

# Apple product showcase preview

Apple's upcoming *Wonderlust* event is not expected to yield many surprises, with updates to the *iPhone* and *Watch* range that will be physically almost indistinguishable from their predecessors



## iPhone 15 and iPhone 15 Pro

**iPhone 15 Plus**  
\$899-\$1,199

**iPhone 15 Pro Max**  
\$1,199-\$1,799

All now feature **Dynamic Island**



New **Action button** replaces mute switch\*

**USB-C port** on all models

**iPhone 15**  
\$799-\$1,099

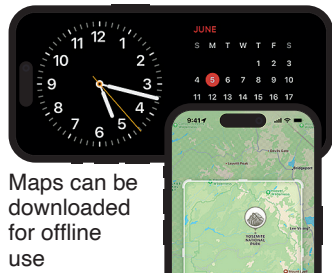
**iPhone 15 Pro**  
\$1,099-\$1,699

Narrower bezels\*

All handsets feature faster modems and upgraded cameras, with Pro models getting **A17** chips

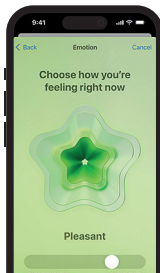
## iOS 17

Turn phone into bedside clock while charging



Maps can be downloaded for offline use

New **mental health** tracking



## Watch Series 9

Could feature **S9** chip which would be vastly faster than processor in **Series 8**

Benefits of S9 would be greater efficiency, better battery life and faster app loading times



## Watch Ultra 2

S9 processor and possibly 3D printed case and other elements

Could be lighter in weight – current model weighs **61.3g**



## watchOS 10

Most apps redesigned to use more screen space

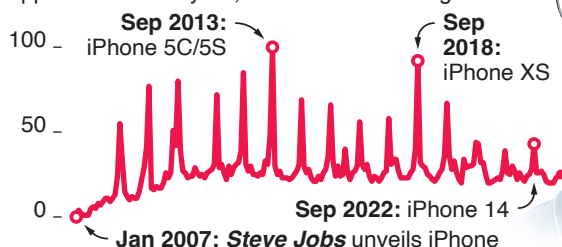


Scrollable **Smart Stack** widgets

## Waning public interest in iPhone

Google **Interest Index** for search of "**new iPhone**"

With seemingly only small updates to iPhone's appearance each year, online buzz is fading



**Tim Cook**, Apple CEO since 2011

\*Pro models only. Note: iPhone price variations depend on memory size – 128GB to 2TB

Sources: MacRumors, Macworld, Apple, Google Trends Picture: Getty Images © GRAPHIC NEWS