller Dynamic Island** holding up to three Live Activities. (Display sizes are 6.3-inch and 6.9-inch).

Question 4:
How quickly can iPhone 18 Pro and iPhone 18 Pro Max reach up to a 50% charge using faster wired charging?

A) In around 5 minutes
B) In around 10 minutes
C) In around 15 minutes
D) In around 30 minutes

Correct Answer: C
Learner Feedback:

Correct: Well done! Users can enjoy faster wired charging with **up to 50% charge in around 15 minutes**.
Incorrect: Faster wired charging provides **up to 50% charge in around 15 minutes**.

Question 5:
What is the name of Apple's next-generation cellular modem system featured in iPhone 18 Pro and iPhone 18 Pro Max, designed entirely by Apple?

A) X75
B) B1
C) C2
D) S11

Correct Answer: C
Learner Feedback:

Correct: Exactly! **C2** is Apple's next-generation cellular modem system, designed entirely by Apple for greater power and efficiency.
Incorrect: Apple's next-generation in-house cellular modem system is named **C2**.

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iPhone Lineup

apple.com/iphone/compare/

iPhone Duo

Durable foldable design with the largest iPhone display ever and all-day battery life

256GB, 512GB, 1TB, 2TB

Star White, Night Sky

iPhone 18 Pro, iPhone 18 Pro Max

Stunning aerospace-grade aluminium design with Pro camera systems and pro battery life

256GB, 512GB, 1TB, 2TB

Burgundy, Glacier, Silver, Black

iPhone Air

Radically thin and light design packed with Pro performance and remarkable battery life

256GB, 512GB, 1TB

Sky Blue, Cloud White, Space Black, Light Gold

iPhone 17

Durable aerospace-grade aluminium, 48MP Dual Fusion camera system, and all-day battery life

256GB, 512GB

Lavender, Mist Blue, White, Sage, Black

iPhone 17e

Durable aerospace-grade aluminium with next-level performance and all-day battery life

256GB, 512GB

Soft Pink, White, Black

iPhone 16

Durable aerospace-grade aluminium with a remarkable battery life

128GB, 256GB

Ultramarine, Teal, Pink, White, Black

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