

Check out the products announced by Apple at the 'Wonderlust' event in September

Apple held its Wonderlust event on September 12, 2023 to announce its latest iPhone and Apple Watch models, with a pre-recorded presentation streamed online for everyone to watch.

The number of journalists selected to directly test new products is limited.

If you don't have time to watch the entire keynote or want a quick look at the new products, here's a brief summary of everything Apple announced at the event.

iPhone 15 and iPhone 15 Plus

The biggest visual change on the iPhone 15 and iPhone 15 Plus models is Dynamic Island, which Apple first introduced with the iPhone 14 Pro. As for the screen, it's twice as bright outdoors, capable of reaching a maximum brightness level of 2,000 nits.

Picture 1 of Check out the products announced by Apple at the 'Wonderlust' event in September

Just as many industry experts predicted, Apple has finally dropped the Lightning port and replaced it with USB-C. However, it's still limited to USB 2.0 speeds, just like Lightning. In terms of performance, the iPhone 15 is equipped with A16 Bionic, the same chip that powers the iPhone 14 Pro models.

On the front, the all-new 48MP camera elevates your mobile photography with 4x sharper photos and better low-light performance. And for the first time, standard iPhone 15 models offer a 2x telephoto option with three optical zoom levels: 0.5x, 1x and 2x.

iPhone 15 and iPhone 15 Plus come in Black, Green, Blue, Yellow, and a new Pink color option. They're priced similarly to 2022's iPhone 14 models, starting at \$799 for the iPhone 15 and \$899 for the iPhone 15 Plus, each with 128GB of base storage.

iPhone 15 Pro and iPhone 15 Pro Max

Apple has redesigned the iPhone 15 Pro models with a lighter titanium construction and contoured edges. The company has also replaced the iconic Silent/Ring toggle with a programmable Action button to trigger custom actions - like on the Apple Watch Ultra.

While the USB-C port on iPhone 15 is limited to USB 2.0 speed, iPhone 15 Pro models have USB 3 speed, up to 20 times faster than Lightning. Apple's top 2023 products are equipped with the 3nm A17 Pro chip, which can run console-quality games like Assassin's Creed Mirage, Resident Evil Village and Death Stranding.

The camera upgrade is also very noticeable. iPhone 15 Pro models can now take 48MP HEIF photos, which is a big improvement over their predecessors. Both models can also take spatial photos and videos that you can view on the Vision Pro headset. iPhone 15 Pro Max has a completely new telephoto camera with 5x optical zoom thanks to Apple's "quad prism" design.

Picture 2 of Check out the products announced by Apple at the 'Wonderlust' event in September

iPhone 15 Pro and iPhone 15 Pro Max start at \$999 and \$1199 for the base models, respectively. Apple offers iPhone 15 Pro models in four colors: Natural Titanium, Black Titanium, Blue Titanium, and White Titanium.

Apple Watch Series 9

The Apple Watch Series 9 is a refresh, the biggest change being the new Apple S9 SiP, which enables on-device Siri handling and a completely new double-tap gesture. Now you can double-tap with your index finger and thumb to perform actions like answer or end calls, play or pause music, scroll through widgets, etc.

The S9 is equipped with a second-generation Ultra Wideband chip, which unlocks Precision Finding when used with iPhone 15 models. If you regularly use your Apple Watch outside, you'll also appreciate the significantly brighter display. , double the brightness outdoors.

Picture 3 of Check out the products announced by Apple at the 'Wonderlust' event in September

Apple offers the Apple Watch Series 9 in Silver, Midnight, Starlight, PRODUCT(RED) and a new Pink color option. Of course, you can choose between stainless steel and aluminum case options. Like before, the device starts at \$399 and will go on sale on September 22.

Apple Watch Ultra 2

The second-generation Apple Watch Ultra is also equipped with the S9 chip, meaning it supports the same features as the Apple Watch Series 9, like new double-tap gestures, on-device Siri, and more accurate tracking.

Picture 4 of Check out the products announced by Apple at the 'Wonderlust' event in September

And the 50% brighter display significantly increases readability in harsh sunlight. In a post on Apple Newsroom, the company also mentioned smaller improvements such as 'enhanced capabilities for underwater adventures' and 'raised altitude range'. The Apple Watch Ultra 2 starts at \$799, just like its predecessor.

Watch case and strap

Apple's watch straps and iPhone protective cases have switched from natural leather to an environmentally friendly material called FineWoven. Apple describes the material as 'microtwill for a soft, suede-like feel'.

Picture 5 of Check out the products announced by Apple at the 'Wonderlust' event in September

FineWoven for Apple Watch is available with Magnetic Link and Modern Buckle straps. For iPhone, FineWoven is used in MagSafe cases and wallets. Apple has also partnered with Nike and Hermès to create eco-friendly watch bands.

However, despite the above sustainable move, Apple continues to provide transparent silicone cases for iPhone 15 and iPhone 15 Pro.

All new Apple Watch bands and iPhone cases are available to order now, including the new colors Alpine Loop, Trail Loop, and Ocean Band.

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