

**APPLE SPECIAL EVENT**  
**12 SEP '17, Steve Jobs Theatre**

(Note up front: It was all about iPhones, Apple Watches, and Apple TV.)

<https://www.apple.com/apple-events/september-2017/>

**INTRO:** Event began with a recording of Steve Jobs describing his vision, followed by a tribute by Tim Cook. Apple's support for victims of Harvey and Irma.  
Comments about Apple Park; 175 acres; 100% powered by renewable energy (solar).  
Visitors Center has Augmented Reality (AR) and an Apple Retail Store

**RETAIL:** No longer called "stores"—now they are "town squares" where people come together  
In the largest cities there are new store designs, including an outdoor "plaza" for artists, musicians, discussions.

"Today at Apple" for learning computer skills, including coding. Store staff will have staff with specializations, such as music, photography, videography, coding. Stores will offer enhanced group learning sessions.  
New store on Michigan Avenue in Chicago opens in October.

**APPLE WATCH (AW):** Sales grew 50% greater than a year ago. AW is now the #1 watch in the world, surpassing Rolex.

Enhanced fitness apps; #1 heart rate monitor in the world; improved readings of heart rate before, during, and after activity

AW detects elevated heart rate when user is not active

Apple Heart Study uses data from AW to detect irregularities, such as atrial fibrillation.

**Apple Watch OS 4 available on 9/19**

**Next generation of AW—"Series 3"**

Cellular connection built in (no need for phone); the display itself is the cellular antenna

AW can hand off app to iPhone/iPad

Apple Music available on AW with AirPods (40M songs)

New dual core processor 70% faster; Siri can talk; W2 chip 80% faster WiFi; barometric altimeter

No difference in size of watch case

Demo'd a cell phone call to an employee paddle boarding on a lake

Prices range from \$329 to \$1399; orders begin 9/15; available 9/22

**APPLE TV 4K:** 4X the pixels of HD

New feature is "HDR"—enhanced color and detail

4K movies at same price as regular HD; free upgrade of older HD movies to HDR

Live sports and news with notifications.

Enhanced gaming with participants anywhere in the world

32GB = \$179; 64GB = \$199; order 9/15; Available 9/22

## **iPHONE 8 AND 8 PLUS:**

Silver, gray, gold; glass is more durable; Retina HD display; improved color; responds to ambient light

New chip “A11 Bionic”; 25% faster than A10; uses half the power

Dual cameras have faster auto-focus; 12 MP sensor; image stabilization; improved wide angle and telephoto lenses; better pictures in low light; improved editing tools

Video is highest quality in any smartphone

Augmented Reality (AR)— gaming demonstrated; demo used iPhone to navigate through an AR landscape

Wireless charging; Qi (“chee”) enables wireless charging; several third party chargers available—look for “Qi” to be sure it’s compatible

iPhone 8 (4.7” display) = \$699; 8 plus (5.5” display) = \$799; pre-order 9/15; available 9/22;

## **iOS 11 available 9/19**

**“ONE MORE THING” — iPHONE X (called “TEN”)** (apparently there is no iPhone 9)

Edge-to-edge display; gray and silver

“Super Retina” display; 5.8” diagonal; highest resolution available

Wakes up with a tap anywhere on the screen—no home button

Swipe up to go to home screen; partial swipe let’s user multitask (instead of double tap on home button)

Unlock iPhone X with “Face ID,” facial recognition; “True Depth”; works in dark with Infrared; “neural engine” to process facial recognition; adapts even as your face, hair, glasses, or clothing change; can distinguish fake faces (photos, masks, mannequins, etc); chances someone could unlock your phone with his face are 1 in 1M; identical twins should use Touch ID; Face ID can be used to access accounts;

Animogis—In texting, animated emojis can be recorded and controlled with your face

Demo of iPhone X—swipe up to close app; swipe across bottom to change open apps; Face ID can be used with ApplePay

Battery life is 2 hours longer than iPhone 7

“Air Power” is Qi charging station with a larger surface for charging several devices at once

64 and 256GB available; \$999; pre-order 10/27; ships 11/3

Total time 1hr 55m