



Here's a Rundown of the Biggest Announcements From Apple's Product Launch

Description

Apple's ([NASDAQ: AAPL](#)) annual product launch in September has become something of an event for fans and investors alike. Its latest presentation didn't disappoint: The company announced something for everyone.

From the latest and greatest versions of the iPhone to details about new services, let's recap some of the biggest moments from the [tech giant's](#) main event.

Long-awaited details about Apple TV+ and Apple Arcade

Apple announced in March that it was adding a [number of new services](#) to its lineup, but has finally provided some details regarding Apple Arcade and Apple TV+.

Apple TV+ is the company's entry into the streaming wars, boasting some of Hollywood's biggest names. The company revealed that the service will launch on Nov. 1 for \$4.99 per month. This surprised many who follow the company, as the price had been rumored to be \$9.99. The service will debut in over 100 countries, and Apple said that customers who purchased a new device will be given a free one-year subscription to Apple TV+.

The monthly price for Apple Arcade — the company's subscription mobile gaming service — will also be \$4.99, and the service will be available on Sept. 19. The company said that users will get unlimited access to the entire catalog (currently at 100 new, exclusive games), which can then be opened and played across iPhone, iPad, iPod touch, Mac, and Apple TV, and shared with up to six family members via the Family Sharing feature. The company is offering a one-month free trial to prospective subscribers.

7th-Gen iPad

The iPad has been a mainstay in the Apple lineup since its introduction, and Apple unveiled the next-generation of the device, which will feature a 10.2-inch display and support the Apple Pencil and a full-

size smart keyboard for the first time. The new low-end iPad will start at \$329.



The Apple Watch Series 5. Image source: Apple.

The latest Apple Watch

Apple introduced the Apple Watch Series 5, which surprisingly features an always-on Retina display, eliminating the need to raise or tap the device in order to check the time or the latest notifications. Apple said that the product has been carefully optimized to preserve battery life — which stands at 18 hours.

The latest version will be offered in an array of materials, including aluminum, stainless steel, and ceramic, and titanium has been added as an option for the first time. It will also feature new navigation tools, including a built-in compass and an updated Maps app. The base model starts at \$399, with the cellular model pricing beginning at \$499.

iPhone 11

Of course, the most anticipated news of the day was the release of the newest model of Apple's flagship device — the iPhone 11. Apple used plenty of superlatives to describe the latest iPhone. The

device features “the fastest, most powerful chip ever in a smartphone” — the A13 bionic chip.

The biggest feature change was the introduction a new TrueDepth 12 megapixel dual-camera system, which includes both wide and ultrawide lenses. This allows for not only more photo opportunities, but offers the highest-quality video available in a smartphone, according to Apple. The new Night mode captures photos with minimal light.

The iPhone will be available in six colors — purple, green, yellow, black, white, and red — and will be priced starting at \$699. The device will be available for pre-order on Friday, Sept. 13, and will begin shipping a week later.



The iPhone 11. Image source: Apple.

iPhone 11 Pro

Apple also announced the first Pro versions of the device — the iPhone 11 Pro and iPhone 11 Pro

Max. Both versions feature the new Super Retina XDR — a custom-designed OLED — that’s “the brightest display ever in an iPhone.” The Pro’s camera ups the ante, featuring the first triple-camera system for the company, with ultrawide, wide, and telephoto lenses.

The company touted the extended battery life, which is now expected to last four to five hours longer than last year’s model. The Pro models will come in four finishes: space gray, silver, and gold, as well as the all-new midnight green.

The iPhone 11 Pro and iPhone 11 Pro Max will start at \$999 and \$1,099, respectively. The devices will be available for pre-order on Friday, Sept. 13, and will begin shipping on Friday, Sept. 20.

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