

Apple announces iPhone 12 Pro with premium design, new pacific blue color, more

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After months of rumors, Apple has officially announced the iPhone 12 Pro and iPhone 12 Pro Max. The iPhone 12 Pro measures in at 6.1-inches, while the iPhone 12 Pro Max features a 6.7-inch screen. Read on for everything you need to know.

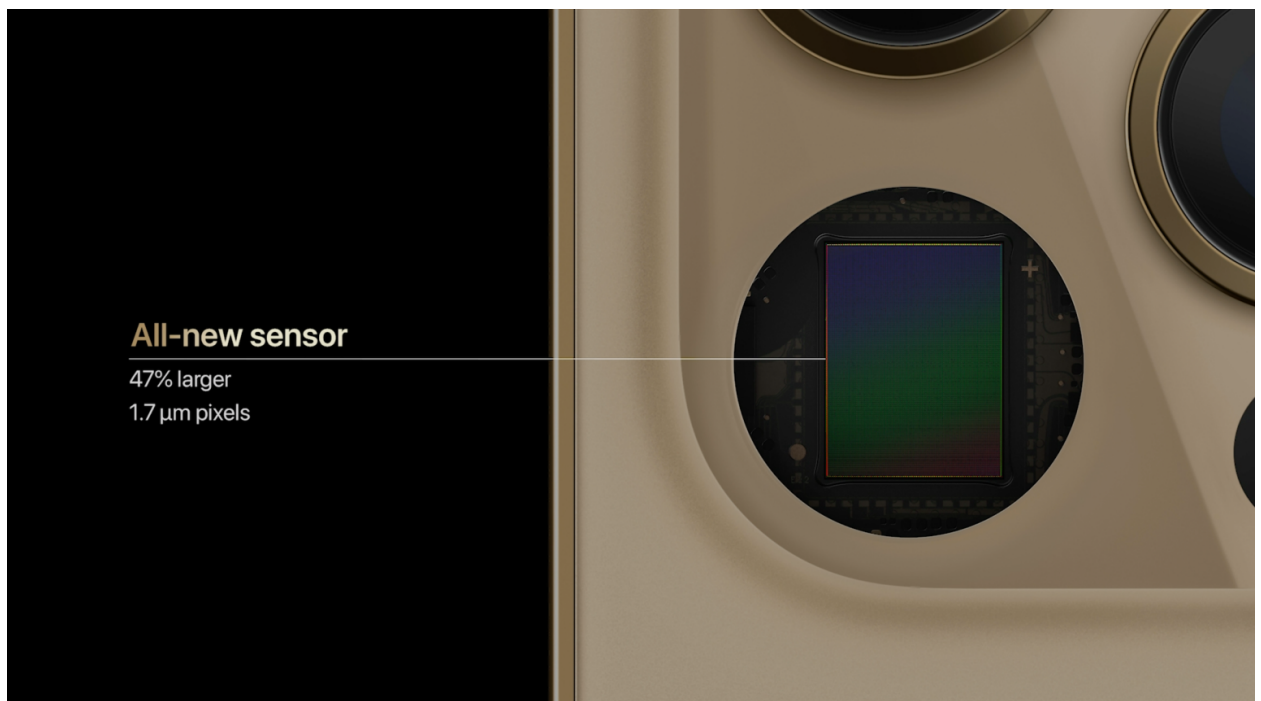
iPhone 12 Pro details

Apple says the form factors of the larger iPhone 12 Pro devices are “nearly the same” than the smaller iPhone 11 Pro models they replace. The frame of the iPhone 12 Pro is made out of a durable stainless steel material. Four colors pacific blue, graphite, gold, and silver

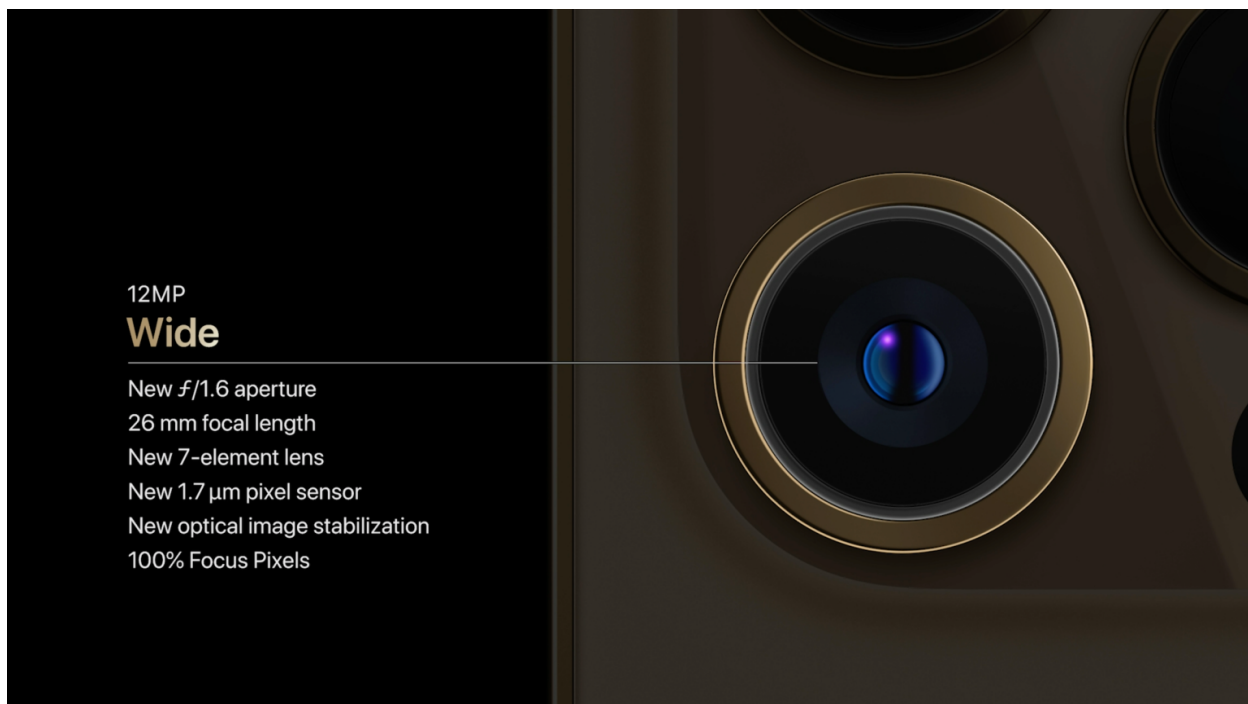
Ultra wide, Wide, and telephoto lenses on the back. On the iPhone 12 Pro Max, there was even more room for new camera features, Joz says.

The iPhone 12 Pro Max also includes the Ultra Wide and Telephoto cameras for closer shots. Combined, this system offers 5x optical zoom range, Apple says. The Max sensor is 47% larger, 87% improvement for low light photography, new optical image stabilization system.

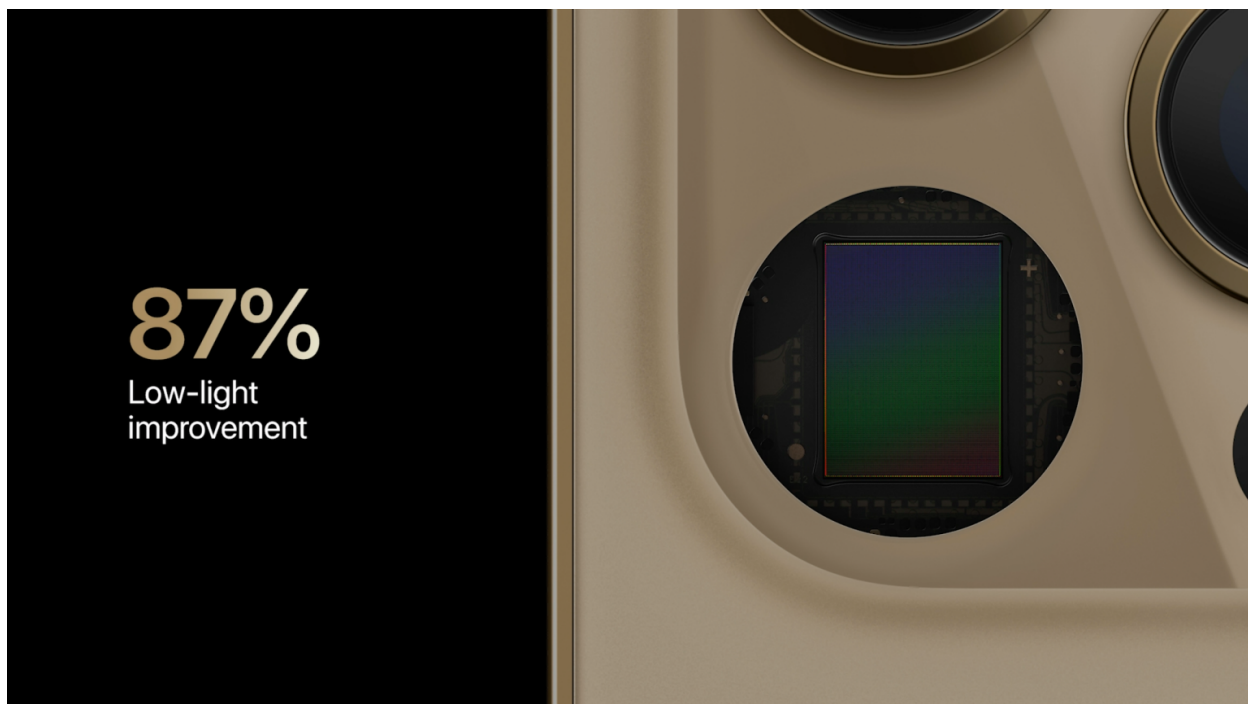
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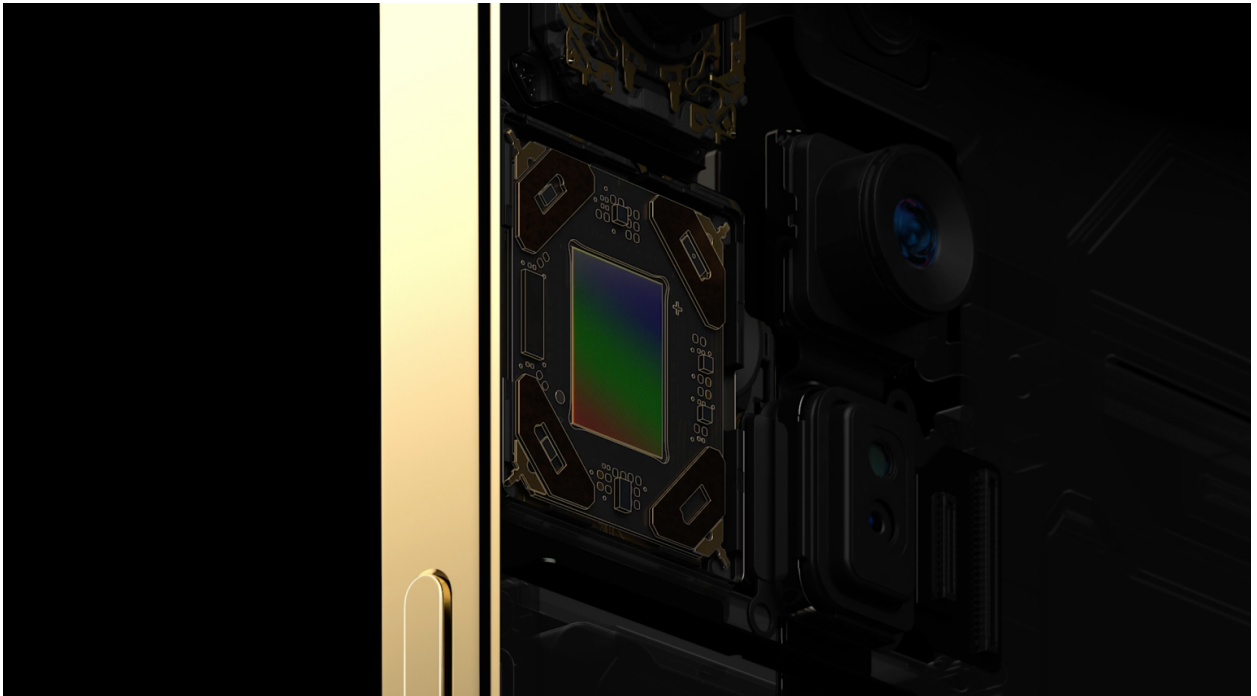


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Apple ProRAW, a new feature for iPhone 12 Pro that provides iPhone computational photography benefits with the benefits of shooting in RAW.

New video features on the iPhone 12 Pro and iPhone 12 Pro Max:

- 10-bit HDR video recording
- Record in Dolby Vision HDR
- 4K at 60 fps

iPhone 12 Pro also features a LiDAR Scanner on the back. Enables object and room scanning, AR features, and more. The LiDAR Scanner also contributes to low-light auto focus and improving capture time.

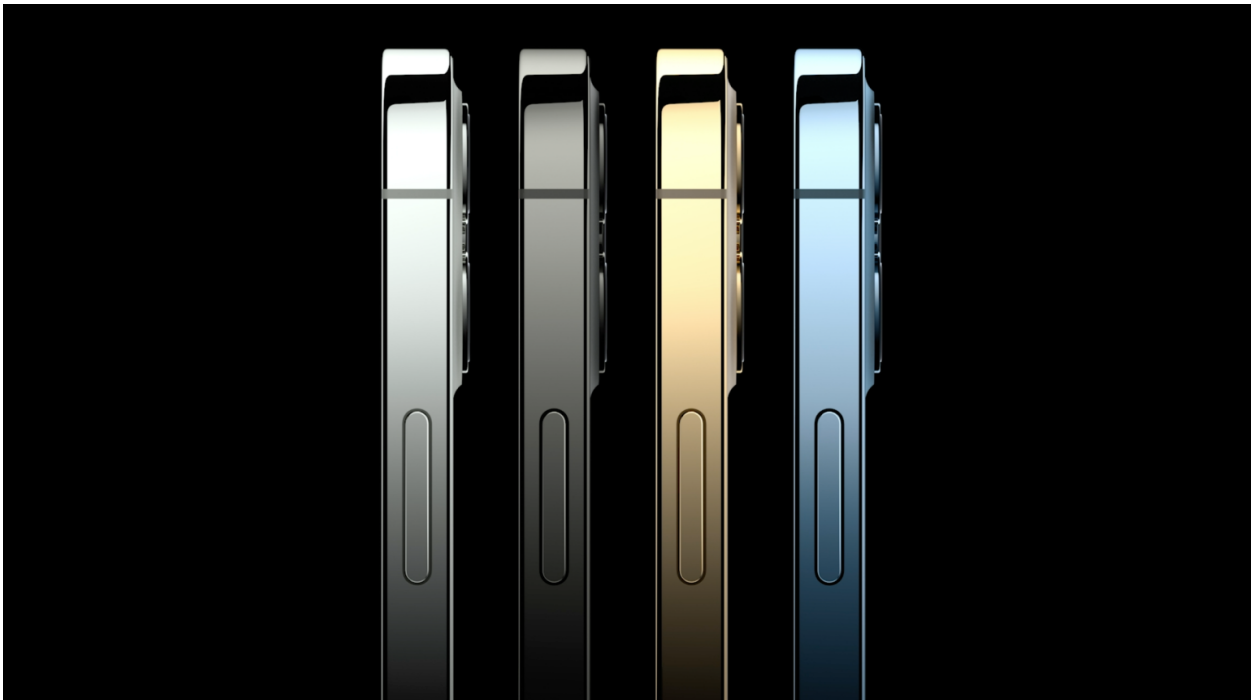
iPhone 12 Pro starts at \$999 and the iPhone 12 Pro Max for \$1099. 128GB starting capacity.

iPhone 12 and iPhone 12 Pro pre-orders begin October 16th with availability on October 23rd. iPhone 12 Pro Max and iPhone 12 mini pre-orders on November 6th with availability on November 13th.

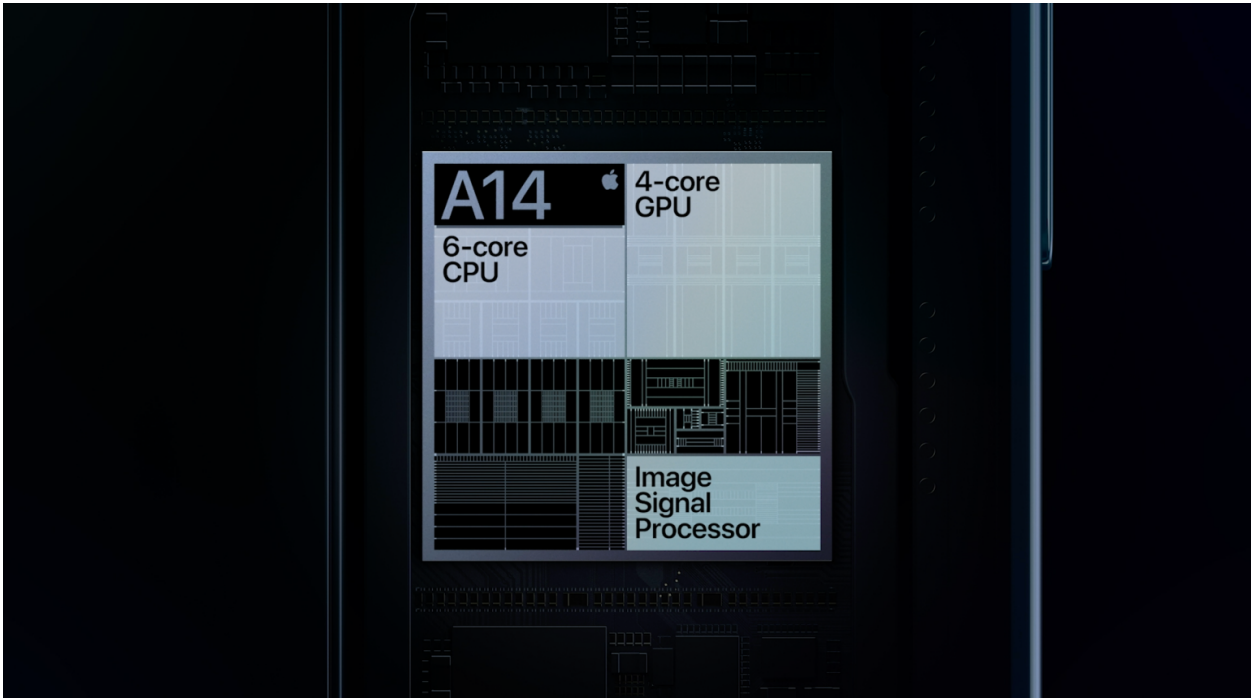
Apple announced the iPhone 12 Pro alongside other new iPhone 12 models during its “Hi, Speed” event from Apple Park.

- [Apple announces \\$799 iPhone 12: new design, 5G cellular, Ceramic Shield glass, blue color finish](#)
- [Apple announces iPhone 12 mini, with 5.4-inch screen, in five colors](#)

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Apple introduces iPhone 12 Pro and iPhone 12 Pro Max with 5G

Cupertino, California — Apple today announced iPhone 12 Pro and iPhone 12 Pro Max, introducing a powerful 5G experience and advanced technologies that push the boundaries of innovation for users who want the most out of iPhone. iPhone 12 Pro models feature a new design and edge-to-edge Super Retina XDR displays, the largest ever on iPhone, protected by the all-new Ceramic Shield front cover, which provides the biggest jump in durability ever on iPhone. The Apple-designed A14 Bionic chip, the fastest chip in a smartphone, powers impressive computational photography features including the all-new Apple ProRAW for more creative control in photos, and enables the first end-to-end Dolby Vision video experience, up to 60 fps. The reimagined pro camera systems include an expansive Ultra Wide camera, a Telephoto camera with an even longer focal length on iPhone 12 Pro Max, and new Wide cameras to capture beautiful professional-quality images and video in bright and low-light environments. iPhone 12 Pro models also introduce a new LiDAR Scanner for immersive augmented reality (AR) experiences and MagSafe, which offers high-powered wireless charging and an all-new ecosystem of accessories that easily attach to iPhone.

iPhone 12 Pro and iPhone 12 Pro Max will be available in four stainless steel finishes, including graphite, silver, gold, and

pacific blue. Pre-orders for iPhone 12 Pro begin Friday, October 16, with availability beginning Friday, October 23. iPhone 12 Pro Max will be available for pre-order Friday, November 6, and in stores beginning Friday, November 13.

“This is a huge leap for iPhone, bringing the best 5G experience in the market and delivering our most advanced technologies to users who want the absolute most from their iPhone,” said Greg Joswiak, Apple’s senior vice president of Worldwide Marketing. “Each generation of iPhone has changed what we expect from a smartphone, and now with 5G, iPhone 12 Pro provides a new generation of performance. Our tight integration of hardware and software enables incredible computational photography features like the expansion of Night mode to more cameras, and introduces support for HDR video with Dolby Vision. A state-of-the-art LiDAR Scanner means users can experience AR like never before, and also offers benefits to the camera with faster autofocus in low light and the introduction of Night mode portraits. These experiences and so much more make this the best iPhone lineup ever.”

A Superior 5G Experience

iPhone 12 Pro and iPhone 12 Pro Max deliver an advanced 5G experience on a global scale, engineered with a seamless integration of world-class hardware and world-class software. 5G on iPhone boasts improved speeds for faster downloads and uploads, higher quality video streaming, more responsive gaming, real-time interactivity in apps, FaceTime in high definition, and much more. Customers will also be able to

enjoy a secure, fast connection, reducing the need to connect to public Wi-Fi hotspots.

Featuring the most 5G bands on any smartphone, iPhone 12 Pro models offer the broadest 5G coverage worldwide.¹ Models in the US support millimeter wave, the higher frequency version of 5G, allowing iPhone 12 Pro models to reach speeds up to 4Gbps, even in densely populated areas. iPhone 12 Pro models also feature Smart Data mode, which extends battery life by intelligently assessing 5G needs and balancing data usage, speed, and power in real time.

A14 Bionic: Powerful and Efficient

Generations ahead of the competition, A14 Bionic is the first chip in the smartphone industry built on 5-nanometer process. Faster and more efficient than ever, A14 Bionic has the fastest CPU and GPU by up to 50 percent compared to the fastest competing smartphone chips, enabling console-quality gaming experiences, powerful computational photography, and more, while delivering great battery life. Pushing the limits of machine learning (ML), A14 Bionic features a 16-core Neural Engine — for an 80 percent increase in performance — that is capable of completing 11 trillion operations per second, enabling improved performance on even the most intense ML models.

New Design and Innovative Display Technologies

Designed with premium materials, iPhone 12 Pro models boast a new, sophisticated flat-edge design that features a

gorgeous surgical-grade stainless steel band paired with a precision-milled matte glass back, and introduces the incredibly durable Ceramic Shield. The Ceramic Shield front cover, tougher than any smartphone glass, goes beyond glass and is infused with nano-ceramic crystals to dramatically improve toughness and increase drop performance by 4x.² With impressively larger, edge-to-edge displays with reduced borders in familiar sizes, the 6.1-inch iPhone 12 Pro and 6.7-inch iPhone 12 Pro Max³ feature a Super Retina XDR display with systemwide color management for industry-leading color accuracy. And iPhone 12 Pro Max offers the largest display ever on an iPhone and the highest resolution featuring nearly 3.5 million pixels for a remarkable, true-to-life viewing experience. These OLED displays bring HDR video content to life, reaching 1200 nits peak brightness.

iPhone 12 Pro models come with an industry-leading IP68 rating to withstand water submersion up to 6 meters for up to 30 minutes, and are protected against everyday spills, including coffee and soda.⁴

Versatile Pro Camera System

The world's best pro camera is an even more versatile tool for all levels of photo and video enthusiasts with state-of-the-art camera hardware powered by A14 Bionic. Together with the new image signal processor (ISP), A14 Bionic drives increased image quality and enables powerful computational photography capabilities not possible with traditional cameras. iPhone 12 Pro models also feature the new Apple ProRAW, coming later this year,⁵ which combines Apple's multiframe image processing and computational photography with the

versatility of a RAW format. Users can experience full creative control over color, detail, and dynamic range natively on iPhone or with other professional photo editing apps.

iPhone 12 Pro features the new seven-element lens Wide camera with an $f/1.6$ aperture, the fastest ever on an iPhone, for 27 percent improved low-light performance in photo and video; the Ultra Wide camera with a 120-degree field of view, perfect for capturing more scene in tight spots or epic landscapes; and a 52 mm focal length Telephoto camera, great for framing portraits, bringing the optical zoom range to 4x.

iPhone 12 Pro Max takes the pro camera experience even further. The new $f/1.6$ aperture Wide camera boasts a 47 percent larger sensor with $1.7\mu\text{m}$ pixels for a massive 87 percent improvement in low-light conditions. It also includes the expansive Ultra Wide camera and a 65 mm focal length Telephoto camera for increased flexibility with closer shots and tighter crops. Combined, this system offers 5x optical zoom range.

Improvements to Night mode, now expanded to the TrueDepth and Ultra Wide cameras, allow for an even brighter picture. And Night mode Time-Lapse delivers longer exposure times for sharper videos, better light trails, and smoother exposure in low-light scenarios when used with a tripod. Deep Fusion, now better and faster, comes to all cameras, and with the new Smart HDR 3, users can expect more true-to-life images, even in complex scenes.

iPhone 12 Pro models offer the highest quality video in a smartphone, and are the first cameras and only devices in the

world to enable an end-to-end experience for HDR video with Dolby Vision, up to 60 fps, and even better video stabilization for cinema-grade productions. Dolby Vision grading is processed live and sustained during editing, whether in the Photos app or iMovie, and coming to Final Cut Pro X later this year. Dolby Vision takes advantage of the Super Retina XDR display for amazing contrast during capture and video playback, and users can share their videos with support for AirPlay up to 4K Dolby Vision to external devices.⁶

Realistic AR and Innovative Camera Experiences

An all-new LiDAR Scanner comes to the Pro line, offering the ability to measure light distance and use pixel depth information of a scene. This technology delivers faster, more realistic AR experiences and improves autofocus by 6x in low-light scenes for more accuracy and reduced capture time in photos and videos. This advanced hardware, combined with the power of the Neural Engine of A14 Bionic, also unlocks Night mode portraits, rendering a beautiful low-light bokeh effect.

Innovative New Accessories with MagSafe

MagSafe improves wireless charging for a better, more efficient experience and introduces an ecosystem of easy-to-attach accessories that beautifully complement iPhone 12 Pro models.⁷ MagSafe delivers a unique experience to iPhone, featuring an array of magnets around the wireless charging coil, optimized for alignment and efficiency, that perfectly

connects to iPhone every time. MagSafe chargers efficiently provide up to 15W of power while still accommodating existing Qi-enabled devices. Charging solutions include the MagSafe Charger and MagSafe Duo Charger for use with iPhone and Apple Watch, as well as new silicone, leather, and clear cases that easily snap onto the back of iPhone, and a leather wallet. Customers can also expect innovative MagSafe accessories from third-party manufacturers.

Featuring iOS 14

iOS 14 delivers a reimagined iPhone experience with new ways to customize the Home Screen. Beautifully redesigned widgets present timely information at a glance and can be pinned in different sizes on any Home Screen page. The App Library is a new space that automatically organizes all of a user's apps into one simple, easy-to-navigate view. iOS 14 also brings new ways to discover and use apps with App Clips, powerful updates for staying connected in Messages, greener ways to explore cities with Maps, and enhanced privacy features for even more transparency and control.⁸

Committed to the Environment

Today, Apple is carbon neutral for global corporate operations and, by 2030, plans to have net zero climate impact across the entire business, which includes manufacturing supply chains and all product life cycles. This means that every Apple device sold, from material collection, component manufacturing, assembly, transport, customer use, charging, all the way through recycling and material recovery, will be 100 percent carbon neutral. iPhone 12 Pro models were designed with the environment in mind. For the first time, iPhone 12 Pro models

will utilize 100 percent recycled rare earth elements in all magnets, including the new camera, Taptic Engine, and MagSafe, as well as Apple's MagSafe accessories. Apple is also removing the power adapter and EarPods from iPhone packaging, further reducing carbon emissions and avoiding the mining and use of precious materials, which enables smaller and lighter packaging, and allows for 70 percent more boxes to be shipped on a pallet. Taken altogether, these changes will cut over 2 million metric tons of carbon emissions annually, equivalent to removing nearly 450,000 cars from the road per year.

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