



**Awe dropping.**

September 9, 2025

10:00 a.m. PT

**GAMUG September 9, 2025**

## Here's what we announced.

### AirPods Pro 3

Featuring the world's best in-ear Active Noise Cancellation. Exceptional sound quality. All-new heart rate sensing during workouts. Live Translation to communicate across languages. And improved battery life with up to 8 hours of listening time.

### Apple Watch Series 11

The ultimate way to watch your health. Wake up to your sleep score. Get notified of chronic high blood pressure. Boost your fitness with new Workout Buddy. And enjoy up to 24 hours of battery life.

### Apple Watch SE 3

All-new essentials for a great value. Now you can track your sleep score. Get richer health insights in the Vitals app. Charge up to 2x faster with new fast charging. And see your info at a glance with the Always-On display.

### Apple Watch Ultra 3

New satellite communications, multiday battery life, the largest, brightest display on an Apple Watch, advanced metrics, 5G, and dual-frequency GPS — it's the ultimate sports and adventure watch.

### iPhone 17

Even more delightful. Even more durable. Our best display ever with ProMotion up to 120Hz and the new Ceramic Shield 2 on the front. An advanced 48MP Dual Fusion camera system. And the new Center Stage front camera.

### iPhone Air

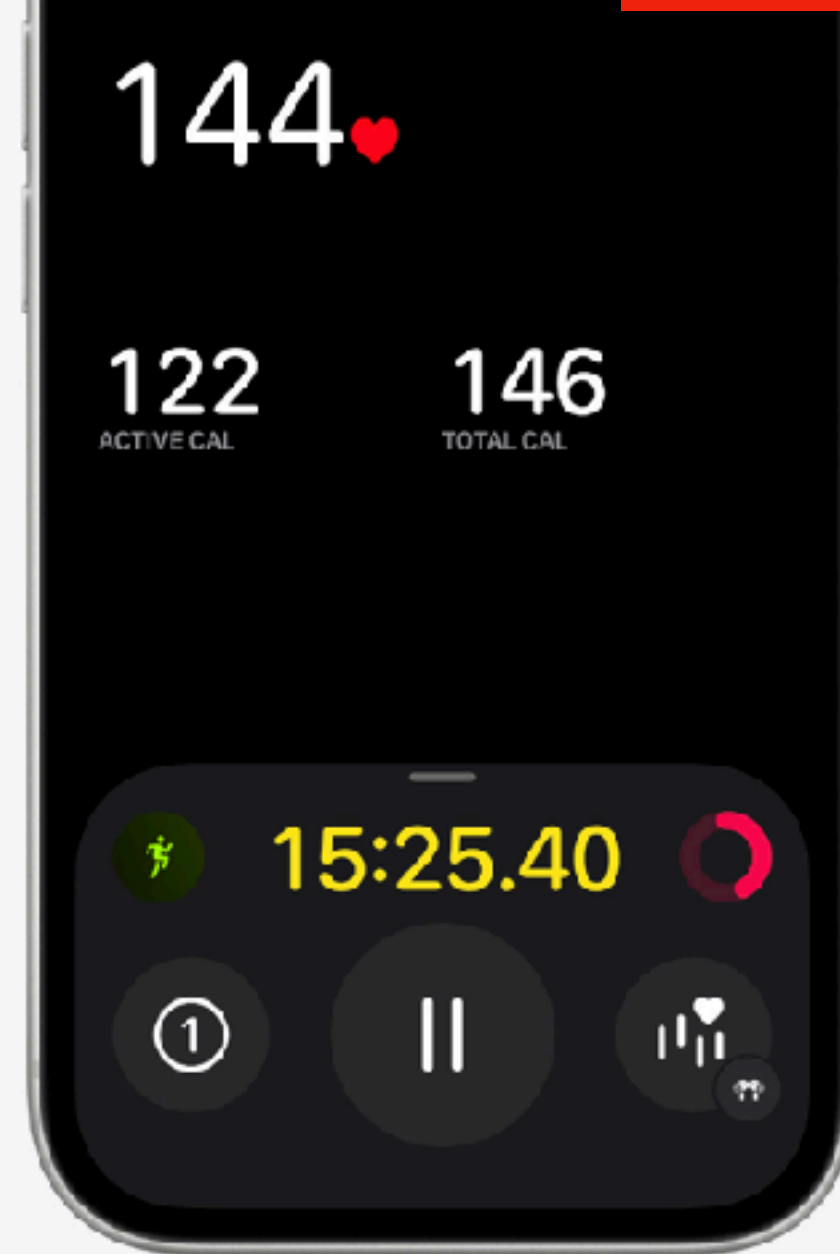
The thinnest iPhone ever with the power of pro inside. More durable than any previous iPhone. Our best display ever with Ceramic Shield 2 on the front. The powerful A19 Pro chip. An advanced 48MP Fusion camera system. And the new Center Stage front camera.

### iPhone 17 Pro

The most powerful iPhone ever. Breakthrough battery life. Our best display ever with Ceramic Shield 2 on the front, the powerful A19 Pro chip, all 48MP rear cameras, and the new Center Stage front camera.

## AirPods Pro 3

All-new heart rate sensing.  
Now you can track your heart  
rate and calories burned  
during workouts.<sup>3</sup>



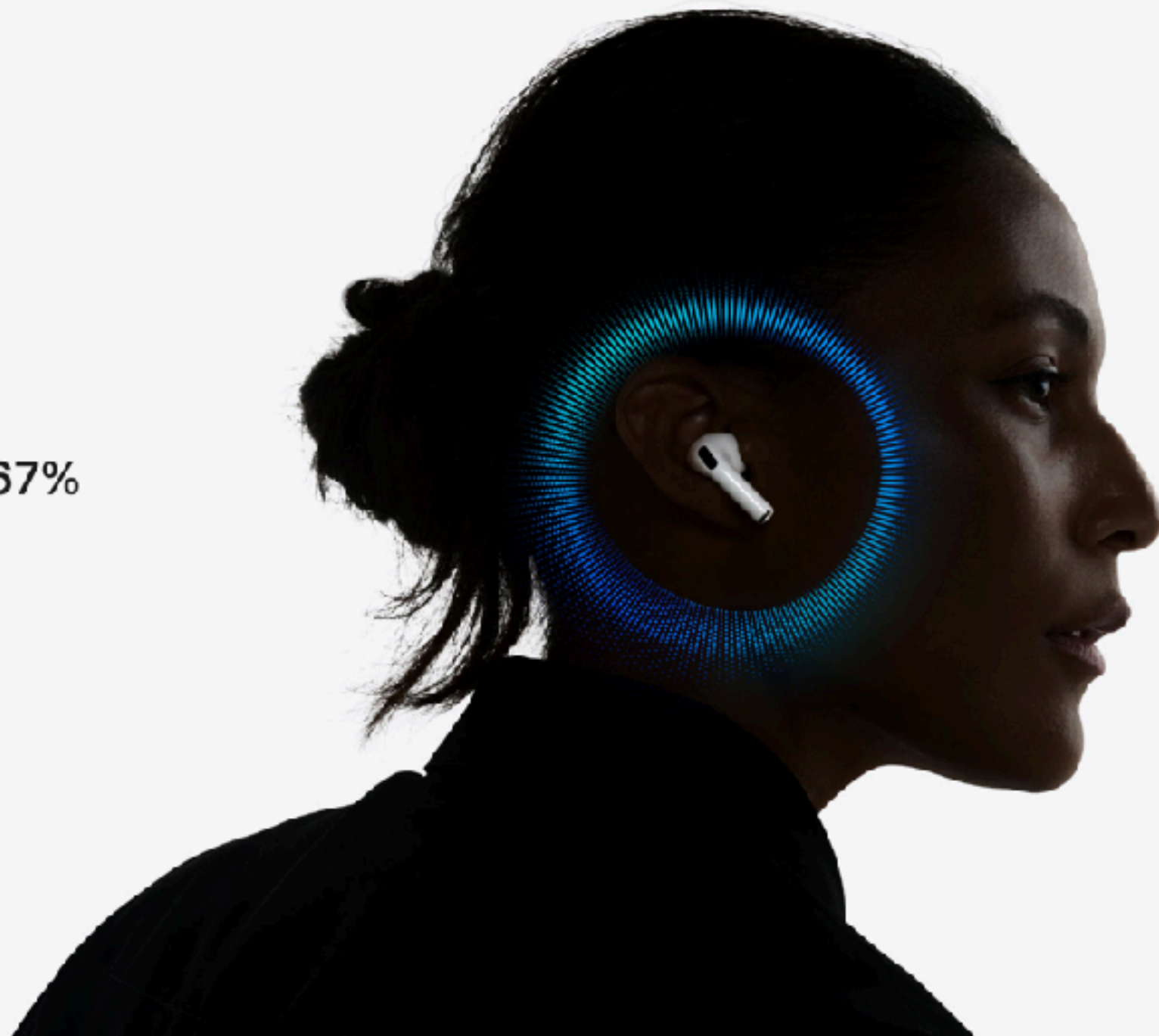
Live Translation helps you communicate  
across languages.<sup>5</sup>

Hola

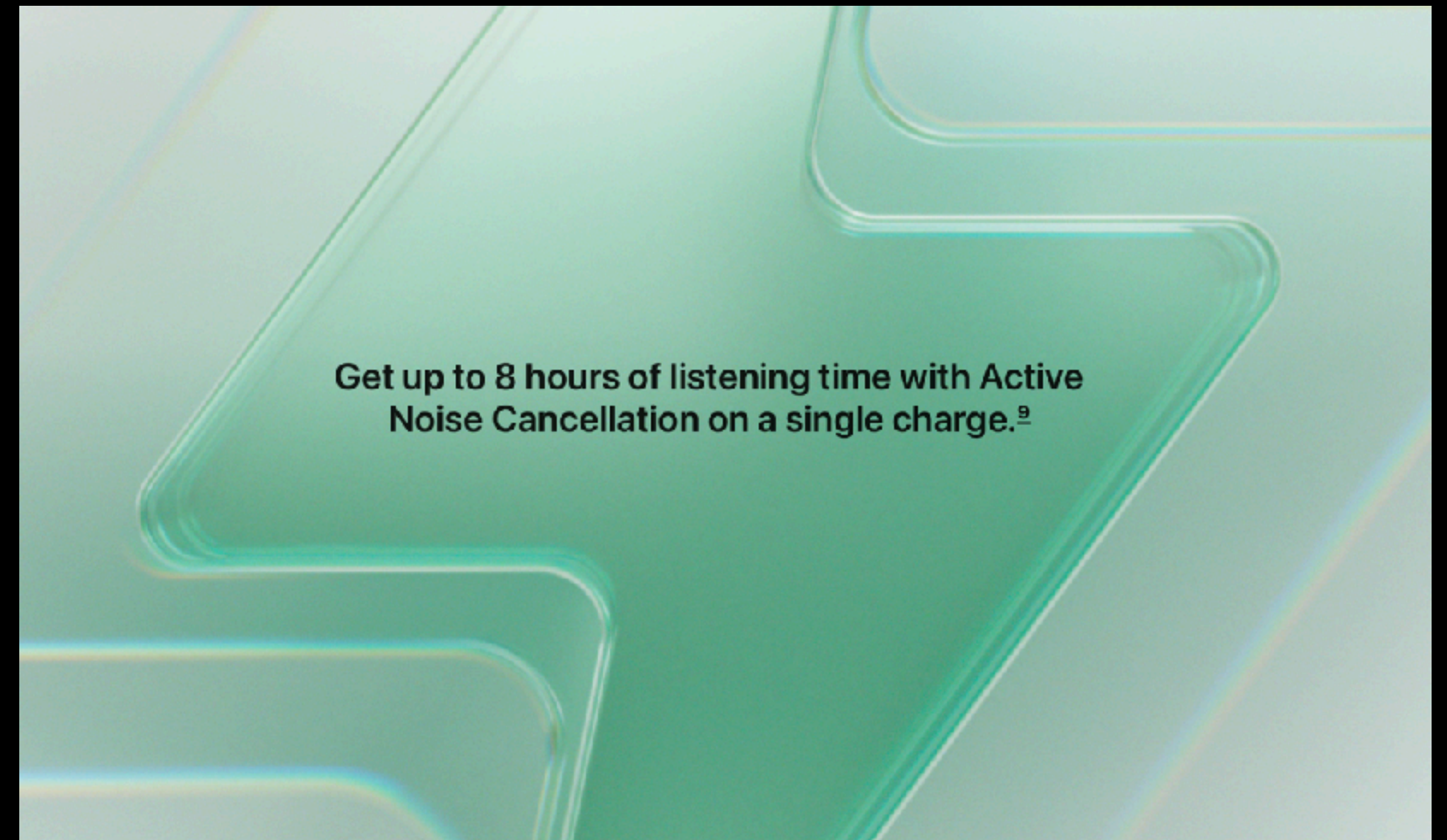


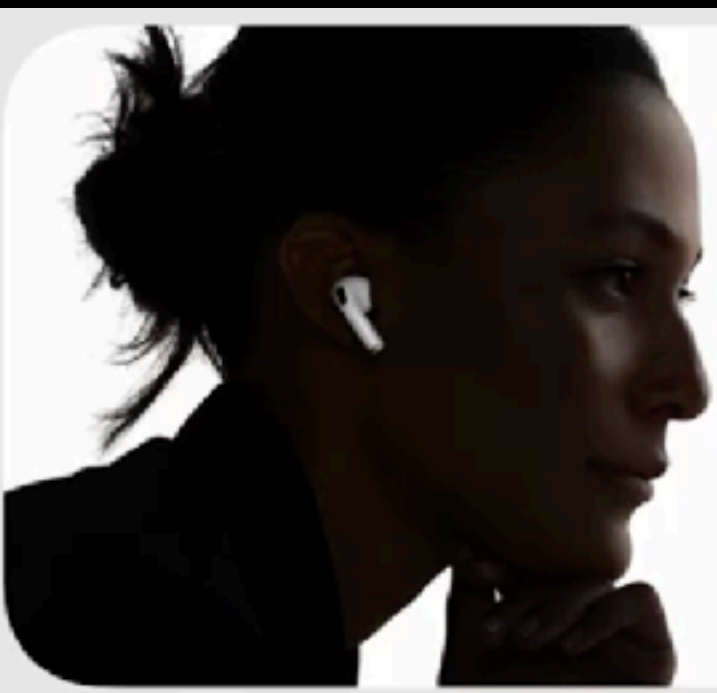
Hello

Hearing Aid capability<sup>6</sup>  
now features automatic  
Conversation Boost<sup>2</sup> and 67%  
more battery life in  
Transparency.<sup>8</sup>



Get up to 8 hours of listening time with Active  
Noise Cancellation on a single charge.<sup>9</sup>





Hearing  
Aid

65%

Recycled plastic in the case



Dust and water resistance



iOS Workout experience



Hearing Test



Hearing Protection

AirPods Pro 3



Live Translation

Hola



Hello



Best-fitting AirPods ever



Heart rate sensor

Extraordinary  
sound quality

8 hours

Active Noise Cancellation

10 hours

Transparency with Hearing Aid

World's best  
Active Noise Cancellation





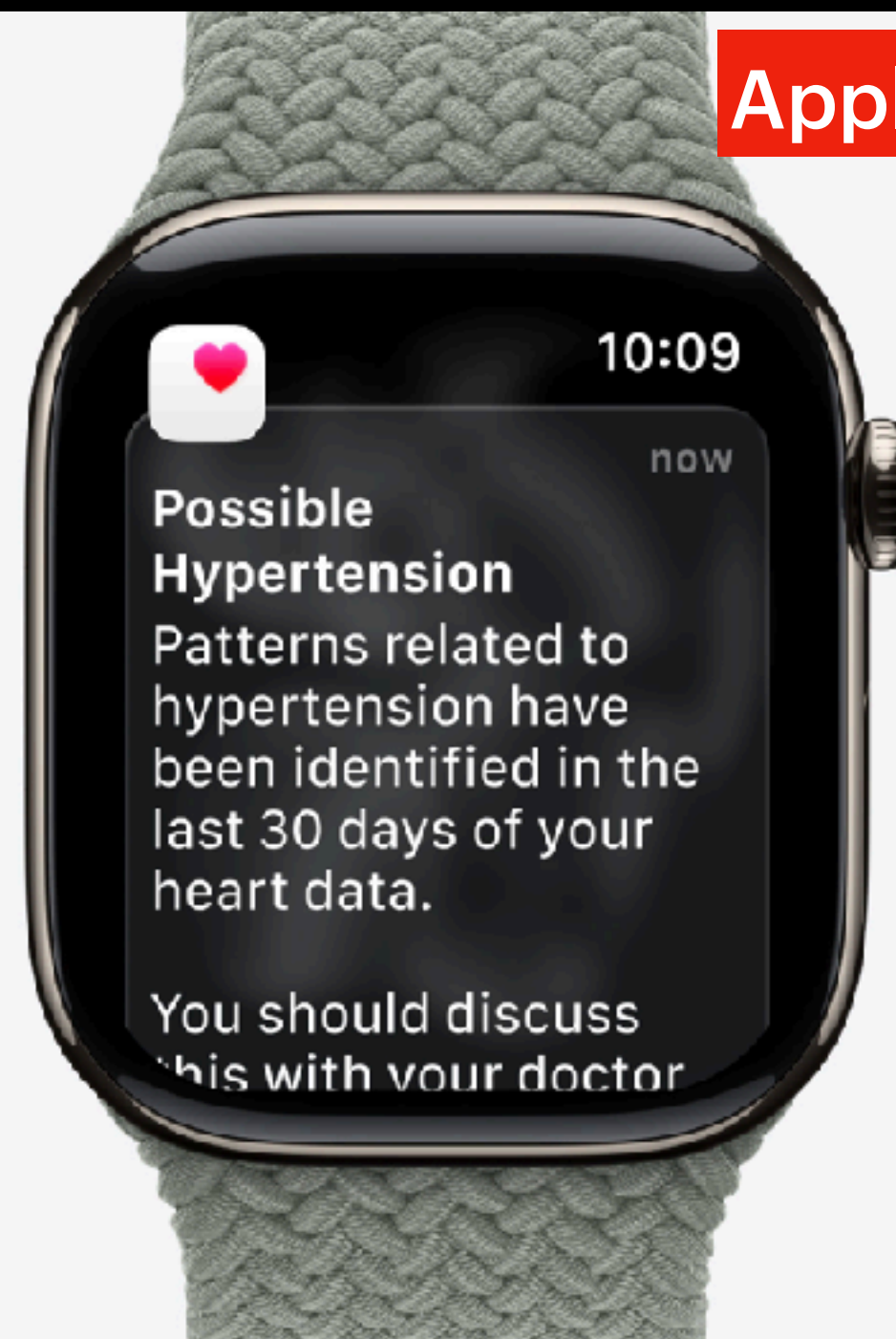
# AirPods Pro 3

**\$249**

available  
September 19

## Apple Watch Series 11

Series 11 can spot signs of chronic high blood pressure and notify you of possible hypertension.<sup>1</sup> Coming this month.



Introducing sleep score — an easy way to track and help improve the quality of your zzz's.



Up to **24 hours** of battery life.<sup>2</sup> Do the things you love for longer.



A glass display that's 2x more scratch resistant than Series 10.<sup>3</sup> Tough just got tougher.





Vitals



Sleep score



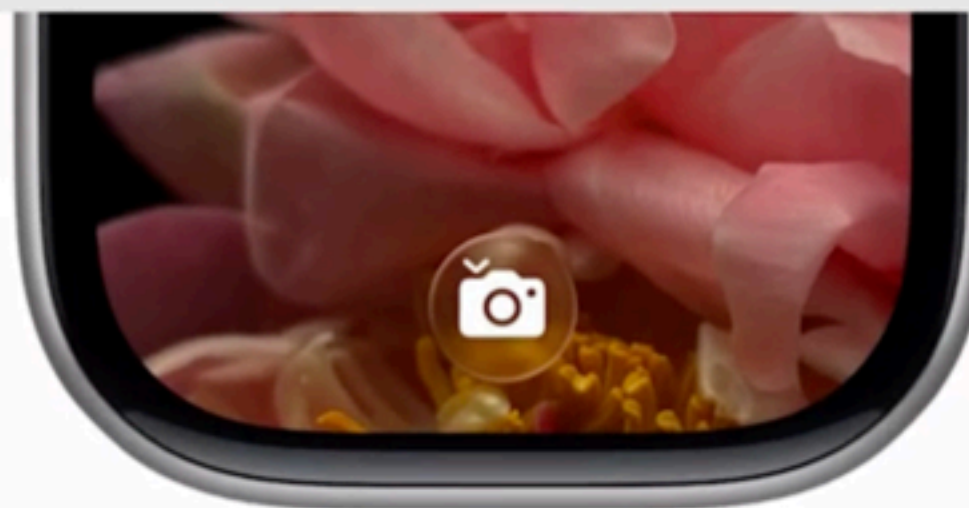
ECG



Irregular  
rhythm  
notifications

2x

More scratch-resistant glass



Smart Stack hints



100% recycled titanium  
and aluminum cases



Gestures

## Apple Watch Series 11



5G



Fast  
charging



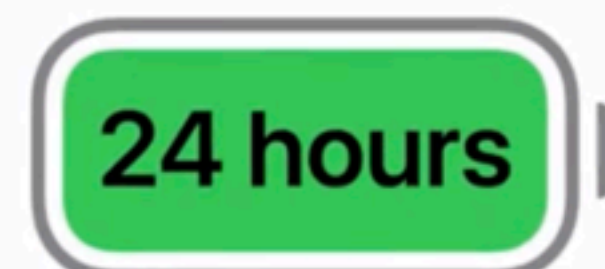
New Space Gray  
aluminum finish



Hypertension  
notifications



Live Translation



Battery life



Notes

## Apple Watch SE 3

A new Always-On display lets you read the time and more without raising your wrist.



Introducing sleep score — an easy way to track and help improve the quality of your zzz's.

New wrist temperature sensing gives you richer health insights in the Vitals app.<sup>1</sup>



Keep help close at hand with safety features like Crash Detection and Fall Detection.<sup>5</sup>

SOS



Retrospective  
ovulation estimates



S10 chip



On-device Siri

5G



Gestures

## Apple Watch SE 3



Sleep score



Always-On display

Training load



Steady  
+12%



100% recycled  
aluminum cases

Temperature  
sensing



4x

More crack-resistant glass



Workout  
Buddy



Vitals

Media  
playback



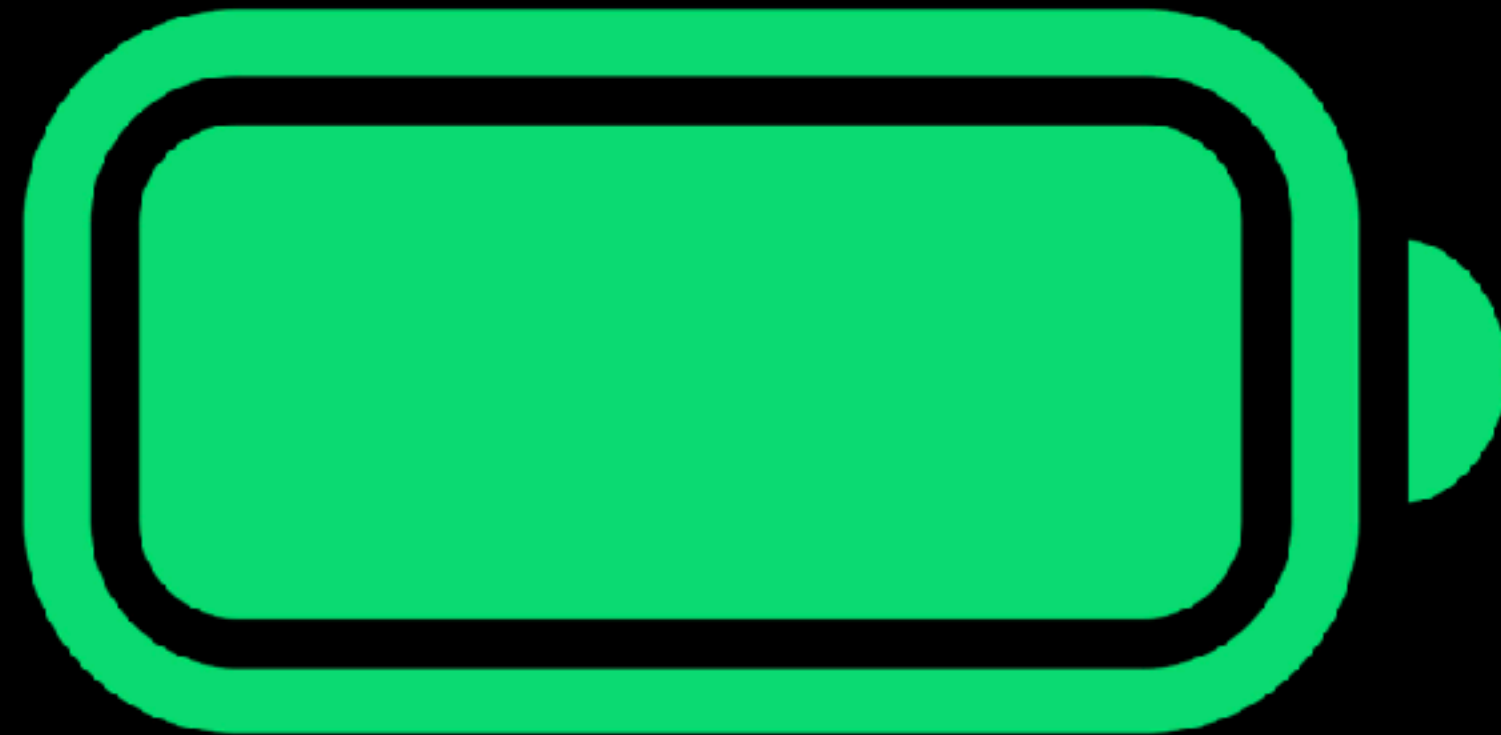
New built-in satellite communications. Now you can stay connected and safe off the grid.<sup>1</sup>

## Apple Watch Ultra 3

Your ultimate running companion with advanced metrics, training load, and the best GPS in a sports watch.<sup>2</sup>

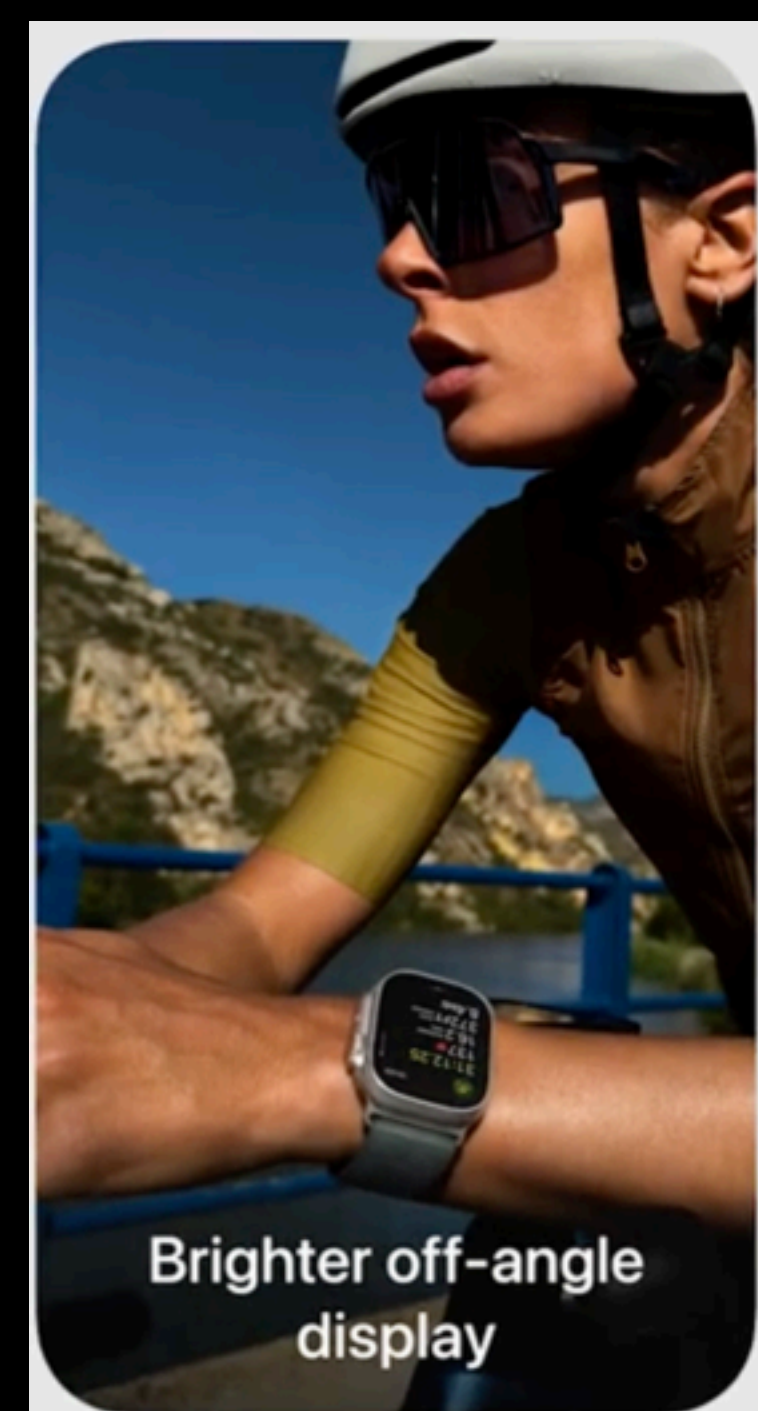


The longest battery life of any Apple Watch.  
Up to 42 hours of normal use.<sup>3</sup>



Ultra 3 can spot signs of chronic high blood pressure and notify you of possible hypertension.<sup>5</sup> Coming this month.





Redesigned  
Workout app



Vitals

Brighter off-angle  
display

Fast charging



Hypertension  
notifications

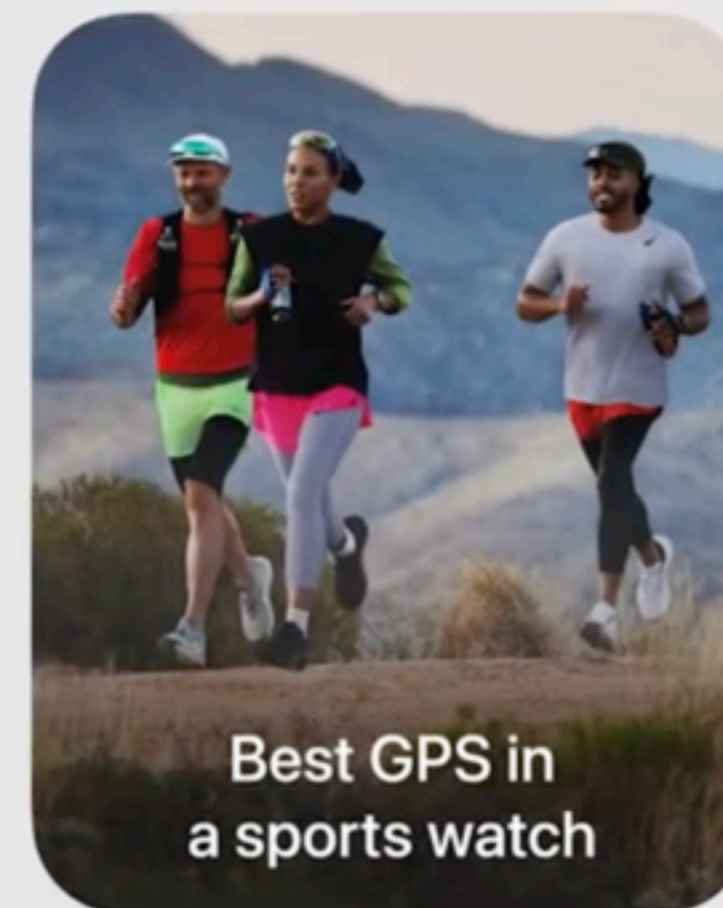
Satellite communications



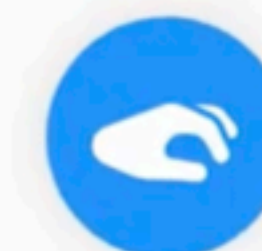
Printed case



Sleep score



Best GPS in  
a sports watch

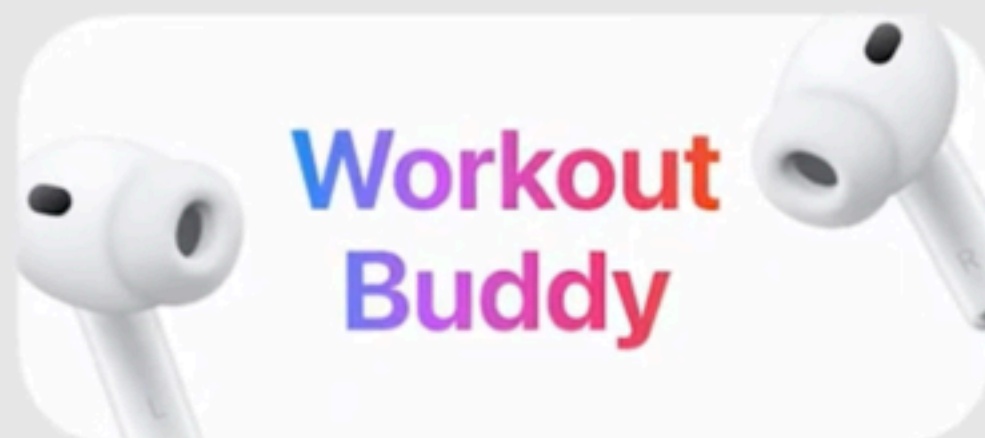


Gestures

42 hours

Battery life

1Hz Always-On refresh



Workout  
Buddy

5G

Largest  
display



 **WATCH**

**SE 3**

From  
**\$249**

 **WATCH**

**SERIES 11**

From  
**\$399**

 **WATCH**

**ULTRA 3**

From  
**\$799**

Available

**September 19**

Brighter display, now with ProMotion up to 120Hz. Durable Ceramic Shield 2 front with 3x better scratch resistance.<sup>1</sup>

iPhone 17



New Center Stage front camera. Flexible ways to frame your shot. Smarter group selfies. And so much more.

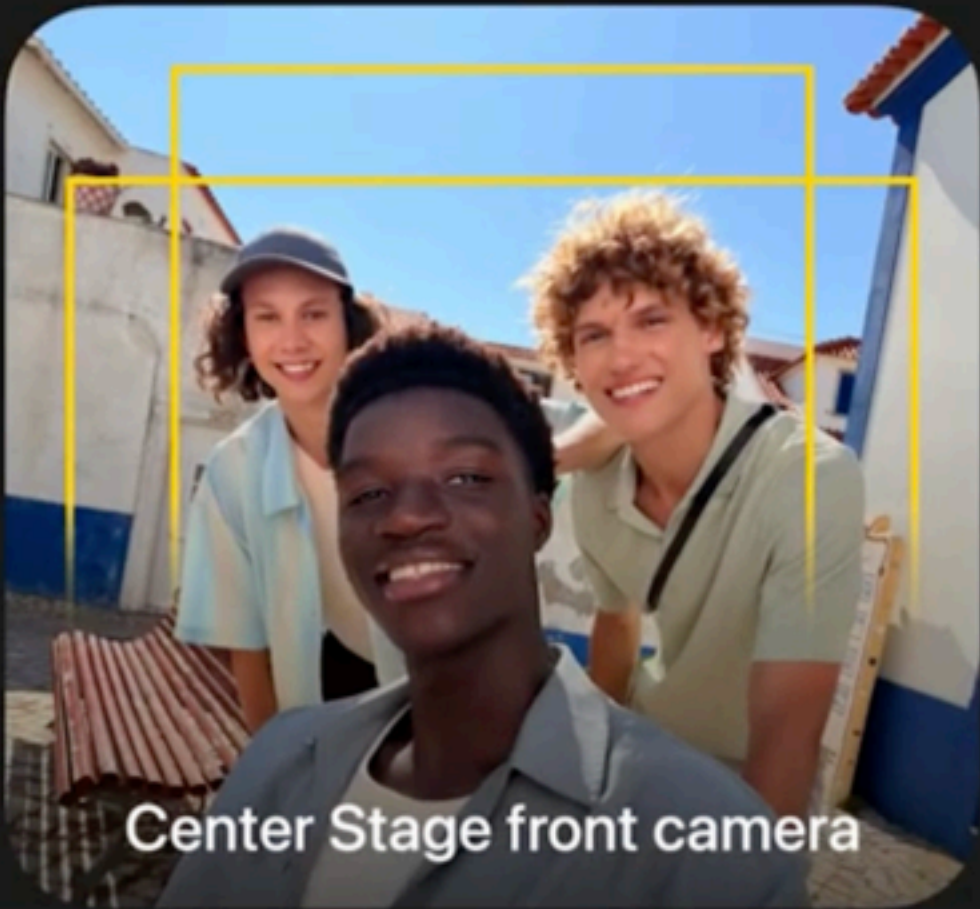


A19 chip. All-day battery life.<sup>2</sup>  
Powers everything you love about iPhone.



48MP Dual Fusion camera system. Superstunning shots up close and far away.





Center Stage front camera

Faster wired charging



All-day battery life



**ProMotion**

Up to 120Hz

**3000 nits**

Peak brightness



**48MP**

Dual Fusion camera system

**Apple Intelligence**

**iPhone 17**



Camera Control



**STYLES**

**Ceramic Shield 2**



With 3x better scratch resistance

**256GB**

Starting storage

**30%**

Recycled content



2x optical-quality  
Telephoto

6.3" display



Action

button



## iPhone Air

Super thin. Strikingly light.  
Shockingly strong.



New Center Stage front camera. Flexible ways  
to frame your shot. Smarter group selfies.  
And so much more.



48MP Fusion Main camera.  
Two advanced cameras in one.  
Super-high resolution by default.



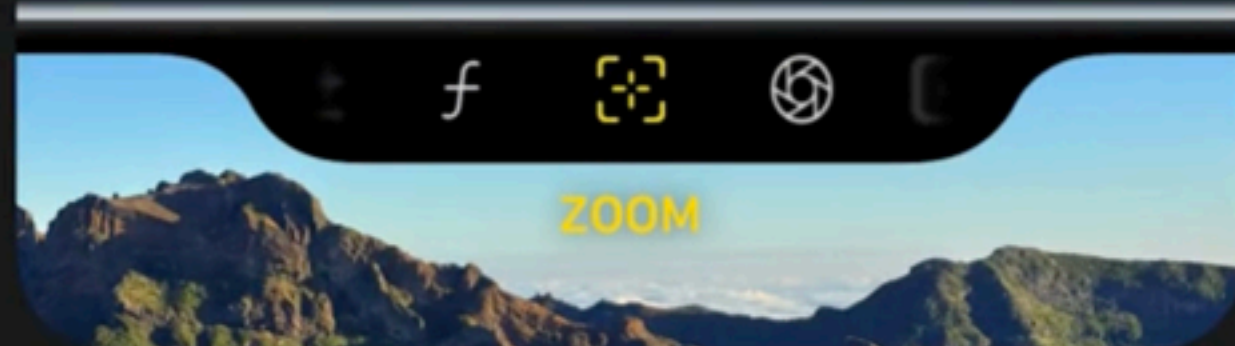
A19 Pro chip and all-day battery life.<sup>1</sup>  
Pro within thin.



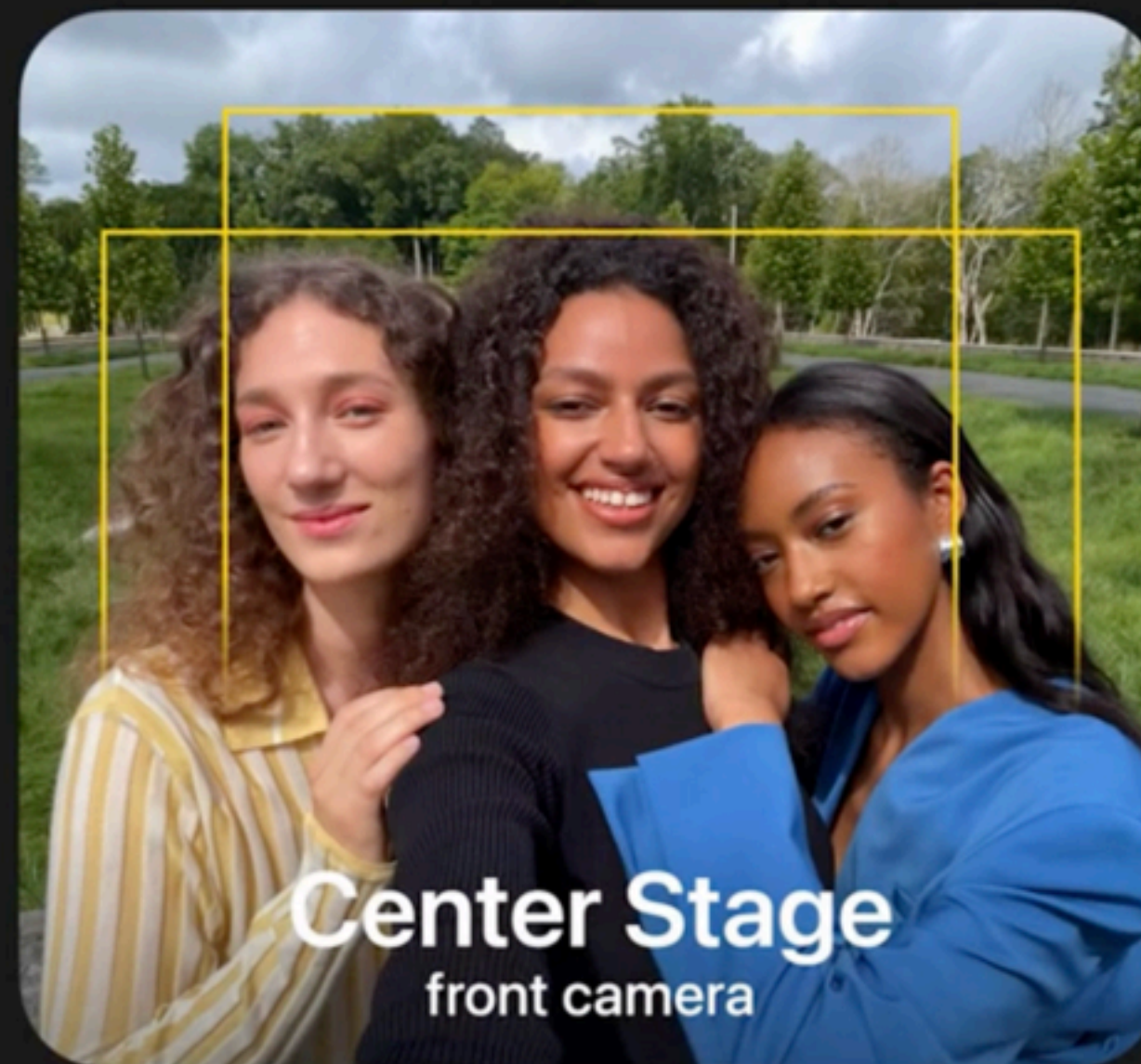
# 48MP

Fusion camera system

## Camera Control



Dolby Vision  
**4K60**



**Center Stage**  
front camera

Four lenses in your pocket

26  
MM

28  
MM

35  
MM

52  
MM

# 24MP

Photos by default

**iPhone Air**



**Audio Mix**

With Spatial Audio



Next-generation portraits

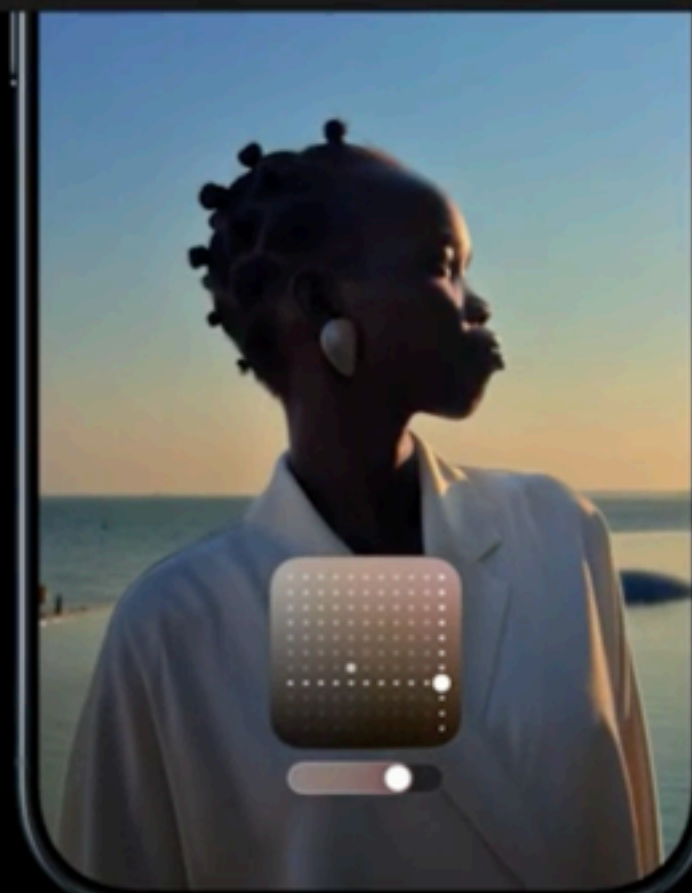
Dual



Capture



Action mode

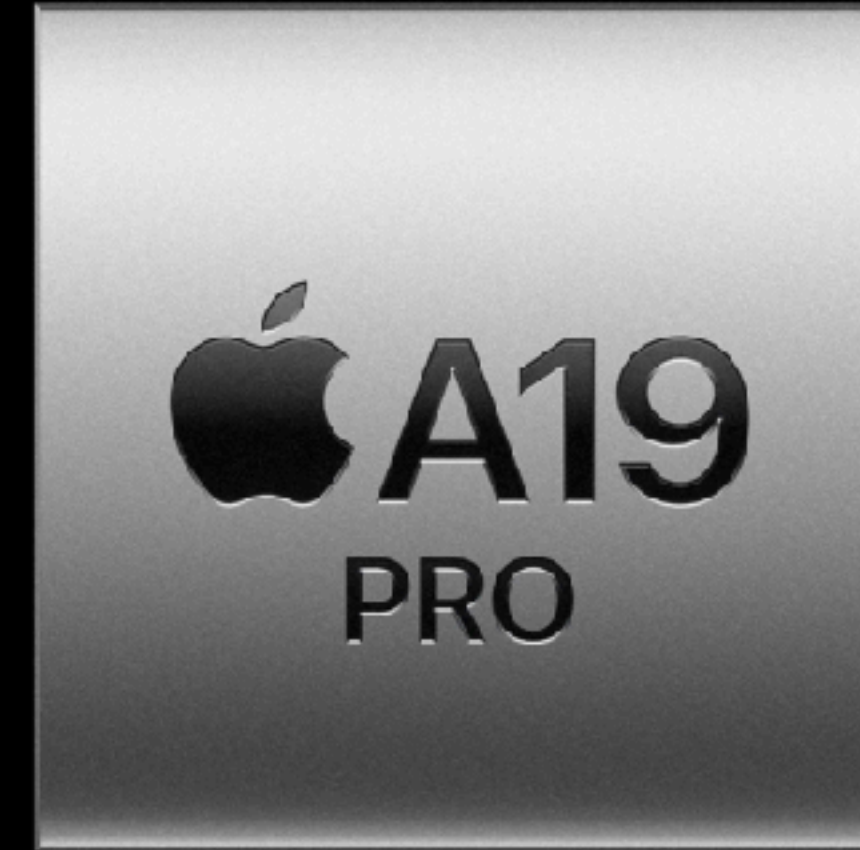


Latest-generation  
Photographic Styles

Heat-forged aluminum unibody design for exceptional pro capability.

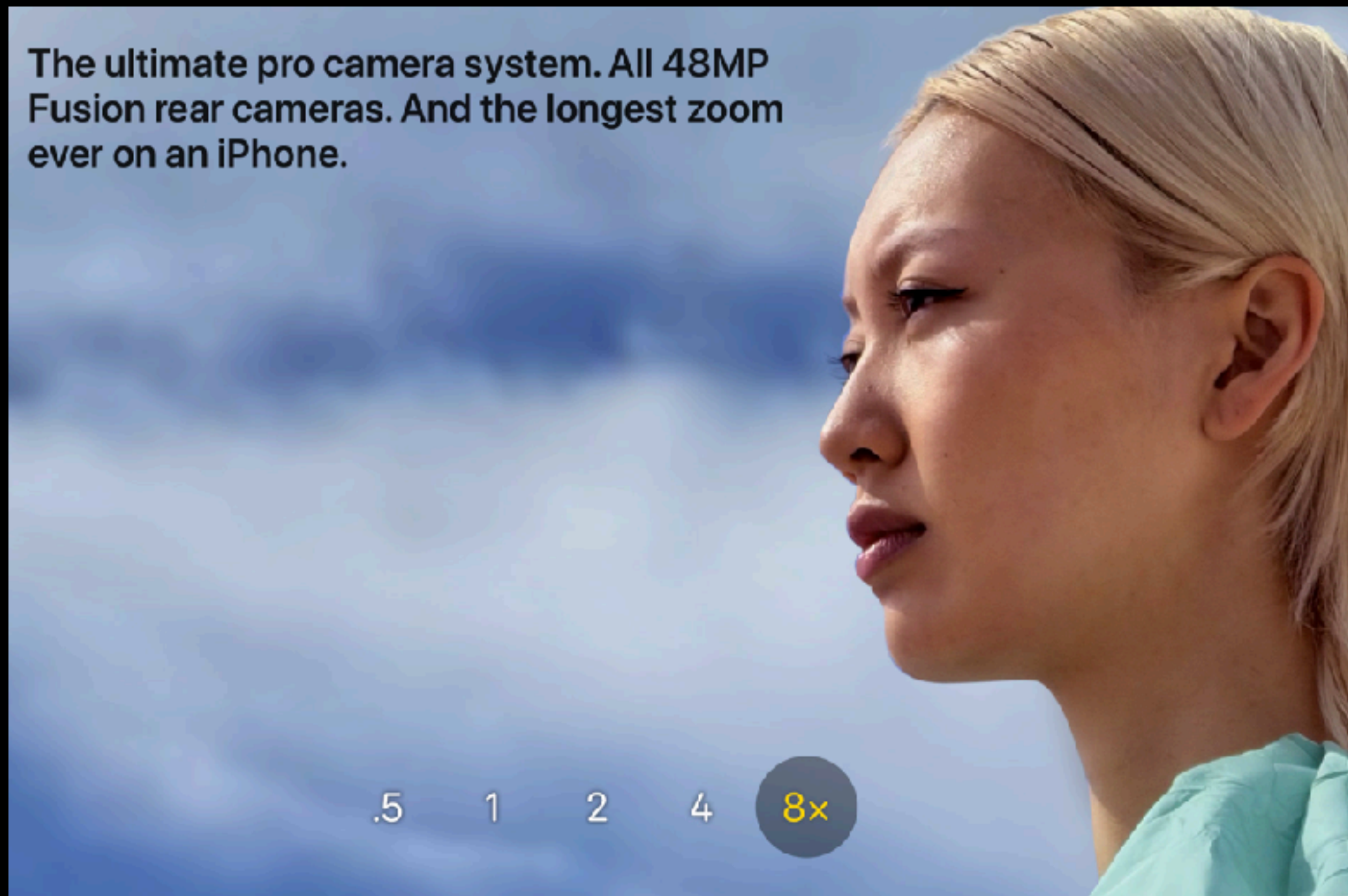


## iPhone 17 Pro



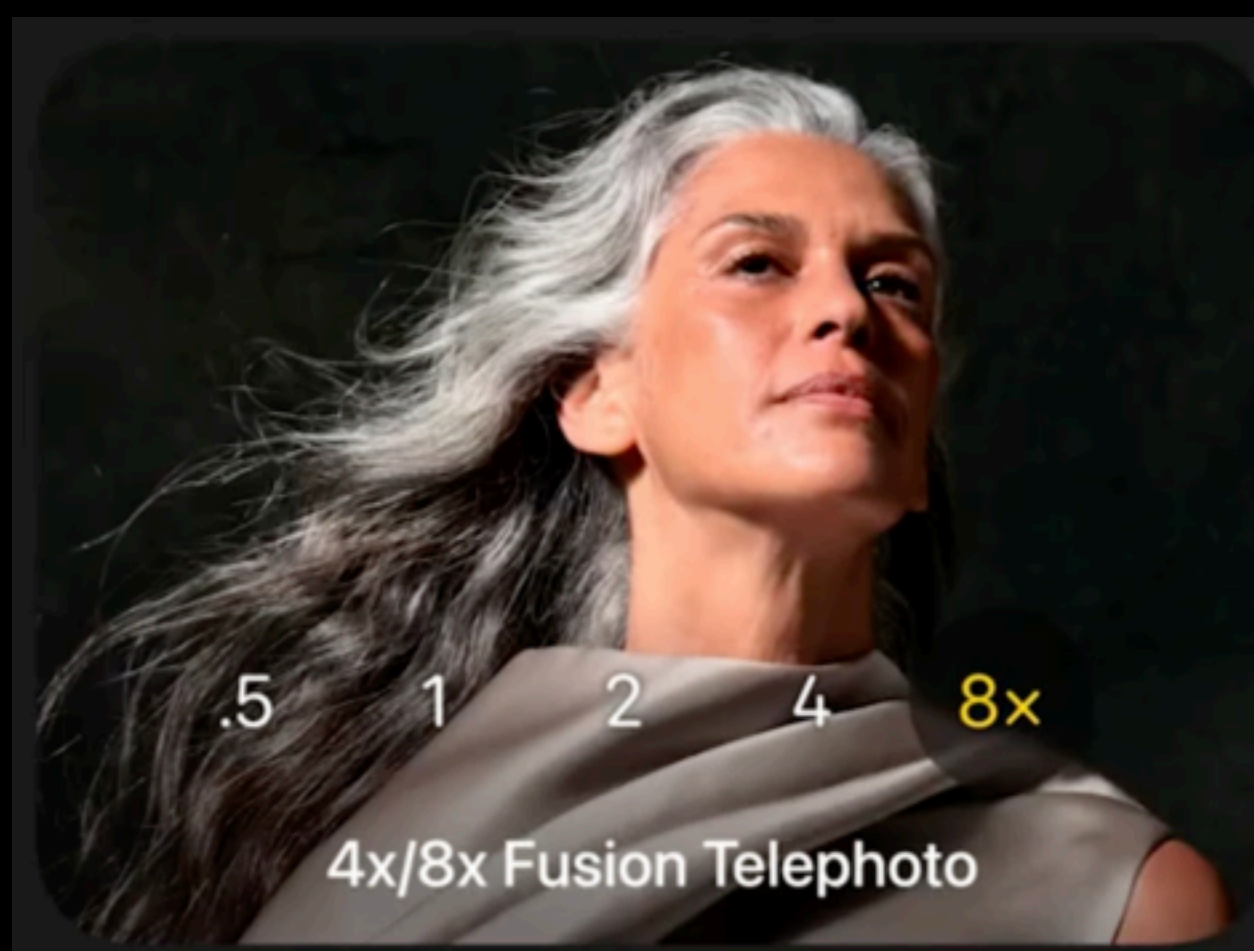
A19 Pro, vapor cooled for lightning-fast performance. Breakthrough battery life.

The ultimate pro camera system. All 48MP Fusion rear cameras. And the longest zoom ever on an iPhone.



New Center Stage front camera. Flexible ways to frame your shot. Smarter group selfies. And so much more.





Vapor chamber



48MP  
Pro Fusion  
camera system



Genlock

ProRes RAW



Apple Intelligence





iPhone 16e

From

**\$599**



iPhone 17

From

**\$799**



iPhone Air

From

**\$999**



iPhone 17 Pro

From

**\$1099**

# iPhone 17

From  
**\$799**  
256GB

# iPhone Air

From  
**\$999**  
256GB

# iPhone 17 Pro

From  
**\$1099**  
256GB

Available  
**September 19**

# iPhone 17 Pro Max

From  
**\$1199**  
256GB