

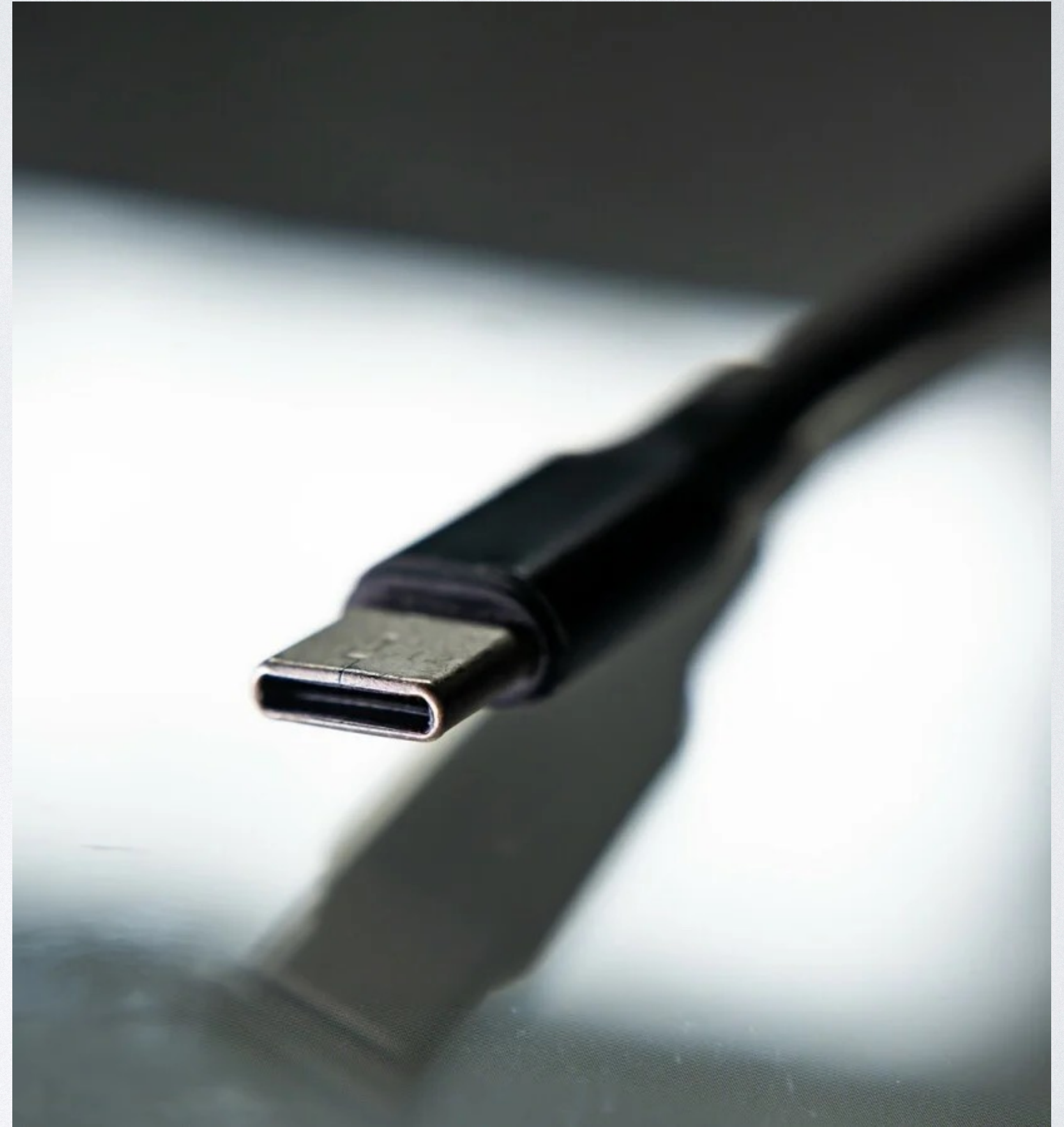


APPLE EVENT 2023

Wonderlust

USB-C

- **More modern and versatile than Lightning**
- **Can be used for charging, data transfer, and video output**
- **Same cable can be used for iPhone, MacBook, and iPad**



APPLE WATCH SERIES 9

(A better upgrade than you think)

- Larger display
- Faster processor
- Improved health and fitness tracking features
- New design
- Always-on display
- ECG and blood oxygen monitoring
- Fall detection
- Emergency SOS
- Swimproof



APPLE WATCH ULTRA

- More durable design
- Longer battery life
- Additional fitness tracking features
- New design
- Always-on display
- ECG and blood oxygen monitoring
- Fall detection
- Emergency SOS
- Swimproof



IPHONE 15



- New design
- Faster processor
- Improved camera capabilities
- Dynamic Island display
- 48MP main camera
- 12MP ultrawide camera
- 12MP telephoto camera
- A16 Bionic chip
- 5G connectivity

IPHONE 15 CAMERA

- New 48MP main camera
- Higher resolution photos and improved low-light performance
- New features such as cinematic mode and portrait mode for videos
- Stores DEPTH info - can change focus and 'Portrait' afterwards



IPHONE 15 PRO



- TITANIUM
- More powerful processor
- More advanced camera system
- More durable design
- New design (and new '*natural*' colour)
- Faster processor
- Improved camera capabilities
- Dynamic Island display
- A17 Pro Chip
- 5G connectivity

IPHONE 15 PRO - CAMERA

- 48MP Main Camera
- 12MP Ultra Wide
- 12MP 2x Telephoto
- 12MP 3x Telephoto
- 3x Optical Zoom In
- Macro Photography
- Night Mode Portraits
- ProRAW and ProRes
- Macro Video Recording
- Log Video Encoding



Additional Features on PRO MAX ONLY

- **Tetraprism** Lens System: This system allows for up to 5x optical zoom and up to 25x digital zoom¹. This is an improvement over the 3x zoom available in the iPhone 15 Pro¹.
- **3D Shooting**: The iPhone 15 Pro Max can capture what Apple calls “spatial videos” using the ultrawide and main cameras together to create a three-dimensional video².

APPLE'S ENVIRONMENTAL MESSAGING

- Apple Watch Series 9 and Apple Watch Ultra are carbon neutral.
- All new Apple products will be switching to USB-C.
- Apple is replacing all leather in its products with a durable twill textile called FineWoven.
- Apple is investing in renewable energy and renewable energy projects.
- Apple is working to reduce its waste and to recycle more of its products.

