

# iPhone 14 brings new notification system

Apple's latest *iPhone 14* line-up includes Pro versions, which feature the first major display redesign since the *iPhone X* in 2017 – a pill-shaped cutout used as an innovative new notification system

## IPHONE 14 PRO MAX FEATURES

**12MP Telephoto camera:** 3x optical zoom

**Flash:** Twice as bright as previous generation

**12MP Ultra-Wide camera:** Better low light photography

**48MP Main camera:** Quad-pixel sensor offers better light capture

**5G antenna window:** Faster, more energy-efficient **Qualcomm** modem

**Dual eSIM support:** No SIM card tray\*

**Super Retina XDR display:** OLED 2,796 x 1,290 pixels. Always-on display shows **iOS 16** widgets

**"Dynamic Island"** Cutout, necessary for **FaceID** and camera, forms basis for new animations

Perky notifications pop out of pill, adding functionality and fun

Capacity: 128GB, 256GB, 512GB or 1TB

Weight: 240g

## OTHER ANNOUNCEMENTS

### APPLE WATCH ULTRA

Rugged design for adventure sports enthusiasts such as mountaineers and scuba divers

**Depth gauge:** Provides real-time water depth to 40m, and metrics for water temperature



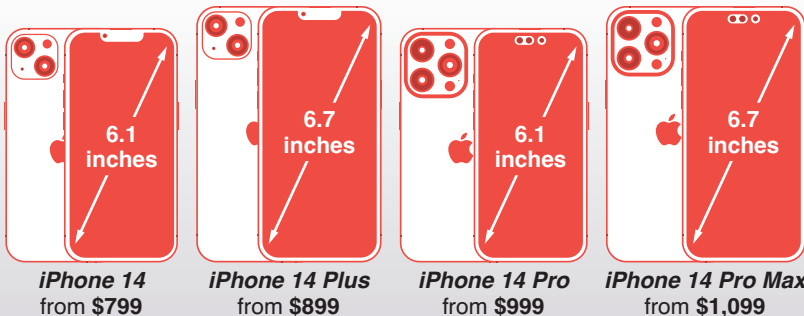
Compass watch face

**Action button:** Can be customised to function of choice. Hold down to activate siren

Cost: \$799

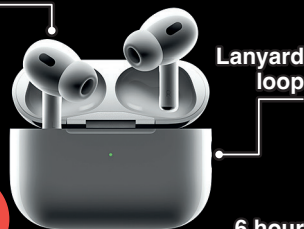
**SOS** New safety features: **Emergency SOS** text service via satellite (U.S. and Canada only, for now). **Car crash detection** automatically calls emergency services

## FULL RANGE OF IPHONE 14 HANDSETS



### AIRPODS PRO

Dynamic head tracking for 3D audio **FaceTime** calls. New swipe control adjusts volume



Cost: \$249

6 hour battery life

**Speaker:** Plays sound to help you locate **MagSafe Charging Case**