



# Introducing **iPhone 17**

256GB, 512GB

Black, White, Sage, Mist Blue, Lavender



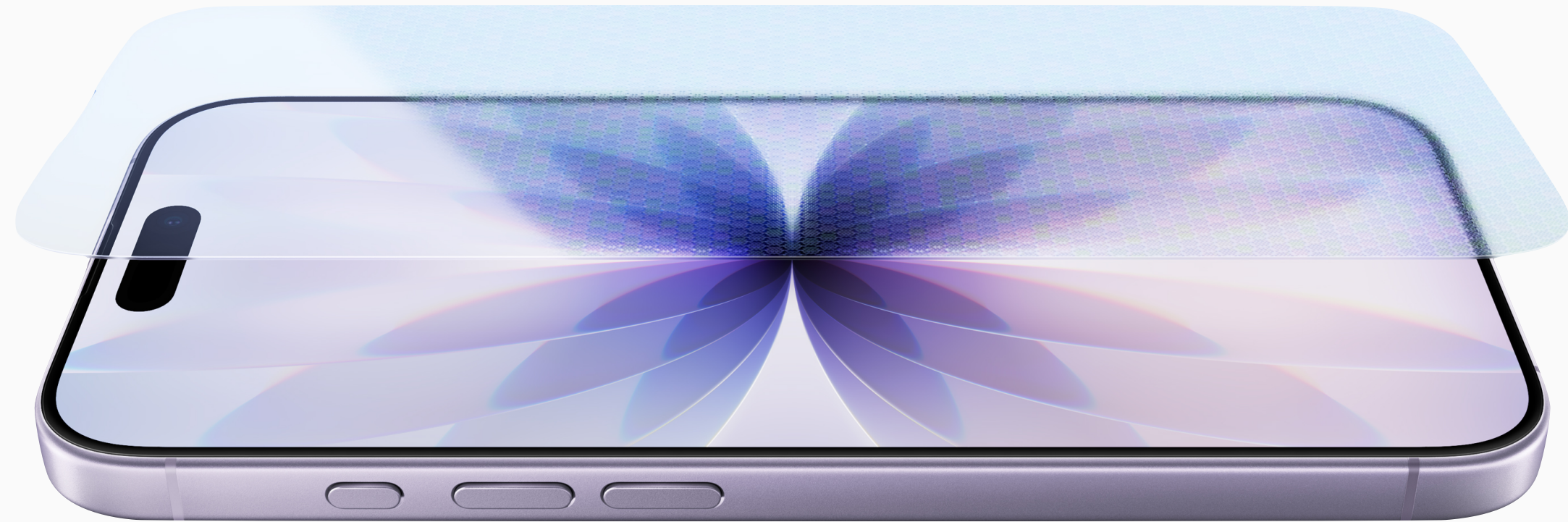


**Key Messages**

Quick Demos

Line Up & Compare





# Design, display, and durability

- iPhone 17 has a larger 6.3-inch display with thinner borders, so you can see more and do more<sup>1</sup>
- Ceramic Shield 2 on the front is tougher than any smartphone glass or glass-ceramic, and new Apple-designed coatings provide 3x better scratch resistance and 33 percent fewer reflections<sup>2</sup>
- Super Retina XDR display includes ProMotion with up to 120Hz refresh rate and Always-On display
- 3000 nits outdoor peak brightness, and 2x better outdoor contrast
- Double the starting storage at 256GB, up to 512GB
- Five refined colours: black, white, sage, mist blue, and lavender
- iPhone holds its value longer than other smartphones

<sup>1</sup> The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the iPhone 17 screen is 6.27 inches diagonally. Actual viewable area is less. <sup>2</sup> Compared with previous-generation iPhone.

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# Center Stage front camera

- Larger square sensor with wider field of view enables industry-first selfie experiences
- Tap to zoom and rotate allows you to capture four different frames, up to 18MP
- For photos, it 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 perfectly positioned in frame
- Dual Capture allows simultaneous front and rear video recording, creating a new way to tell stories visually for content creators and more
- Capture ultra-stabilised videos on the front camera



When friends join the shot, Centre Stage for photos automatically expands the field of view and can rotate the frame to include everyone in the photo or video.







# 48MP Dual Fusion camera system

- 48MP Dual Fusion camera system has a versatile 48MP Fusion Main camera and an optical-quality 2x Telephoto to capture incredible photos with stunning details
- New 48MP Ultra Wide camera offers up to 4x the resolution compared to iPhone 16 for exceptional macros and expansive scenes
- 24MP default resolution on the Fusion Main and Fusion Ultra Wide provides the perfect balance of image quality and detail, in a smaller file size for saving and sharing
- Supports signature features including next-generation Portraits with Focus and Depth Control, latest-generation Photographic Styles, 4K60 Dolby Vision, Action mode, and Audio Mix



iPhone 17 gets a new 48MP Fusion Ultra Wide camera, so users can capture a wider field of view and unique perspectives in more detail.





For everyday photos, the 24MP default on the rear cameras provides the perfect balance of image quality and rich detail at a file size ideal for saving and sharing.





The new 48MP Fusion Ultra Wide camera on iPhone 17 captures more detail when a user gets close to their subject with macro photography.





The Main camera delivers 48MP of resolution — perfect for capturing fine details.





The 48MP Fusion Main camera combines the capabilities of two cameras in one, with an optical-quality 2x Telephoto that gets users closer to their subject.





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



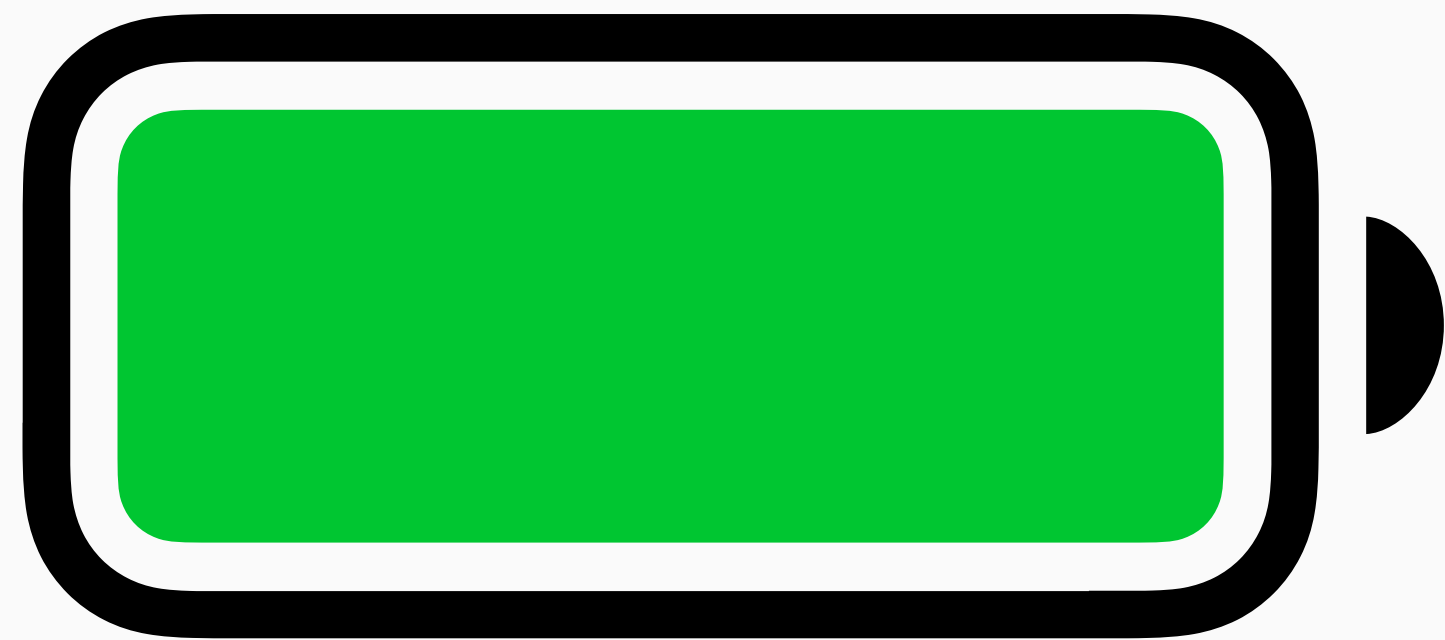




# A19

- Latest-generation of Apple silicon, the A19 chip, is faster and more efficient, with an updated display engine and improved Neural Engine
- 6-core CPU is essential for nearly every experience on iPhone, makes iPhone 17 responsive, and enables all-day battery life
- Next-generation 5-core GPU has a Neural Accelerator in each core, boosting peak compute for AI workloads
- These advancements in Apple silicon make iPhone incredible for gaming, especially on the display with ProMotion up to 120Hz





# Battery and charging

- Incredible efficiency of A19 chip enables all-day battery life,<sup>3</sup> with up to 30 hours of video playback—8 hours more than iPhone 16<sup>4</sup>
- Support for faster wired charging—up to 50 percent battery in 20 minutes with 40W adapter or higher Support for faster wired charging—up to 50 percent battery in 20 minutes with 40W adapter or higher<sup>4</sup>
- New Adaptive Power Mode in iOS 26 learns your usage pattern and intelligently conserves power to help you make it through the day<sup>5</sup>
- Estimated Time to Charge is an easy way to see how long it takes to get to 80 percent charge, so you can better plan your day





## Connectivity and safety

- eSIM provides seamless connectivity, flexibility, and better security—perfect for travel.
- Features USB-C, the widely recognised standard for charging and data transfer
- Crash Detection can detect a severe car crash and automatically notify emergency services and contacts<sup>8</sup>

<sup>8</sup> iPhone 17 can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi calling.

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# Additional features

- Camera Control continues to give you an easier way to quickly access camera tools so you never miss the moment
- Action button gets even more powerful with more iOS 26 customisation
- Dynamic Island with Live Activities supports more apps than ever, helping you quickly check updates and access controls without leaving your current app
- Beautiful Liquid Glass design in iOS 26



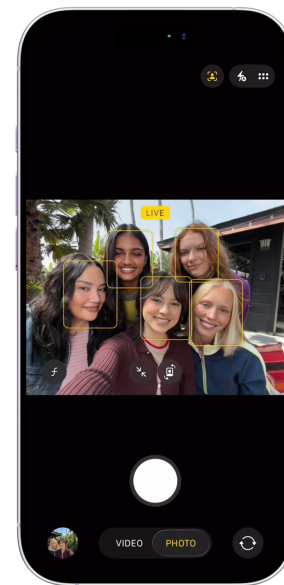
Key Messages

**Quick Demos**

Line Up & Compare



# Quick Demos



## Experience the thin and light design

- Hand iPhone 17 to customers and point out the durable colour-infused glass back and textured matte finish.
- Show the new gorgeous colours: lavender, mist blue, and sage. Let them know that they can also choose the classic white or black.
- Point out the Action button. Press and hold it, and show that the Dynamic Island changes. Mention that the Action button is set to Silent mode by default, but can be customised.
- Show the larger 6.3-inch display with ProMotion with adaptive refresh rate up to 120Hz.
- Open the browser and show the smooth scrolling experience.
- Mention the front is protected with Ceramic Shield 2 with 3x better scratch resistance.

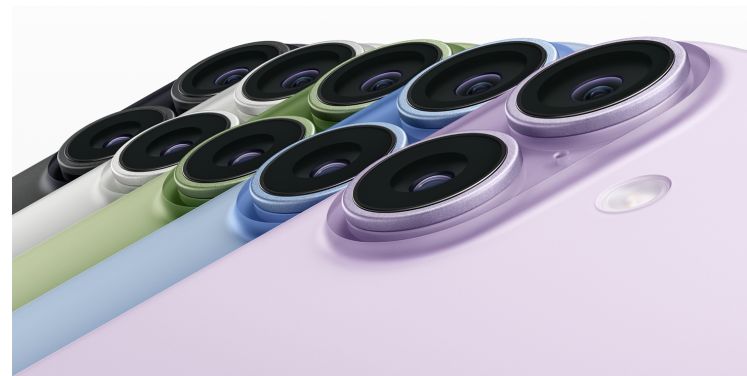
## Try the Center Stage front camera

**You can show this demo on iPhone 17 Pro and iPhone 17 Air, 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. Swipe through the person with orange pants in front of a striped background and the series of the person in a green and tan jacket who's then joined by one and two friends to show 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.

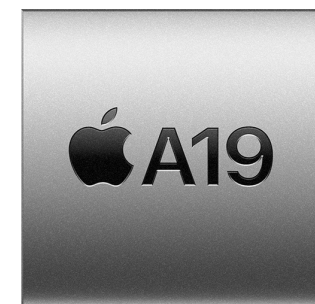


# Quick Demos



## Explore the advanced dual-camera system

- Go to Photos, tap Albums, and go to Great Shots.
- Find the subject in a white shirt with purple tree backdrop. Mention iPhone 17 has a versatile 48MP Fusion Main camera.
- Highlight the detail on the subject's face and hair.
- Zoom in on the clothing and see details on every stitch on their collar.
- Show the photo of three kids in the garden with red curtain backdrop. Mention that the 48MP Ultra Wide camera captures details like the grass, subjects' faces, and instrument while retaining highlights in the sky.
- Show the close up of the orange mushroom taken with the 48MP Fusion Ultra Wide camera with macro. Point out the details of the mushroom's gills.



## Highlight the performance of A19

- Mention A19 features an updated display engine, improved Neural Engine, faster CPU, and next-generation GPU to power functionality that you can appreciate every day.
- Say that the 6-core CPU and 5-core GPU and Neural Accelerators mean customers get even better performance and efficiency, especially for graphics-intensive tasks.



Key Messages

Quick Demos

**Line Up & Compare**



# iPhone Lineup

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



