

Apple Event 2026

Two-page summary of Apple's September 9, 2026 announcements

The big picture

Apple combined a major iPhone redesign with a strong push into health sensing and personal AI. The standout hardware is the new folding **iPhone Duo**; the iPhone 18 Pro line emphasizes camera, battery and sustained performance; Apple Watch adds a new health-sensing platform; and AirPods 5 bring stronger open-ear noise cancellation.

iPhone 18 Pro and iPhone 18 Pro Max

- **Camera:** New 48MP Fusion Main camera with variable aperture. Apple says the six-blade system can automatically or manually vary aperture, improving depth-of-field control, group shots and low-light photography.
- **Performance:** A20 Pro plus a next-generation vapour chamber is designed for Apple's highest sustained iPhone performance. Both models also get a smaller Dynamic Island.
- **Battery:** Apple highlights major battery gains, with the Pro Max receiving what it calls the largest iPhone battery-life increase to date.
- **AI:** iOS 27 brings Apple Intelligence and the new Siri AI, combining personal context, on-screen awareness and broader knowledge.
- **Canada:** iPhone 18 Pro starts at **\$1,749 CAD**; Pro Max at **\$1,899 CAD**. Pre-orders September 12; availability September 18.

iPhone Duo - Apple's first folding iPhone

- **Form factor:** A 5.4-inch outer display opens to a 7.6-inch inner display. Apple says the inner screen is 50% larger than iPhone 18 Pro Max, while the phone remains pocketable when closed.
- **Design:** Precision hinge, nano-texture inner display to reduce glare and make the crease less noticeable, hidden inner FaceTime camera, and Touch ID in the side button.
- **Performance:** A20 Pro, dual-battery design and vapour-chamber cooling. Apple quotes up to 24 hours of mixed-display use per charge.
- **Software:** iOS 27.1 adapts to the folding layout. Apple Pencil support is promised later in 2026, and Siri AI can work alongside content on the large inner screen.
- **Canada:** Starts at **\$2,999 CAD**. Pre-orders October 16; availability October 23.

Most consequential announcement: iPhone Duo is not simply a larger-screen iPhone; it introduces a new product category for Apple and a substantially different multitasking and content-viewing experience.

Apple Watch, AirPods and the AI/health story

The rest of the event was less about radical form-factor change and more about sensing, intelligence and everyday usefulness.

Apple Watch Series 12

- **New Health Sensing System:** Higher-frequency heart-rate and heart-rate-variability measurements, powered by the S11 chip. Apple describes it as its most accurate heart-rate sensing yet in a wearable.
- **Readiness score:** A new 0-10 daily score combines recent activity, vitals and sleep, then gives guidance such as Recover, Pace Yourself, Ready or Go For It.
- **Health app:** A redesigned iPhone Health app is coming later in the year, including a Longevity tab and Health Age feature.
- **Intelligence:** watchOS 27 brings Siri AI and Apple Intelligence features to supported setups; additional Audio Intelligence features are planned later in the year.
- **Canada:** Starts at **\$549 CAD**; availability September 18.

Apple Watch Ultra 4

- Gets the same new Health Sensing System and readiness score as Series 12, but remains aimed at sports and outdoor use.
- Apple quotes up to **45 hours of outdoor workout tracking**, plus faster charging and its most accurate on-device GPS in a sports watch.
- Available in natural and black titanium; availability begins September 18.

AirPods 5

- **Open-ear ANC:** Apple says Active Noise Cancellation removes up to 50% more external noise than AirPods 4 with ANC, while retaining the open-ear design.
- **Sound and interaction:** New acoustic architecture, next-generation Adaptive EQ, more natural Transparency mode, head-gesture responses, Live Translation and hands-free Siri AI access.
- **Canada:** **\$179 CAD**; **\$209 CAD** with Wireless Charging Case, longer battery life and on-stem volume control. Availability September 18.

Apple Intelligence and Siri AI

- Siri AI is positioned as more conversational and personally aware, able to use context from messages, email, photos and what is currently on screen.
- Apple continues to emphasize privacy through on-device processing and Private Cloud Compute.
- Other AI additions include photo reframing/extension tools, more capable Clean Up, photorealistic Image Playground, and Safari alerts that can watch pages for changes such as stock or price changes.
- **Timing:** Apple Intelligence with iOS 27 arrives September 14 on supported devices; Siri AI begins rolling out in beta in English at the same time, with more languages to follow.

Product	Main reason to care	Starting price (CAD)
iPhone 18 Pro	Variable-aperture camera, A20 Pro, better battery	\$1,749
iPhone Duo	First folding iPhone; 7.6-inch inner display	\$2,999
Watch Series 12	Health Sensing System + readiness score	\$549
AirPods 5	Improved open-ear ANC + Siri AI	\$179

Overall: For existing iPhone owners, the iPhone 18 Pro is an evolutionary but meaningful upgrade; iPhone Duo is the genuinely new proposition. For Apple Watch users, the readiness and expanded health-sensing features may be the most practically useful changes, while AirPods 5 mainly improve an already familiar design.

Sources: Apple Newsroom (Canada and U.S.), press releases dated September 9, 2026 for iPhone 18 Pro/Pro Max, iPhone Duo, Apple Watch Series 12, Apple Watch Ultra 4, AirPods 5, and Apple health/fitness updates. Prices and availability shown are Apple Canada figures where available.