

New Products

September 2022 Announcements

The Products





- Apple Watch Series 8 & SE
- Apple Watch Ultra
- AirPods Pro 2nd Generation
- iPhone 14 & 14 Plus
- iPhone 14 Pro & 14 Pro Max



Pictures show S8, the SE with the black border, but physical size the same, then the Ultra which is bigger and more rugged with raised crown and side button
Sizes of phones show with number of lenses identifying difference between pro and regular

Apple Watch Series 8 & SE

- Series 8 is follow on to S7
- SE is a paired down S8
- SE great for connecting families who do not have phones
- Your phone can set up and monitor the SE

New Series 8	New SE
	
45mm or 41 mm case size Edge-to-edge display	44mm or 40mm case size
Certified IP6X dust resistant ⁵	—
—	—
—	—
	
Always-On Retina display Up to 1000 nits brightness	Retina display Up to 1000 nits brightness

Apple Watch Series 8 & SE

- New Crash detection using the new 256 G accelerometer
- Both use the new S8 chip, 20% faster than S7







Emergency SOS²
International emergency calling¹⁶
Fall Detection
Crash Detection²
Noise monitoring
Backtrack

Emergency SOS²
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If you have an older phone and you spend lots of time in your car in remote areas,

Apple Watch Series 8 & SE

- S8 has the Blood Oxygen & ECG sensor. SE does not
- S8 has 2 temperature sensors
- Software can estimate ovulation days on S8
- S8 & SE available now

Series 8	SE
	
Blood Oxygen app ¹²	—
ECG app ¹³	—
High and low heart rate notifications ¹⁵	High and low heart rate notifications ¹⁴
Irregular rhythm notification ¹⁴	Irregular rhythm notification ¹⁴
Cardio fitness notifications	Cardio fitness notifications
	
Temperature sensing ¹	—
Cycle tracking with retrospective ovulation estimates ¹⁶	Cycle tracking ¹⁵

and, while sensors not on the SE, that does not mean you can not take your S8 off and put on someone else to monitor things!!
Satellite communication with emergency services using unique software

Apple Watch Ultra

- Robust titanium case
- Most rugged and capable Apple watch ever
- Dual-frequency GPS for exact locations
- Up to 36 hours of battery life, extendable to 60 hours
- The ultimate sports/back country/expedition/diving watch



Apple Watch Ultra

- Larger face - 49mm
- Customizable action button
- Always on display up to 2000 nits of brightness
- Water resistant to 100m
- Depth gage with water temperature sensor
- Dive computer available as App on App store



2000 nits is twice as bright as regular watch

Apple Watch Ultra

- Wayfinder face features a live compass for navigation
- Raised edges to case to protect sapphire front crystal
- Night Mode to protect night vision
- Raised side button for use with gloves
- Crown protected from bumps
- Loud 86db siren can be heard 600 feet away



Night mode turns entire display to red which preserves night vision
I love the siren since I hike alone in the woods!!

AirPods Pro 2nd Generation

- New H2 chip
- Improved sound
- Improved 2x Active Noise Cancelation
- New Adaptive Transparency (cancels loud background sounds)
- Available Sep 23



AirPods Pro 2nd Generation

- Custom high dynamic range amplifier
- Personalized Spatial Audio with dynamic head tracking
- Vent system for pressure relief
- Up to six hours listening time on one charge
- 30 hours of listening time with case
- MagSafe charging case with lanyard hook

Personalized spatial audio is created on the iPhone, but the AirPods Pro use it.

iPhone 14 Family



iPhone 14 Family

- iPhone 14 & 14 Plus same features, with 14 Plus larger
- iPhone 14 Pro & 14 Pro Max same features, with 14 Pro Max larger
- Larger phones feature bigger batteries and longer battery life
- iPhone Mini is end of life.
- 3 months of Apple Fitness + included with every iPhone

iPhone 14 Family

- Car Crash Detection using new 256 G accelerometer
- Emergency SOS via satellite and unique software
- ESIM only, no tray
- Always on Display
- iPhone 14 available now, 14 Plus delayed for 3 weeks
- iPhone 14 Pro & 14 Pro Max available now

iPhone 14 & 14 Plus

- Uses A15 chip, same as the iPhone 13
- Has 2 camera lenses: Ultra wide (13mm) & Wide (26mm)
- 12 MP camera sensor
- TrueDepth front camera with autofocus
- 128MB, 256MB & 512MB versions

iPhone 14 Pro & 14 Pro Max

- Uses A16 chip
- Has 3 cameras lenses: Ultra wide (13mm), Main (24mm) and Telephoto (72mm)
- 48 MP camera sensor on main lens
- 128MB, 256MB, 512MB & 1TB versions
- New Dynamic Island at top of display instead of notch

Dynamic island very unique. Has all the sensors the notch had, but has software that shows temporary notifications and other items as it can expand vertically and horizontally

The 48MP sensor actually combines 4 pixels into one for the output - produces better color

iPhone 14 Pro & 14 Pro Max

- Night mode portraits
- Macro photography
- Apple ProRaw
- ProRes Video recording
- Dual frequency GPS

In Summary

	iPhone 14	iPhone 14 Plus	iPhone 14 Pro	iPhone 14 Pro Max
Screen size	6.1-inches	6.7-inches	6.1-inches	6.7-inches
Refresh rate	60Hz	60Hz	1-120Hz	1-120Hz
CPU	Apple A15 Bionic	Apple A15 Bionic	Apple A16 Bionic	Apple A16 Bionic
Storage	128GB, 256GB, 512GB	128GB, 256GB, 512GB	256GB, 512GB, 1TB	256GB, 512GB, 1TB
Cameras	Dual 12MP (Wide, ultrawide)	Dual 12MP (Wide, ultrawide)	48MP main, 12MP ultrawide, 12MP telephoto with 3x optical zoom	48MP main, 12MP ultrawide, 12MP telephoto with 3x optical zoom

Other News

- Ventura beta still pretty rough - due out in “Fall”
- iOS 16 released on Sep 12 and feels stable
- WatchOS 9 released on Sep 12 and feels stable
- AppleCare now allows more than 2 repairs per year
- Check Coverage: <https://checkcoverage.apple.com/>

References

- How to choose between the new iPhone 14 models: <https://www.zdnet.com/article/new-iphone-14-models-compared-which-one-should-you-buy/>
- How to choose between the new Apple Watch S8 and Ultra: <https://www.zdnet.com/article/apple-watch-ultra-vs-apple-watch-series-8/>
- AirPods Pro 2: <https://www.zdnet.com/article/airpods-pro-2-vs-airpods-pro/>

iPhone 14

iPhone 14