



Introducing
**iPhone 17 Pro and
iPhone 17 Pro Max**

256GB, 512GB, 1TB, 2TB (2TB is available on iPhone 17 Pro Max only)

Cosmic Orange, Deep Blue, Silver



Key Messages

Quick Demos

Line Up & Compare



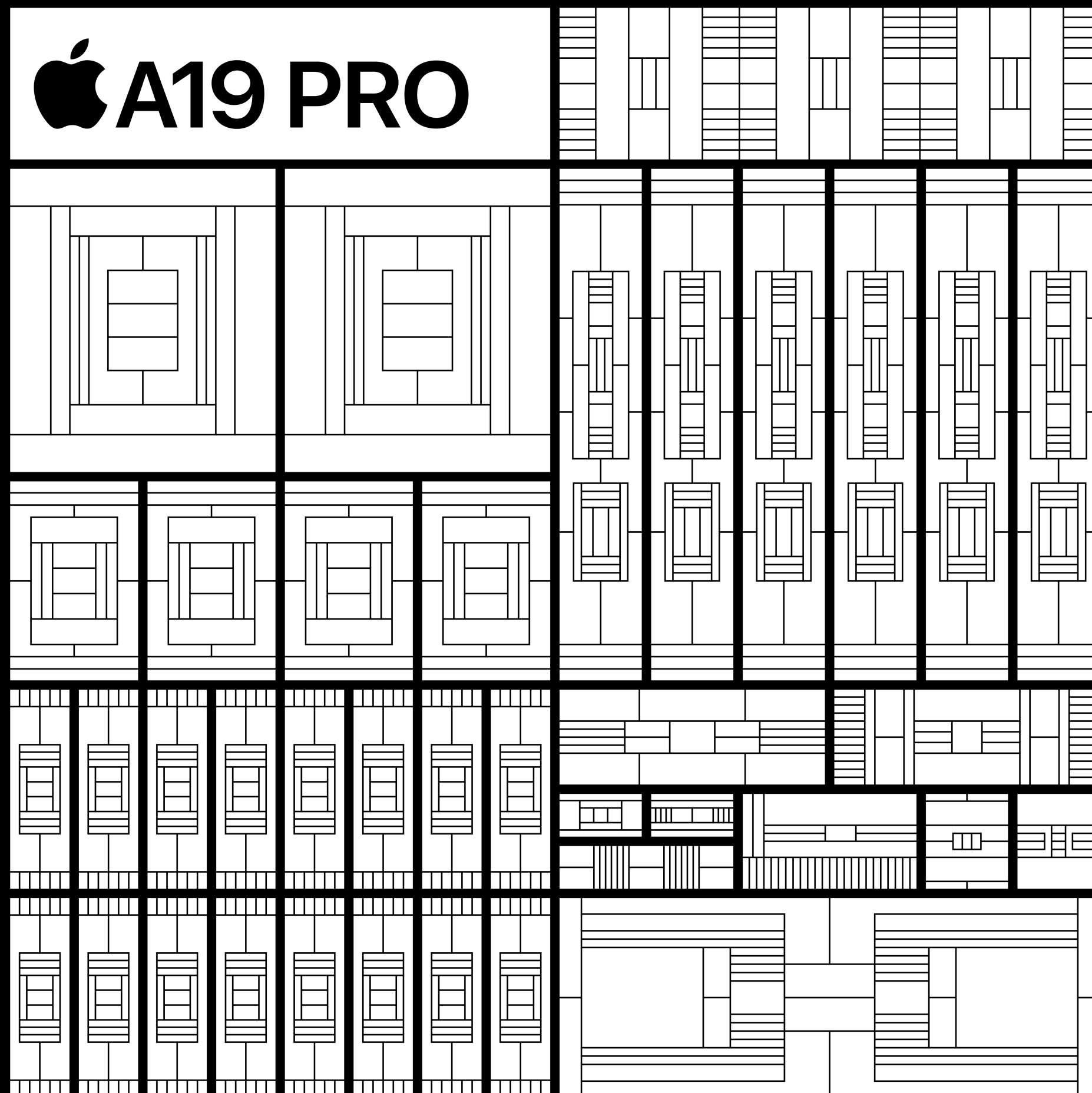
Design and durability

- New aluminium unibody design delivers even better performance, battery life, and durability
- Apple-designed vapour chamber helps draw heat away from A19 Pro, so Pro models operate at even higher sustained performance levels
- Large 6.3-inch and 6.9-inch Super Retina XDR displays feature ProMotion up to 120Hz, Always-On, 3000 nits peak brightness, and 2x better outdoor contrast
- Ceramic Shield 2 on the front has a new coating with 3x better scratch resistance,¹ while Ceramic Shield on the back is 4x more resistant to cracks than previous back glass²
- New coating delivers 33 percent fewer reflections
- Comes in three stunning finishes: cosmic orange, deep blue, silver

¹ Compared with previous-generation iPhone. ² Compared with the glass back of previous-generation iPhone.

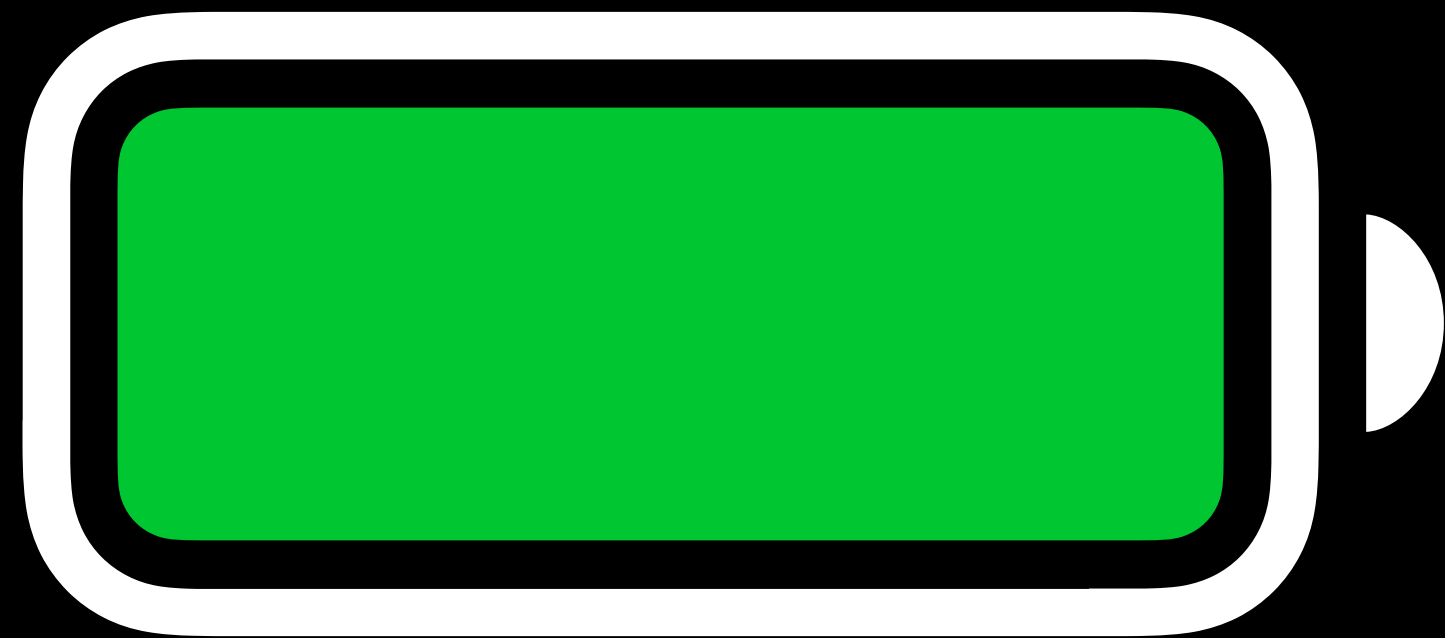
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A19 Pro

- Latest pro Apple silicon brings incredible speed and efficiency with 6-core CPU and 6-core GPU and new Neural Accelerators
- A19 Pro and new approach to system cooling together offer up to 40% better sustained performance than the previous generation



Batteries and charging

- New internal design creates significantly more room for the battery, giving iPhone 17 Pro up to 31 hours of video playback³ and iPhone 17 Pro Max up to 37 hours of video playback³
- New internal design also makes battery replacement easier if needed
- Support for faster wired charging—up to 50 percent charge in 20 minutes with 40W adapter or higher⁴
- New Adaptive Power Mode in iOS 26 learns your usage pattern and intelligently conserves power to help you make it through the day



48MP Pro Fusion camera system

- Versatile 48MP Pro Fusion camera system has all 48MP rear cameras for the first time, so you can capture incredible photos with amazing detail
- New 48MP Fusion Telephoto camera, so pro users can capture 4x and 8x zoom—Apple’s longest ever optical-quality zoom
- Supports next-generation Portraits with Focus Control, latest-generation Photographic Styles, spatial photos and videos, ProRAW, Custom Main Lens, Action mode, 24MP images by default, Audio Mix, and more
- Camera Control gives you easy access to camera tools, so you never miss the moment

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iPhone 17 Pro and iPhone 17 Pro Max feature the latest generation of Photographic Styles, with a new Bright style that brightens skin tones and applies a pop of vibrance across the image.



iPhone 17 Pro and iPhone
17 Pro Max users can
capture more detail with
breathtaking 48MP photos.



Next-generation portraits
with Focus control
automatically capture
depth information, so users
can turn photos into
stunning portraits later.



The new 4x Telephoto camera on iPhone 17 Pro and iPhone 17 Pro Max has a 56 percent larger sensor, providing better detail across all light levels, and with an additional 8x lens, users can get even closer to their subject.



With the 48MP Fusion Ultra Wide camera on iPhone 17 Pro and iPhone 17 Pro Max, users can capture unique perspectives with stunning detail.



The updated Photonic Engine now integrates machine learning into more parts of the image pipeline to preserve natural detail, reduce noise, and improve colour accuracy — especially in low light.





Center Stage front camera

- Larger and square sensor with wider field of view enables next-level selfie experiences
- Tap to zoom and rotate to capture four different frames, up to 18MP, while holding iPhone comfortably
- For photos, uses AI to automatically expand the field of view and can rotate to fit everyone in the frame
- Center Stage for video calls uses advanced algorithms optimised for handheld video to keep your face stable and positioned in frame
- Dual Capture allows simultaneous front and rear video recording, creating a new way to tell stories for content creators and more
- Capture ultra-stabilised videos on the front camera



Pro video

- Supports Spatial Audio capture by default and Audio Mix
- 4K 120 fps Dolby Vision—Apple's highest resolution and frame rate combo yet
- Pro features include ProRes recording in HDR or in Log encoding, and for the first time on a smartphone, supports ProRes RAW and Genlock



Connectivity and safety

- eSIM provides seamless connectivity, flexibility, and better security—perfect for travel.
- Use one cable for all your devices with USB-C, plus up to 20x faster file transfers with USB 3 cable
- Enjoy Wi-Fi 7, Bluetooth 6.0, and Thread protocol for smart home devices with new Apple-designed networking chip, N1
- Crash Detection can detect a severe car crash and automatically notify emergency services and contacts⁸

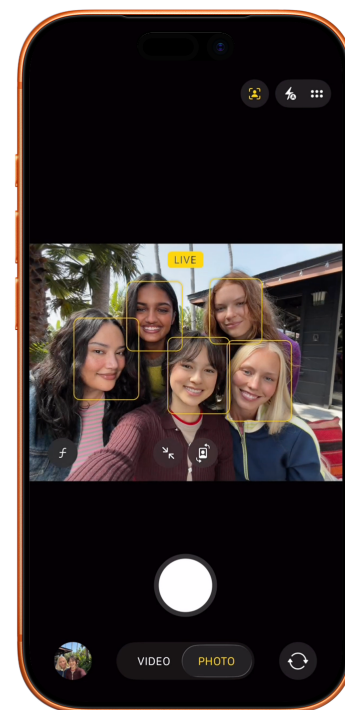
⁸ iPhone 17 Pro and iPhone 17 Pro Max can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi calling.
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Key Messages

Quick Demos

Line Up & Compare

Quick Demos



Experience the aluminium unibody design

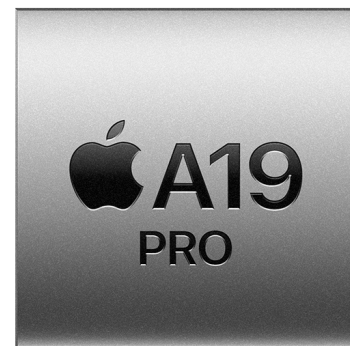
- Hand iPhone to customers and point out the heat-forged aluminium unibody design and stunning colours. Mention that the new design has the thinnest borders of any Apple device.
- Show the 6.3-inch and 6.9-inch displays for iPhone 17 Pro. Mention that both models have Ceramic Shield 2 on the front, which has 3x better scratch resistance. And for the first time, they also have Ceramic Shield on the back with 4x better resistance to cracks.

Try the Center Stage front camera

You can show this demo on iPhone Air and iPhone 17, too

- Hand iPhone to the customer with rear camera open and have them switch to front-facing camera for a single person selfie.
- Join them in the frame and wait for the Center Stage camera to expand. Mention how Center Stage for photos automatically expands to allow more people to be captured in the frame and can rotate to fit all their friends into the photo.
- Tap the zoom and rotate button on the UI to show customers how to manually adjust their compositions. Mention that they can choose from four different compositions: narrow portrait, wide portrait, narrow landscape, and wide landscape.
- Open and tap on Styles, then swipe through the Style options on front camera.
- Stop at Bright. Mention that the new style brightens skin tones and applies a pop of vibrance across the image.
- Go to Photos, tap Albums, then go to Great Shots. Show the person in the green sweater and swipe through the four different selfie compositions.
- Swipe down from the top-right corner to Control Center to show the Liquid Glass interface. Mention that updated controls and navigation extend to apps including Camera and Photos.
- Mention that the Center Stage camera can shoot amazing videos, using the extra pixels to capture ultra-stabilised video. And Center Stage for video calls can keep their face stable and positioned in frame.
- In Great Shots, show a Dual Capture video. Mention how customers can record front and rear video simultaneously, so they can capture their reactions along with what's happening in their environment.

Quick Demos



Explore the Pro camera system

- Mention that all rear cameras are 48MP for the first time, and that the new telephoto camera can capture 4x and 8x zoom level, both at optical quality.
- Open the camera and show customers how they can toggle between the 4x and 8x button on the camera UI.
- Go to Photos, tap Albums, and go to Great Shots.
- Find the image of the empty swimming pool with the person standing at the end.
- Swipe to the next image to show the 8x portrait shot of the person at the end of the pool.

Highlight the performance of A19 Pro

- Mention that the latest pro Apple silicon brings incredible speed and efficiency with 6-core CPU and 6-core GPU and new Neural Accelerators
- Say that A19 Pro and the new approach to system cooling together offer up to 40 percent better better sustained performance than the previous generation.

Key Messages

Quick Demos

Line Up & Compare

iPhone Lineup

apple.com/iphone/compare/



**iPhone 17 Pro,
iPhone 17 Pro Max**

Stunning aerospace-grade aluminium design that’s incredibly light and strong, featuring Pro camera systems and the best battery life



iPhone Air

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



iPhone 17

Durable aerospace-grade aluminium, colour-infused back glass, and all-day battery life



**iPhone 16,
iPhone 16 Plus**

Durable aerospace-grade aluminium with a big boost in battery life



iPhone 16e

Durable aerospace-grade aluminium design, with the best battery life on any 6.1-inch iPhone

