

# latest iphone rumors, rumors about the iPhone 18

Will the iPhone 18 continue to make a similar impact, or will it just be another annual upgrade? Here are the latest iPhone 18 rumors.

The iPhone 18 is rumored to bring groundbreaking improvements, especially in performance (2nm chip) and photography capabilities (variable aperture). However, the release date remains a big mystery, with rumors suggesting the standard version may be delayed until 2027. This article will summarize all the latest rumors and leaks regarding the release date, price, design, performance, and camera of the iPhone 18 series.

## When will the iPhone 18 series be released?

Traditionally, Apple introduces new iPhones in September each year. However, the iPhone 18 series may break this rule.

1. iPhone 18 Pro and iPhone Fold: Expected to launch in September 2026.
2. The standard iPhone 18 and iPhone 18e: Reportedly scheduled to launch in spring 2027.

This strategy may be aimed at encouraging users to upgrade to the higher-end Pro models. However, this is a risky decision because the basic iPhone model remains very popular. The position of the iPhone Air's successor is still unclear.

Picture 1 of latest iphone rumors, rumors about the iPhone 18

## How much does the iPhone 18 cost? Will the price remain stable?

Despite concerns about production costs, the standard iPhone 17 remains priced at \$799, while the iPhone 17 Pro has only increased by \$100 (starting at \$1,099). It's likely that the iPhone 18 Pro models will maintain their current prices. Whether the launch of the standard iPhone 18 in spring 2027 will help Apple maintain affordable pricing remains a big question.

## What design improvements will the iPhone 18 have?

Based on the consistent design of the iPhone 17, the iPhone 18 will likely not be a complete overhaul, but will focus on more refined details.

### Back panel and dimensions

According to Digital Chat Station, the Pro models will have a "transparent finish" on the rear glass. The predicted screen sizes for the models are as follows: iPhone 18 and iPhone 18 Pro will have 6.3-inch screens,

iPhone Air 2 will have a 6.5-inch screen, and the iPhone 18 Pro Max will remain the largest device with a 6.9-inch screen.

Picture 2 of latest iPhone rumors, rumors about the iPhone 18

## **Dynamic Island may be removed.**

Numerous reports have revealed different details about these issues. Some sources suggest that the iPhone 18 series will feature Face ID technology hidden under the screen and eliminate Dynamic Island. The front camera will be reduced to a small punch-hole in the upper left corner.

Meanwhile, sources from Instant Digital claim that Dynamic Island will simply be "a slightly smaller pill," without Face ID or an under-display camera. Apple is currently reportedly testing HIAA (Hole-in-Active-Area) technology for the front camera, which could lead to a "more compact design." Following the success of the orange color option on the iPhone 17 Pro, leak expert Digital Chat Station predicts the iPhone 18 Pro may come in colors like brown, purple, and burgundy, replacing the traditional colors.

## **iPhone 18 Specifications: Breakthrough performance with a 2nm chip**

Apple is reportedly switching to a 2nm manufacturing process for the A20 chip in the iPhone 18, after using a 3nm chip since the iPhone 15 Pro. The benefits of a 2nm chip include a higher transistor density, resulting in improved performance while significantly reducing power consumption (improving battery life).

Picture 3 of latest iPhone rumors, rumors about the iPhone 18

In terms of performance, the new chipset is expected to be 15% faster and 30% more efficient than its predecessor. iPhone 18 Pro models will come with 12GB of RAM to better support AI (Apple Intelligence) features. Additionally, the American tech giant may more widely adopt its own C2 modem (currently only available on the iPhone 16e and iPhone Air) to improve performance and battery life. However, the contract with supplier Qualcomm is still valid until 2027, so some iPhone 18 models may miss this upgrade.

## **Upgrade the camera, focus on quality.**

Following the upgrade from 12MP to 18MP for the iPhone 17 series models, the selfie camera on the iPhone 18 is rumored to be further upgraded to 24 megapixels for all models except the iPhone 18e. This promises sharper, more detailed selfies. The Pro versions will come with exclusive features.

Specifically, the iPhone 18 Pro and Pro Max will feature a variable aperture, allowing users to adjust the amount of light entering the lens, giving photographers more flexibility in various shooting conditions. The camera control button introduced on the iPhone 16 may be reconsidered for simplification, retaining only the pressure sensor function instead of both pressure and capacitive sensors, in order to save costs.

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## **How many colors does the iPhone 18 Pro come in? Rumors suggest an attractive brown, purple, and burgundy option.**

How many colors will the iPhone 18 Pro come in? Will Apple continue to offer unique color options like the iPhone 17 Pro series, or will it stick to traditional colors like before?

Following the success of new color options on the iPhone 17 Pro, such as Cosmic Orange and Deep Blue, the tech world is now turning its attention to its successor. According to the latest rumors, Apple is testing a range of unique colors for the iPhone 18 Pro. These colors include Muddy Brown, Purple, or Maroon. Will one of these never-before-seen colors create a new sensation?

## **iPhone 18 Pro: Which groundbreaking color will Apple choose?**

As we know, this year Apple brought a fresh perspective with three bold color options for the iPhone 17 Pro. With the new generation of iPhones, Apple is expected to bring even more changes. According to the reputable Weibo account Setsuna Digital, Apple is carefully considering a potentially new color for the iPhone 18 Pro line. Specifically, three options are being tested and are highly likely to be chosen:

1. **Muddy Brown:** A subdued, elegant color that has never appeared on any iPhone model before.
2. **Purple:** Unlike the Deep Purple on the iPhone 14 Pro, this purple option can have a brighter or darker shade, creating a distinct look.
3. **Maroon:** A deep, sophisticated shade of red, often favored in high-end fashion collections.

The possibility of Apple removing the traditional black color from the iPhone 18 lineup is also noteworthy, suggesting the company is aiming for a more unique and distinctive color palette. Although information about the new iPhone 18 Pro colors remains at the rumor stage, the source from Setsuna Digital seems reliable.

Picture 4 of latest iPhone rumors, rumors about the iPhone 18

This account previously accurately predicted the gold color option for the iPhone 14 Pro/Pro Max. Additionally, they also successfully predicted the Milanese Titanium band for the Apple Watch Ultra 2. However, no information is completely accurate until Apple confirms it. Therefore, we need to wait for official announcements from the American tech giant.

## **Will Apple launch 15 new products in 2026?**

Besides information about the iPhone 18, 2026 is predicted to be a breakout year for Apple with around 15 new products across various categories. This is important information to help you understand the product development roadmap of this technology giant.

The first half of the year may see the release of new devices with significant processor upgrades: iPhone 17e: A version optimized for performance and price, iPad 12 with A18 chip, iPad Air M4, MacBook Air M5, MacBook Pro M5 Pro/Max, and new external displays.

In March-April, the company will launch groundbreaking new technologies, focusing on software and smart homes: an improved Siri (Apple Intelligence), equipped with groundbreaking artificial intelligence (AI) to enhance the interactive experience; and new smart home displays with integrated speakers and wall-mounting options.

The fall season will see the launch of new iPhone models, including the iPhone 18 series and iPhone Fold, as well as Apple's new smartwatch. Other potential products to look forward to include AI, OLED displays, and

Macs: Smart home security cameras; the new Mac mini M5 and Mac Studio; an iPad mini with an OLED display; a MacBook Pro M6 Pro/Max with an OLED touchscreen; and AI-powered smart glasses (the next generation of Apple Vision Pro).

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## **The entire iPhone 18 lineup will feature massive amounts of RAM, eliminating any gap between models.**

The latest rumors about the upcoming iPhone 18 generation are attracting attention, especially regarding memory configurations. According to reliable sources, Apple may make a major change: all four models in the iPhone 18 lineup will be equipped with the same amount of RAM, possibly 12GB. This is a move that breaks with the tradition of tiered configurations that Apple has maintained for many generations.

## **iPhone 18 with 12GB RAM: Catching up with Android and leading the AI ??era.**

### **Eliminate the RAM gap between versions.**

In the recently launched iPhone 17 series, Apple made a significant difference in memory (RAM): the high-end iPhone 17 Pro models boast 12GB of RAM, while the standard iPhone 17 version remains at 8GB. However, a promising new rumor suggests this will completely change on the iPhone 18 generation launching next year.

Specifically, according to a report from the South Korean tech news site The Bell, the standard iPhone 18 is predicted to upgrade to 12GB of RAM, the same as the Pro models. This is a significant leap, a considerable increase in RAM capacity compared to its predecessor.

### **Why did Apple decide to upgrade the RAM for the iPhone 18?**

The reason behind this decision to increase RAM is believed to be linked to Apple's ambitions in artificial intelligence (AI).

1. Embracing Apple Intelligence: On-device AI features like Apple Intelligence require a significant amount of memory to process data and run language models smoothly. Upgrading to 12GB of RAM is a strategic move to ensure superior AI performance and better multitasking capabilities across the entire product line.
2. Increased memory chip production: The source also indicated that Apple has been working with its main RAM supplier, Samsung, requesting increased production of LPDDR5X memory modules for the 2026 iPhone production run.

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### **Competing with Android**

Although iPhones have seen significant improvements, overall, Apple's RAM capacity still lags behind many high-end Android phones. For example, the current Samsung Galaxy S25 series often offers 12GB or even 16GB RAM options. However, users should note that this is thanks to the excellent software optimization of iOS and the superior power of Apple's mobile chips.

iPhones typically maintain smooth multitasking performance and app speeds, even outperforming Android competitors with larger RAM capacities. Upgrading RAM to 12GB on the iPhone 18 will further solidify Apple's leadership in performance, while also paving the way for a more groundbreaking era of mobile AI experiences.

## **The process of upgrading RAM on Apple iPhones.**

The change in RAM capacity across recent generations of iPhones is a key strategy for Apple, particularly to support the latest Artificial Intelligence (AI) features. Previously, the iPhone 15 only came with 6GB of RAM, a hardware limitation that meant Apple Intelligence – Apple's groundbreaking AI suite – could only run on the high-end iPhone 15 Pro and Pro Max models. This underscores the crucial role of RAM in on-device AI processing performance.

### **iPhone 16 goes up to 8GB RAM.**

By 2024, Apple had taken a major step forward by equipping all versions of the iPhone 16 line with 8GB of RAM. This standardization not only improved overall multitasking performance but also provided the necessary foundation for all iPhone 16 users to experience Apple Intelligence features.

Picture 6 of latest iPhone rumors, rumors about the iPhone 18

### **iPhone 17: The hierarchy returns with 12GB of RAM.**

The RAM tiering strategy has returned to the iPhone 17 line. Specifically, the standard iPhone 17 maintains 8GB of RAM. The iPhone 17 Pro, iPhone 17 Pro Max, and iPhone Air are significantly upgraded to 12GB of RAM. This difference in RAM is accompanied by a difference in the processor chip.

The iPhone 17 Pro/Pro Max and iPhone Air models use the high-performance A19 Pro chip, while the standard iPhone 17 uses the standard A19 chip. The increased RAM allows the higher-end models to handle complex AI tasks, high-graphics (AAA) games, and heavy multitasking significantly better.

### **The future direction of the iPhone 18: Consistent performance?**

Upgrading RAM will inevitably have a ripple effect on performance and production costs, potentially impacting the final selling price. Currently, information and rumors about the iPhone 18 series are still quite limited. However, there have been predictions that Apple may standardize the RAM to 12GB across the entire iPhone 18 lineup, eliminating this core specification difference between the versions.

If this happens, Apple will have to find other ways to differentiate its phone models. For example, through full 5G satellite connectivity or a superior camera upgrade for the Pro and Pro Max versions, leaks that are attracting attention from the tech community.

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## **The iPhone 18 Air could be Apple's cheapest iPhone in 2026.**

Even before the iPhone 17 series was released, rumors about the iPhone 18 had already begun to surface. A report from South Korea indicated that Apple is planning a major shift in its iPhone marketing strategy, expected to begin next year.

## **iPhone 18 Rumor Update: Apple May Make Major Changes to the Launch Schedule**

Accordingly, the standard iPhone 18 will not be introduced alongside the high-end product line in the fall of 2026. Instead, Apple may postpone the launch of this model to the spring of 2027, along with the iPhone 18e. This change means that the iPhone 18 Air will become the most affordable iPhone model in the fall 2026 launch.

The product line, rumored to launch in the fall of 2026, will include the iPhone 18 Pro, iPhone 18 Pro Max, and the first foldable iPhone, tentatively called the iPhone 18 Fold. This information is not surprising to those who regularly follow Apple news. Previously, both the reputable news site The Information and the renowned analyst Ming-Chi Kuo had made similar predictions.

They suggest Apple will reserve space for its first foldable phone at its fall 2026 launch event, and the standard iPhone 18 will launch alongside the iPhone 18e in spring 2027. If these reports are accurate, users looking for a cheaper iPhone will have to wait until the spring launch event, starting with the iPhone 18 series. Higher-end models such as the Air, Pro, Pro Max, and Fold series will be introduced in the fall.

Picture 7 of latest iPhone rumors, rumors about the iPhone 18

### **Will a foldable iPhone cause a change in the launch schedule?**

Information from ETNews, which has close ties to Apple's sources, has revealed significant changes to the tech giant's product launch plans. The main reason is believed to be Apple's preparation for its first foldable iPhone, expected to launch next year, forcing them to adjust the schedules of other product lines.

According to this report, Apple will adopt a two-phase launch strategy:

1. First half of 2026: This will be the time when the affordable iPhone 17e is launched, similar to how Apple did with the iPhone 16e this spring.
2. September 2026: The traditional launch event will introduce the higher-end versions, including the iPhone 18 Air, 18 Pro, 18 Pro Max, and especially the iPhone 18 Fold - the first foldable phone.

Picture 8 of latest iPhone rumors, rumors about the iPhone 18

Although names like "iPhone Air" or "iPhone Fold" haven't been officially confirmed by Apple, these predictions are based on the company's current product naming strategy. The ETNews report also mentions plans for 2027, when Apple will celebrate the 20th anniversary of the iPhone's launch. This year is expected to feature:

1. First half of 2027: Launch of the second generation of foldable iPhones and the iPhone 19 series (including Air, Pro, and Pro Max versions).
2. Special event: Apple may surprise everyone with a special iPhone to celebrate its 20th anniversary, similar to how they launched the iPhone X in 2017 to celebrate its 10th anniversary.

## How much does the iPhone 18 Air cost?

Apple is reportedly planning a change in its iPhone launch strategy, a move that could help boost sales and the average selling price (ASP) of the product. According to leaks, starting in 2027, Apple will separate the launch dates of the cheaper iPhone models (iPhone 18 and 18e) from the high-end product line.

Specifically, the iPhone 18 Air will be the most affordable premium iPhone in the September launch, replacing the standard iPhone line. The price of the iPhone 17 Air remains a mystery until Apple officially launches the iPhone 17 series in September. However, analysts predict this model may inherit the \$899 price point of the iPhone 15 Plus and 16 Plus.

Picture 9 of latest iPhone rumors, rumors about the iPhone 18

This would be a competitive price point amid growing concerns about production costs and tariffs. While Apple has avoided some tariff hurdles, many reports still suggest the iPhone 17 series will be more expensive than previous generations. The starting price for the standard iPhone 17 may remain at \$799, but higher-end versions like the iPhone 17 Pro could see a price increase of up to \$50, from \$999 to \$1,049.

In this scenario, a price of \$949 for the iPhone 17 Air would seem reasonable. The iPhone 18 Air in 2026 could inherit the starting price of the iPhone 17 Air, provided the economy doesn't suffer any further shocks related to tariffs. However, all of the above is just speculation. Let's wait and see!

## In conclusion

Although it's still very early and much information remains unconfirmed, the iPhone 18 promises to be a highly anticipated generation.

1. Switching to 2nm chips will be a leap forward in performance and battery life.
2. The inclusion of a variable aperture on the Pro version will be a major benefit for photography enthusiasts.

However, the strategy of delaying the release of the standard iPhone 18 until 2027 is difficult to predict. If Apple only sells the models above \$1,000 in September 2026, they could miss out on a large number of consumers loyal to the more affordable version.

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