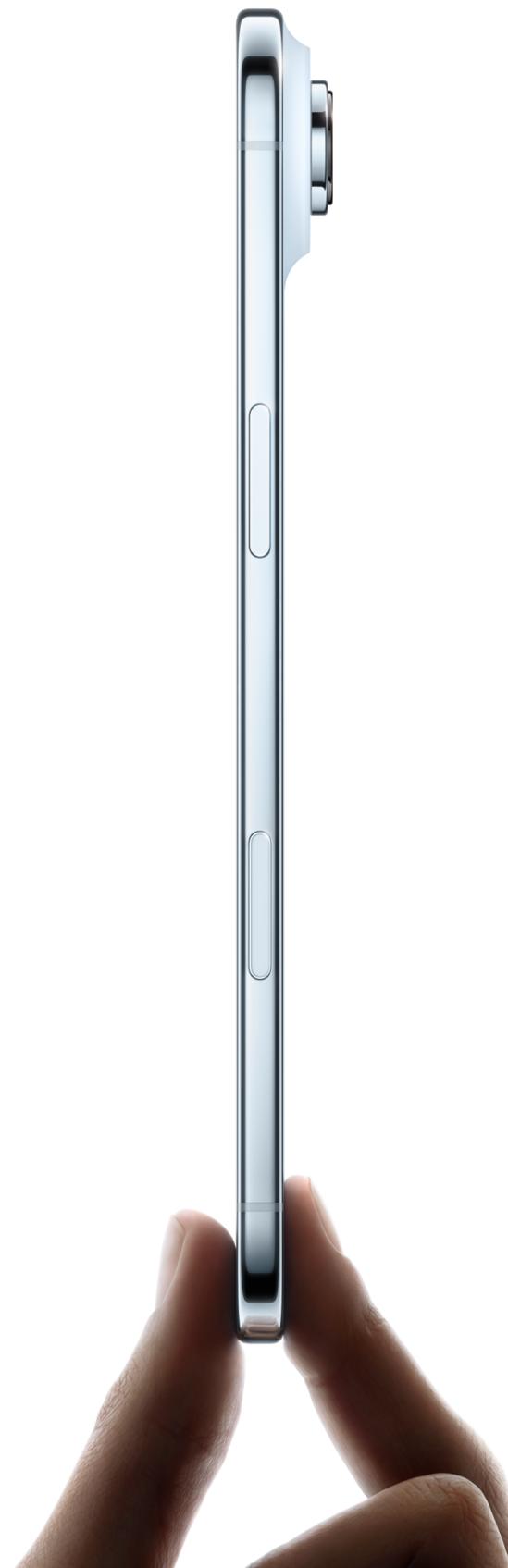




Introducing **iPhone Air**

256GB, 512GB, 1TB

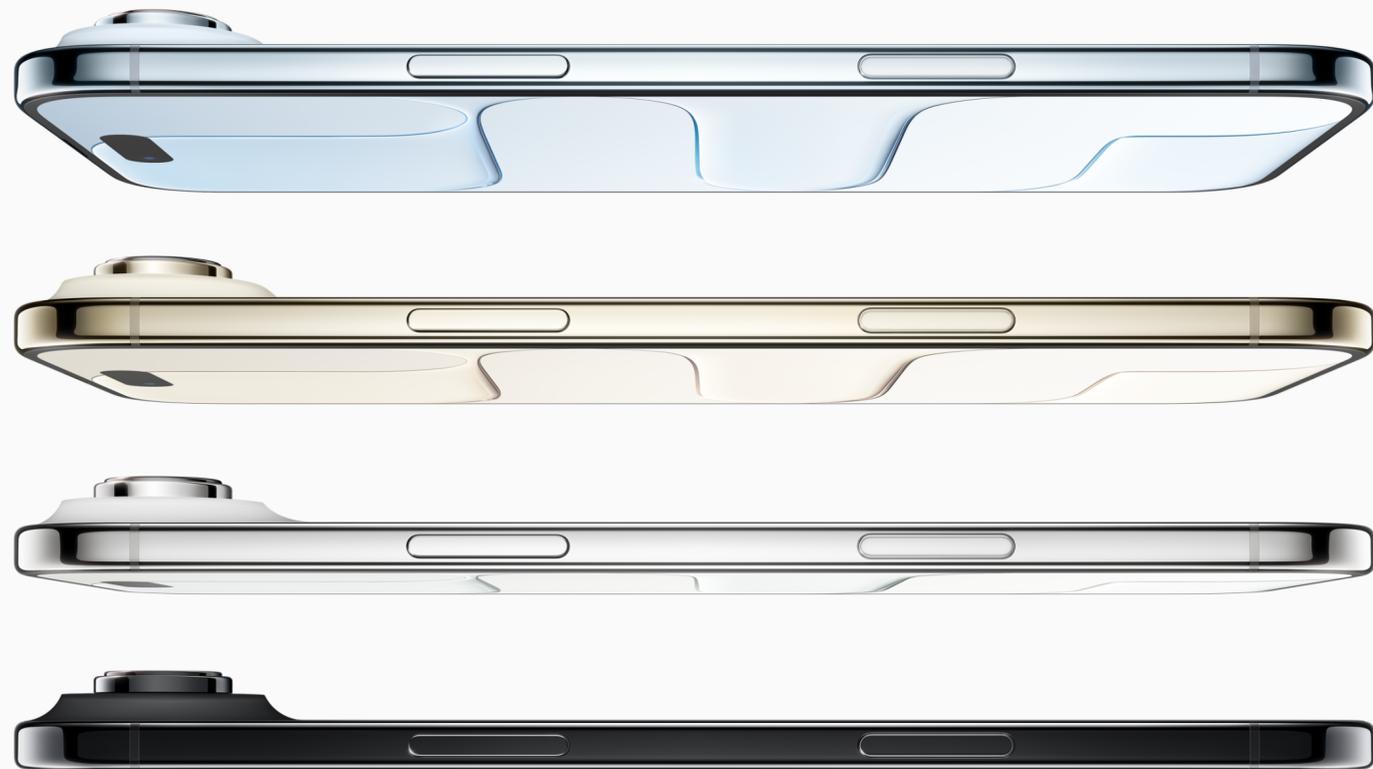
Space Black, Cloud White, Light Gold, Sky Blue



Key Messages

Quick Demos

Line Up & Compare



Design and durability

- The thinnest iPhone ever at 5.6mm, for an incredible look and feel in your hands
- Strikingly light at just 165g
- More durable than any previous iPhone, it's made of Grade 5 titanium, has Ceramic Shield 2 on the front for 3x better scratch resistance,¹ and Ceramic Shield on the back for 4x more resistance to cracks²
- Four polished titanium finishes: space black, cloud white, light gold, and sky blue
- Made from 80 percent recycled titanium, the most ever for iPhone

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

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Display

- Immersive 6.5-inch display with thin borders in a form factor that's incredibly light³
- Super Retina XDR display has all pro features, including ProMotion up to 120Hz and Always-On
- Easier to use in sunny environments with up to 3000 nits peak brightness and 2x better outdoor contrast
- New Ceramic Shield 2 reduces reflections by 33 percent

³ 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 Air screen is 6.55 inches diagonally. Actual viewable area is less.

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Performance

- A19 Pro is the most power-efficient chip on iPhone, delivering pro performance with remarkable all-day battery life
- New 5-core GPU introduces Neural Accelerators, great for AI
- The new C1X modem is the most power efficient ever in an iPhone, with the same performance as the iPhone 17 models⁴

⁴ Excluding 5G high-frequency scenarios in the U.S.

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Center Stage front camera

- Larger square sensor with wider field of view enables next-level selfie experiences
- Tap to zoom and rotate gives you four different framing options, 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 optimized 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



48MP Fusion camera system

- Versatile 48MP Fusion Main camera with the power of four lenses in your pocket
- The Main 1x camera captures up to 48MP for incredible photos with amazing details
- The custom 28mm and 35mm lens gives you more flexibility
- The integrated 2x Telephoto, enabled by the 48MP sensor, is a second optical-quality lens for close-up photos and 4K video
- 24MP default resolution provides the perfect balance of image quality, detail, and a smaller file size
- Supports signature features including next-generation Portraits with Focus Control, latest-generation Photographic Styles, 4K60 Dolby Vision, Action mode and Audio Mix
- Camera Control gives you easy access to camera tools, so you never miss the moment

The 2x Telephoto on iPhone Air has an updated Photonic Engine, which now uses machine learning to capture more lifelike details and colour.



iPhone Air users can capture more detail with breathtaking 48MP photos.



By default, photos are captured in 24MP, offering excellent image quality at a file size that's ideal for saving and sharing.



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



iPhone Air 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.



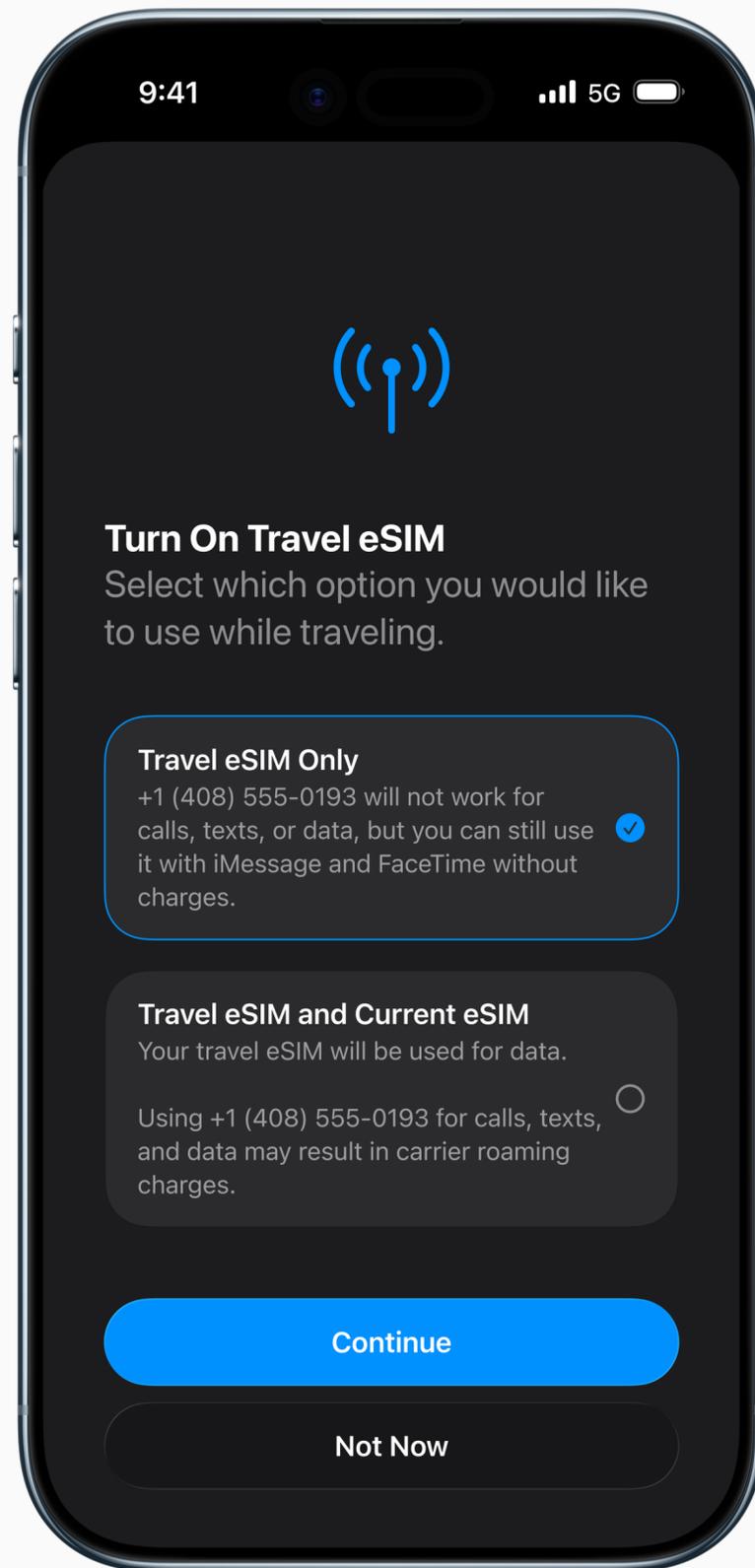
The 48MP Fusion camera system excels in low light, thanks to its larger sensor, fast aperture, and an Apple-designed sensor-shift optical image stabilisation.





Battery

- Most power efficient iPhone ever, it delivers same great battery as iPhone 16 Pro while being thinner and lighter
- Up to 27 hours of video playback⁵
- With the optional iPhone Air MagSafe Battery, enjoy up to 40 hours of video playback⁵
- New Adaptive Power Mode in iOS 26 learns your usage pattern and intelligently conserves power to help you make it through the day⁶



Connectivity and safety

- Activates with eSIM only for seamless connectivity, flexibility, convenience, and better security—so it's perfect for travel⁷
- Enjoy Wi-Fi 7, Bluetooth 6, and Thread 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 contacts¹⁰

⁷ iPhone 14, iPhone 15, iPhone 16, iPhone 17, and iPhone Air models are activated with an eSIM and do not support a physical SIM. Use of an eSIM requires a carrier that supports eSIM and a wireless service plan (which may include restrictions on switching service providers and roaming, even after contract expiration). See your carrier for details. To learn more, visit apple.com/esim ¹⁰ iPhone Air 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 innovative thin and light design

- Hand iPhone to customers and point out the thin and lightweight design. Mention that with a 5.6mm width, it's the thinnest iPhone ever and weighs just 165 grams.
- Mention that the frame is built with a Grade 5 titanium and they can choose from four breathtaking finishes: space black, cloud white, light gold, sky blue.

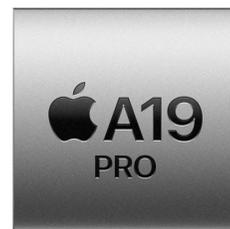
Try the Center Stage front camera

You can show this demo on iPhone 17 Pro 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. Swipe through the subject in front of a green wall and the series of two, three, and four 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 powerful 48MP Fusion camera system

- Go to Photos, tap Albums, and go to Great Shots.
- Find the person in an orange shirt in front of a big tree. Mention that the Main 1x camera captures up to 48MP for photos with amazing details like on the subject's clothing and foliage in the background.
- Show the person in a dancing pose in a yellow dress. Mention that the resolution is 24MP by default, which balances image size, detail, and light capture. And point out the range of dark shadows, bright highlights, and subject movement.
- Show the portrait of the person with flowing hair. Mention that the 2x Telephoto has an updated Photonic Engine that uses machine learning to capture the lifelike details of the hair. Say that it's also great at stopping motion with zero shutter lag, even in lower light, capturing details in hair, face, and lips.
- Find the photo series with the person in the blue shirt. Mention that the 48MP Fusion Camera is like having four lenses in your pocket.
- Point out that with the 28mm and 35mm lenses, customer can change framing for a different feel. And optical quality enables incredible details in subject's face, clothing, and scenery.

Show the performance of A19 Pro

- Mention that A19 Pro is the most power-efficient chip on iPhone, delivering pro performance with remarkable all-day battery life.

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

