

# The all new iPhone 16.

And accessories, now available to pre-order.

## Design

The iPhone 16 and iPhone 16 pro now have a new dedicated camera button for quick photo access and instant settings control.

## Camera upgrades

The pro models boast a 5x optical zoom and spatial audio recording for immersive video sound. Cinematic, slow-motion shots at 4K/120fps are also now a possibility with the new iPhone.

## Performance

The new iPhone 16 is powered by the A18 Pro chip for a significant performance boost over previous models.

## Apple intelligence

The all new Apple intelligence gives it's user enhanced AI capabilities, allowing for real-time topic searches and creative edits.



## Apple Watch

Apple has just announced the new Apple Watch Series 10 and Ultra 2. The Series 10 boasts a 10% thinner yet wider OLED display, includes sleep apnea detection, and introduces a wide-angle interface with the ability to play music directly.



## Apple AirPods 4

Apple has unveiled the AirPods 4, featuring improved Active Noise Cancellation for better sound quality and a smaller, more compact charging case. The new release enhances the overall audio experience within the AirPods lineup.



## iOS 18 Update

iOS 18 introduces powerful AI-driven features with Apple Intelligence at the forefront, enabling smarter photo edits, advanced search capabilities, and improved suggestions across the entire ecosystem.