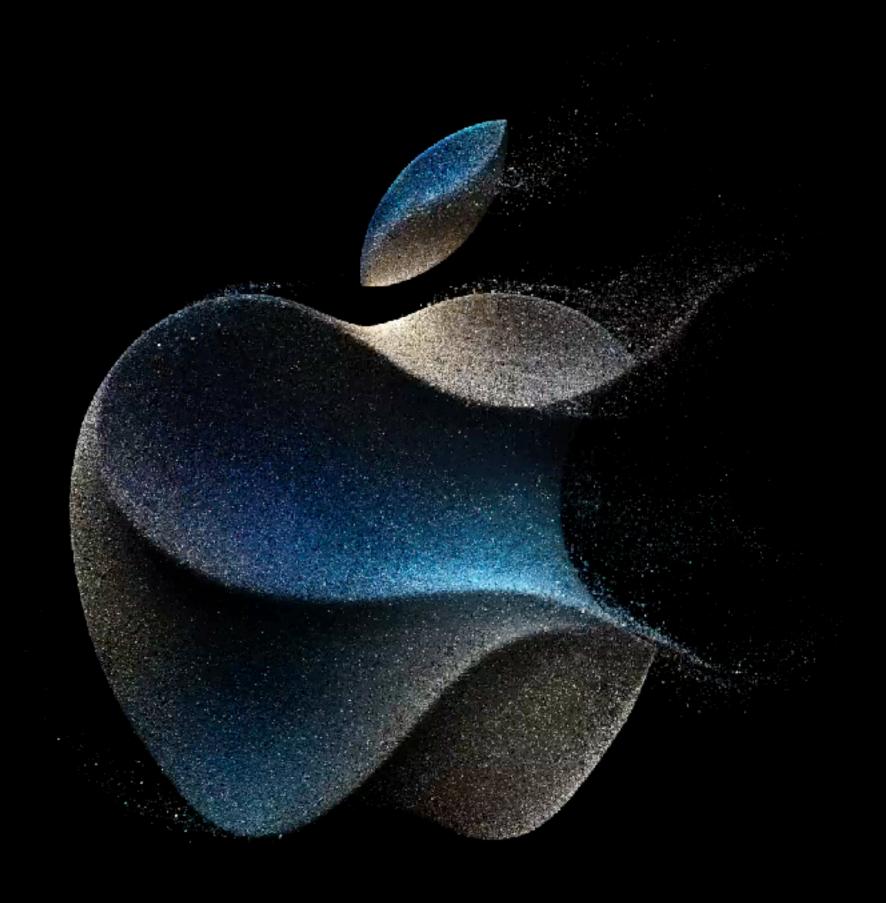






# After seven years, the original \$17,000 gold Apple Watch is officially obsolete





#### Wonderlust.

September 12, 2023

### Fall Apple Event



- Apple spent a lot of time talking about their environmental efforts including a comedy sketch with Mother Nature (\*\*)
- Some of the new environmental initiatives include:
  - Phasing out all plastic packaging by the end of 2024
  - Phasing out all leather products, including its leather iPhone cases and Apple Watch bands replacing them with a more environmentally friendly material called "FineWoven"



### iCloud Storage



- Apple added new higher storage options for its iCloud plans
- Previously, an individual iCloud account maxed out at 2 TB storage for \$9.99/month
- Apple will now offer new 6 TB and 12 TB plans
- The 6 TB plan of iCloud+ will be priced at \$29.99 per month and the 12 TB plan at \$59.99 per month
- Like other iCloud+ plans, the storage can be shared with up to six people via Family Sharing

## iCloud+ Storage Options

iCloud+ Storage	5 GB	50 GB	200 GB	2 TB	6 TB (New)	12 TB (New)
\$/Month	Free	\$0.99	\$2.99	\$9.99	\$29.99	\$59.99



#### iPhone Overview



- Most years, Apple releases 2 lines of new iPhones
  - A standard model (12,13,14,15)
  - A Pro model (12 Pro, 13 Pro, 14 Pro, 15 Pro)
- Both lines are usually available in 2 sizes 6.1" and 6.7" (15 Plus, and 15 Pro Max)
- Apple also sells a low cost SE model but this isn't refreshed every year - The current model is the 2022 SE 3<sup>rd</sup> Generation (4.7")
- Occasionally Apple has released a Mini version (5.4"), but this is not typical

### iPhone 15







- The iPhone 15 looks a lot like the iPhone 14
- The iPhone 15 and 15 Plus are basically identical except for the screen sizes
- The iPhone 15 models are available in light pink, yellow, blue, green, and black, and they sell at the same price point as last year's models
- A big change is that the lightning port has been replaced with a USB-C port





- This means you could charge your AirPods or Apple Watch directly from iPhone using the USB-C connector if you wish
- All iPhone 15 versions are equipped to charge wirelessly by both MagSafe and the newly introduced Qi 2 standard
- The iPhone 15 models boasts faster charging rates, allowing for speeds up to 35W with appropriate power sources
- The camera notch has been replaced with the same "Dynamic Island" that Apple introduced in the iPhone 14 Pro





- The new iPhone 15 models have the 48-megapixel technology seen in the iPhone 14 Pro with 2x optical zoom capabilities
- Portrait mode has also been upgraded for the iPhone 15
  - Apple says its synthetic bokeh portrait shots offer better lowlight performance than ever before
  - Portrait mode will now also be automatically enabled when shooting a subject in the main camera mode
  - You can also change focus even <u>after</u> the photo has been taken





- There are major advancements in the device's low-light photography, providing clearer and brighter shots in dim settings
- Call audio quality has been improved, using a machine-learning model that emphasizes your voice
- iPhone 15 and iPhone 15 Plus are powered by the A16 Bionic chip, previously seen in iPhone 14 Pro models
- The A16 system-on-a-chip has a six-core CPU and 5-core GPU



#### Roadside Assistance



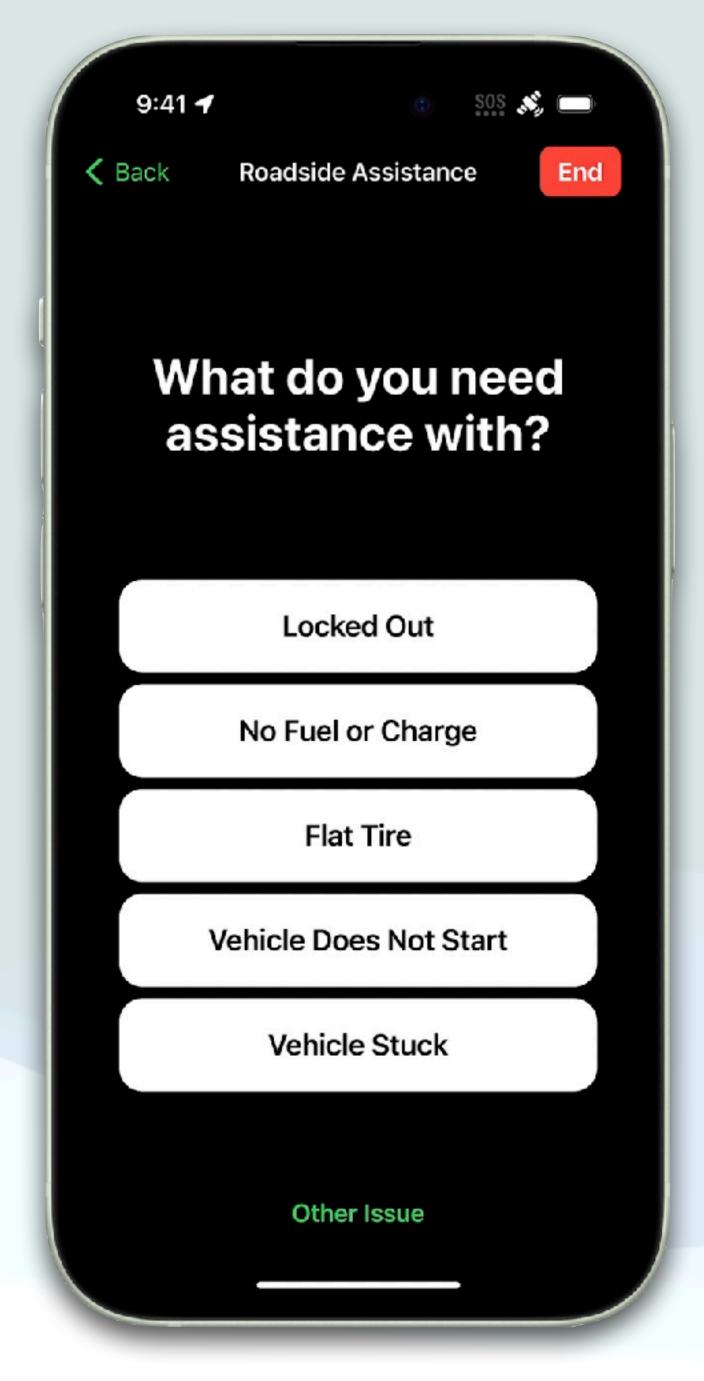
- The iPhone 14 introduced emergency satellite calling to contact first responders if you're injured, but unable to get cellular connections
- With the release of the iPhone 15, these satellite features have been expanded
- Now, you can get help if you're experiencing a roadside issue, and can't get cellular connectivity
- This new feature is called "Roadside Assistance via Satellite"



#### Roadside Assistance



- You text "Roadside Assistance" which will ask you a series of questions to get you the appropriate assistance
- Roadside Assistance examples: car lockouts, out of gas, battery issues, flat tires, car stuck, or vehicle not starting
- The service will be included for free for two years with new iPhone 15 and iPhone 15 Pro purchases and is free for AAA members
- Supported phones include all versions of iPhone 14 and iPhone 15, on iOS 17 or later

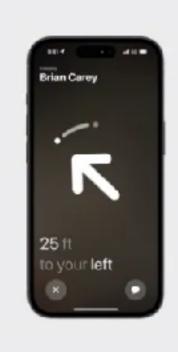






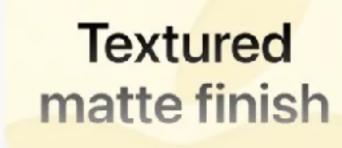
- Now that the iPhone has USB-C ports, Apple has started selling wired EarPods with a USB-C connector (\$19)
- Besides the iPhone 15, you can also use these EarPods with:
  - Mac models with USB-C running macOS Monterey 12.6 or later
  - iPad models with USB-C running iPadOS 16.4 or later
- Apple still sells EarPods with 3.5mm and Lightning jacks (\$19)
- Apple's AirPods Pro will now come with a USB-C charging case





Precision Finding for

Find My friends



100% recycled cobalt in the battery



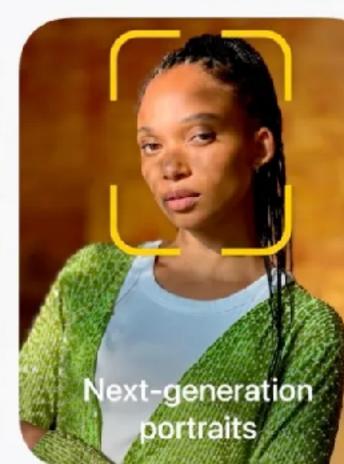
All-day battery life



USB-C







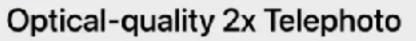














#### 2000 nits

Roadside

Assistance

via satellite

Peak outdoor brightness



Ceramic Shield











- The iPhone 15 Pro and Pro Max have all the new features of the iPhone 15 models
- New to the Pro models this year is a titanium case, which makes them the lightest phones available in the iPhone series with the highest strength-to-weight ratio
- iPhone 15 Pro models come in four new color options: Black, White, Blue, and Natural Titanium
- iPhone 15 Pro models sell at the same price point as last years models





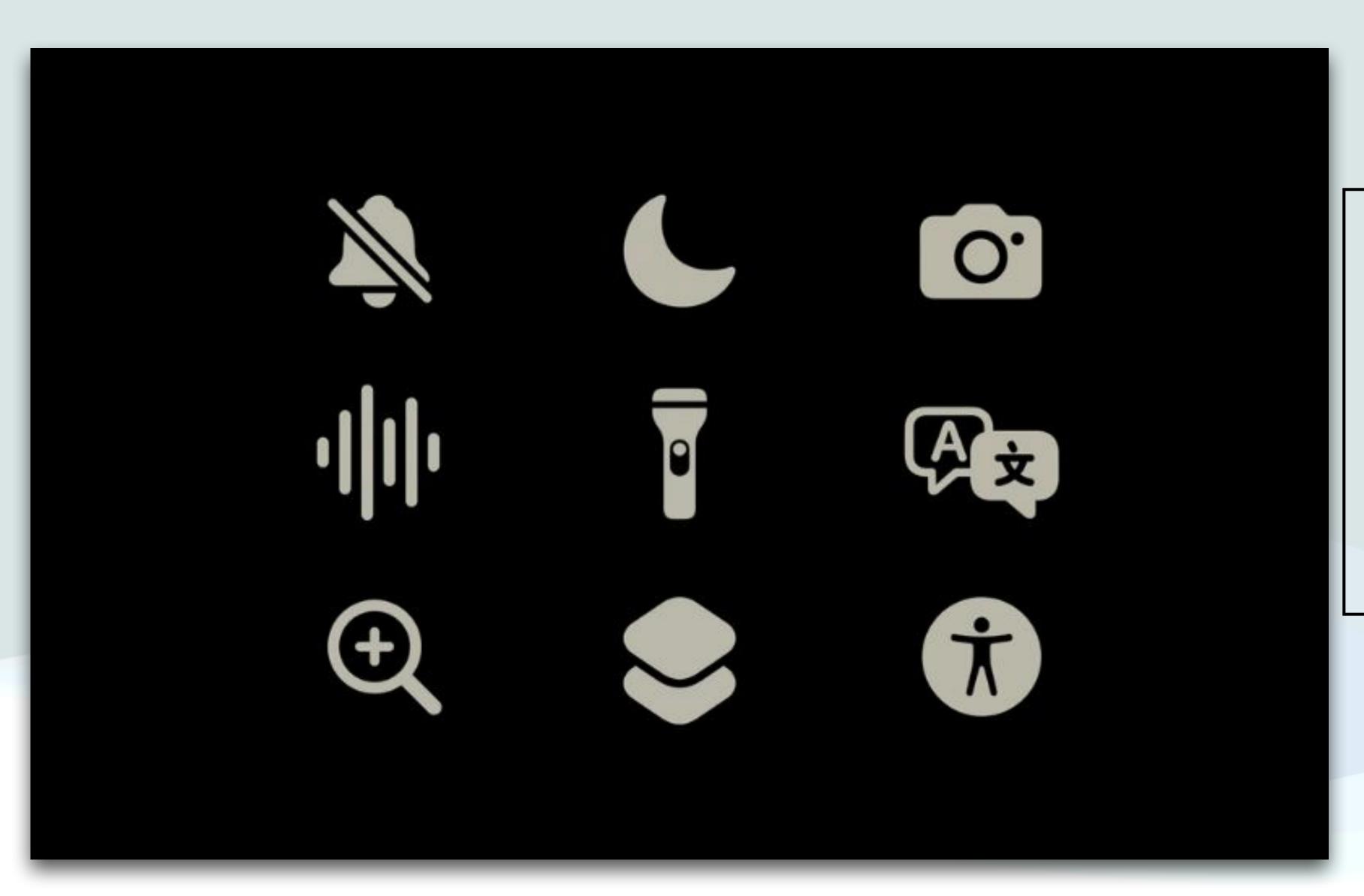
- In addition, the Pro models also feature a tough back-glass as well as a Ceramic Shield front, offering better protection for the glass components
- The Pro models features a newly refined brush texture and contoured edges
- The new iPhone 15 Pro is the lightest pro model ever, with the thinnest bezels yet
- The iPhone 15 Pro and the iPhone 15 Pro Max are the first iPhones to support next-generation Wi-Fi 6E connectivity





- One of the most substantial changes to the iPhone 15 Pro series is the inclusion of a new Action Button
- Replacing the silent mode switch, the new button allows you to easily access certain features and apps
- For example, the new Action Button can help take a photo, or you can use it to access the Voice memo app or a shortcut
- This new Action Button is aided by the Dynamic Island, which gives visual cues to help the device launch the correct action

### Action Button Options



- Mute toggle
- Focus Mode toggle
- Launch Camera app
- Launch Voice Memos
- Flashlight toggle
- Launch Translate
- Launch Magnifier
- Perform a shortcut
- Activate accessibility feature





- The iPhone 15 Pro has a new Apple Silicon chip the A17 Pro which is up to 10% faster
- It is fabricated using an 3 nanometer process, and houses a total of 19 billion transistors
- The overall dimension has been reduced without shrinking the display size
- A new USB controller is also capable of enabling USB 3 speeds which allows the iPhone 15 Pro to record directly to external storage or a Mac





- The iPhone 15 Pro has a dedicated AV1 decoder which allows for a higher-quality video experience with streaming services
- The iPhone 15 Pro Max features a new Telephoto lens that enables 5x optical zoom
- This is an improvement over the 3x zoom that's available in the iPhone 15 Pro and the prior-generation iPhone 14 Pro models
- For Vision Pro, iPhone 15 Pro also captures "spatial video" now using the ultra wide and main camera to create 3D videos (The feature will be available sometime after launch)



#### Ceramic Shield

C24 C28 C35 Main lens





Super-high-resolution photos

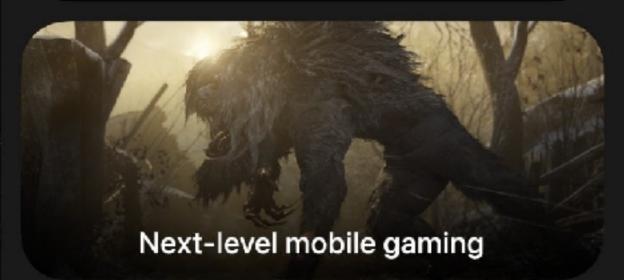
USB-C



with USB 3



#### **ProMotion**





**T** 

## Always-On display

(4) All-day battery life



**5**X

Telephoto on Pro Max



Spatial video







#### Older iPhones



- The iPhone SE will continue to be sold at the same price
- The iPhones 13, 14, and 14+ will continue to be sold and discounted \$100 from last years pricing
- Apple will no longer sell the iPhone 12, 13 mini, 14 Pro, and 14 Pro Max
- Note: You might be able to find the discontinued models for a while from the refurbished store or third party sellers

## Currently available iPhones



Model	SE 3 <sup>rd</sup> gen	13	14/14+	15/15+	15 Pro	15 Pro Max
Release Date	Mar 22	Sep 21	Sep 22	Sep 23	Sep 23	Sep 23
Screen Size	4.7"	6.1"	6.1"/6.7"	6.1"/6.7"	6.1"/6.7"	6.1"/6.7"
Chip	A15	A15	A15	A16	A17 Pro	A17 Pro
Security Id	TouchID	FaceID	FaceID	FaceID	FaceID	FaceID
Camera	Wide	Wide/Ultra Wide	Wide/Ultra Wide	Wide/Ultra Wide	Wide/Ultra Wide/ Telephoto	Wide/Ultra Wide/ Telephoto
Optical Zoom	_	1X	1X	2X	3X	5X
LiDar	No	No	No	No	Yes	Yes
Connector	Lightning	Lightning	Lightning	USB-C	USB-C	USB-C

## iPhone Pricing



Storage	64GB 💢	128GB	256GB	512GB	1TB
iPhone SE 3 <sup>rd</sup> Gen	\$429	\$479	\$579	<del>-</del>	_
iPhone 13	-	\$599	\$699	\$899	_
iPhone 14	_	\$699	\$799	\$999	_
iPhone 14 Plus	_	\$799	\$899	\$1,099	_
iPhone 15	_	\$799	\$899	\$1,099	_
iPhone 15 Plus	_	\$899	\$999	\$1,199	_
iPhone 15 Pro	_	\$999	\$1,099	\$1,299	\$1,499
iPhone 15 Pro Max	_	<u>-</u>	\$1,199	\$1,399	\$1,599

### Questions?



iPhone SE From \$429



iPhone 13 From \$599



iPhone 14 From \$699



iPhone 15 From \$799



iPhone 15 Pro From \$999





### **5** Watch S9



- The Watch S9 looks identical to last year's model although it has some additional new features
- You'll get a faster chip with 5.6 billion transistors a 60% speed increase when compared to the previous chip
- The GPU is 30% faster so animation and effects are smoother
- This is the first Watch to process Siri requests on the device itself, so requests won't be forwarded to the cloud and hence won't be impacted by poor Cellular or Wi-Fi connections

### **É** Watch S9



- The new **É** Watches have a new gesture Double Tap
  - Tap your index finger and thumb twice to activate the double tap gesture
  - Doing so will allow you to control the primary button of any app
  - So, you can double tap your index finger and thumb to answer or end a call, click a photo, play or pause music, etc.
  - It could be extremely useful if your other hand is occupied

### **5** Watch S9



- The Watch Series 9 now has a maximum brightness of 2,000 nits, double that of its predecessor which will help visibility even under bright sunlight
- On the other hand if you're in darker environments, where the brightness of your **\(\circ\)** Watch is blinding, you can turn it down to one nit
- The Watch Series 9 also features the second-generation Ultra Wideband chip which improves Precision Finding, which provides distance, directions, visual, audio, and haptic feedback to help you find your iPhone

### **5** Watch S9



- The **W**atch S9 begins at \$399 (41mm)/\$429 (45mm)
- Cellular costs an additional \$100
- The ■ Watch Series 9 in certain combinations of Watch and bands — is Apple's first-ever carbon neutral device
- The Watch Series 9 (and Watch Ultra 2) feature 64GB of storage, double the amount of previous generations
- Apple also announced new Watch bands including solid color sports bands (yeah!)

# Watch Sports Bands







Precision Finding for iPhone



S9 SiP









A new gesture for Apple Watch



Siri, how much did I sleep last night?



New bands

5

New cycling

features

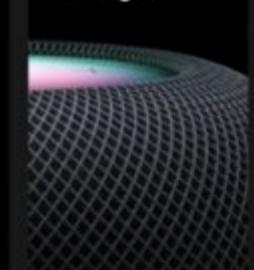
Crash Detection



Advanced cycle tracking



HomePod integration



Siri health queries

## **É** Watch Ultra 2



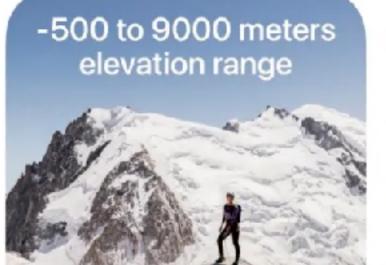
### **É** Watch Ultra 2



- The Ultra 2 has all the new features in the S9 model such as the 2<sup>nd</sup> generation Ultra Wideband chip, 64 GB storage, the S9 chip, the double tap gesture, on board Siri requests, etc...
- The Ultra 2 has an even brighter display at 3,000 nits, the brightest of any Apple Watch display
- Battery life in low-power mode is now up to 72 hours
- The Watch Ultra 2 starts at \$799

#### 3000 nits





Modular Ultra watch face



New band colors





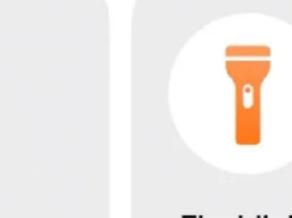


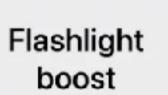
On-device Siri



New cycling features







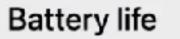




Precision dual-frequency













A new gesture for Apple Watch

# **Watch Features/Pricing**



Storage	SE	9	Ultra 2
Release Date	Sep 22	Sep 23	Sep 23
Case Size (mm)	40/44	41/45	49
Materials	Al	AI, Stainless Steel	Titanium
Chip	S8	S9	S9
Storage (GB)	32	64	64
Hi/Lo Heart Notifications	Yes	Yes	Yes
Irregular Heart Rhythm	Yes	Yes	Yes
Fall/Crash Detection	Yes	Yes	Yes
Cycle Tracking	Yes	Yes + Ovulation	Yes + Ovulation
Temperature Sensor	No	Yes	Yes
Water Resistance (m)	50	50	100
Always On Display	No	Yes	Yes
Blood O <sub>2</sub> /ECG	No	Yes	Yes
Cost (GPS)	\$249/\$279	\$399/\$429	<u> </u>
Cost (Cellular)	\$299/\$329	\$499/\$529	\$799

# Questions?



# watchos



#### **#** Watch Interface



- watchOS 10 released in September, brings some major changes to the Watch interface, including:
  - You used to swipe left/right to change watch faces now you have to press and hold first, then swipe left/right, then press the digital crown or just tap to return
  - Smart Stacks/Widgets have now come to the Watch, and you get to them by swiping up from the bottom or rotating the digital crown up
  - You now get Control Center by tapping the side button



# Watch Interface Changes

New	Watch Part	Action	watchOS9	watchOS10
	Digital Crown	Turn	None	Widgets/Smart Stacks
	Digital Crown	Double Press	Last Opened App	Recently Opened Apps
	Side Button	Press	Dock	Control Center
	Watch Face	Swipe Up	Control Center	Widgets/Smart Stacks
	Watch Face	Swipe Left/Right	Switch Watch Faces	None *
	Digital Crown	Press	App Library	App Library
	Digital Crown	Press and Hold	Siri	Siri
	Side Button	Press and Hold	Power down, SOS, etc	Power down, SOS, etc
	Side Button	Double Press	Apple Pay	Apple Pay
	Watch Face	Swipe Down	Notifications	Notifications





# Questions? watchOS



# Some of my Favorite New Features



iPadOS 17



tvOS 17



watchOS 10



macOS Sonoma



iOS 17

#### Favorite Features



- There are literally 100s of new features that came out with the new operating systems this fall: iOS17, iPad17, macOS Sonoma, tvOS17, watchOS 10
- Today, I'm going to go over some of my favorite new features
- These are by no means the only or even the most major features
- These also do not include some of the features available with new hardware (since I do not have any of these devices to test)

## Lift Subjects



- The ability to lift subjects from a photo continues to improve in iOS17
- Now you can lift a subject and make it into a sticker that you can use in messages
  - Find a photo in the photos app, and long press the subject you wish to separate from the background
  - You'll see a faint white line that outlines your subject and you'll get the option to: Copy, Make a Sticker, or Share
  - Depending on your choice, you can paste the subject wherever you wish, make it into a sticker, or share it via the Share Menu





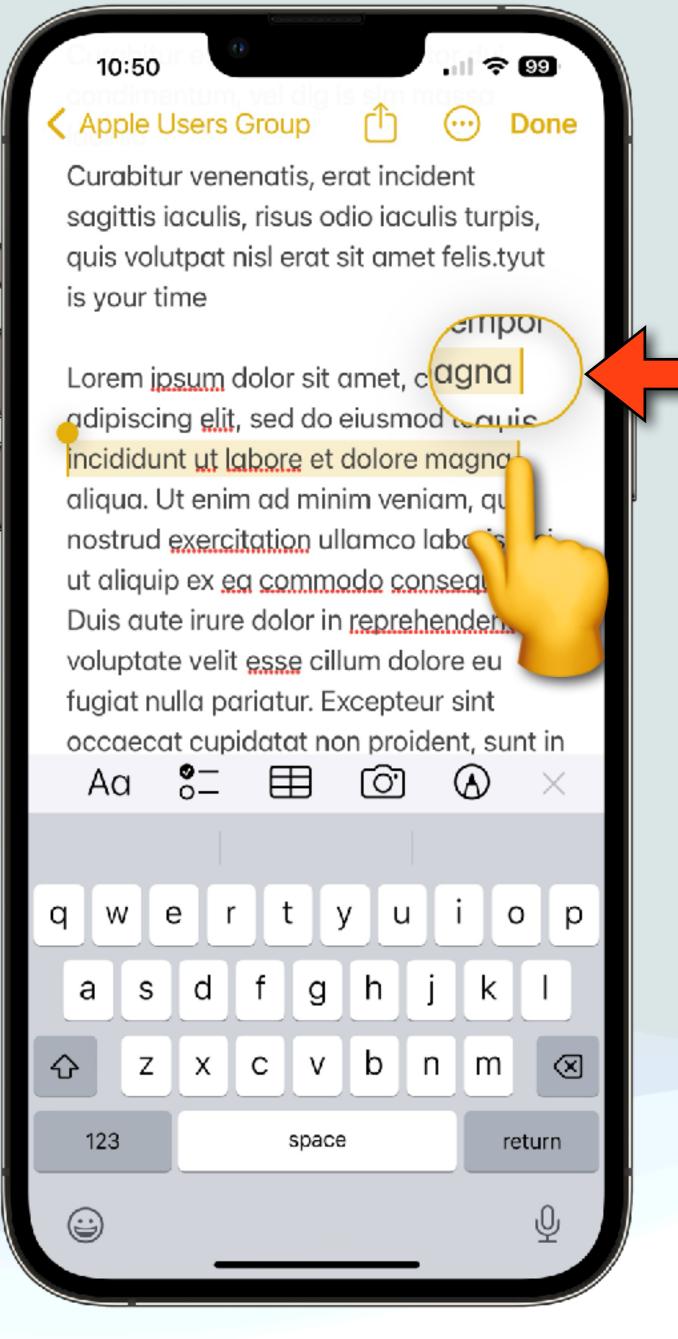


## Larger Loupe



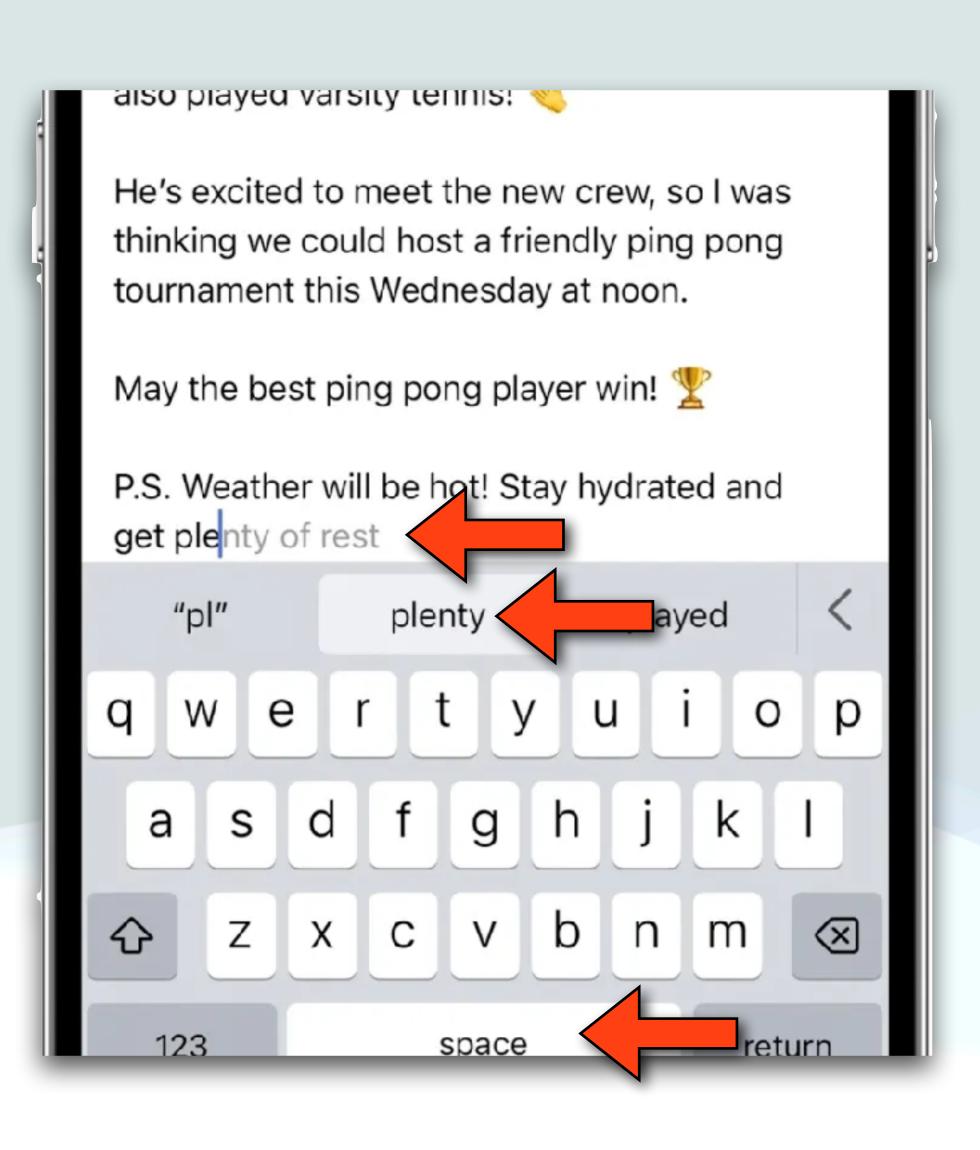
- It might be the smallest improvement in iOS 17, but I like it
- Apple has increase text magnification of the loupe to help you see where your cursor is more clearly
- The loupe is a tool for magnifying text immediately beneath the user's finger
- It's named after the word for a jeweler's small magnifying glass
- It is now much easier to position a cursor or to know exactly what you are selecting when editing text





Editing Text Selecting Text

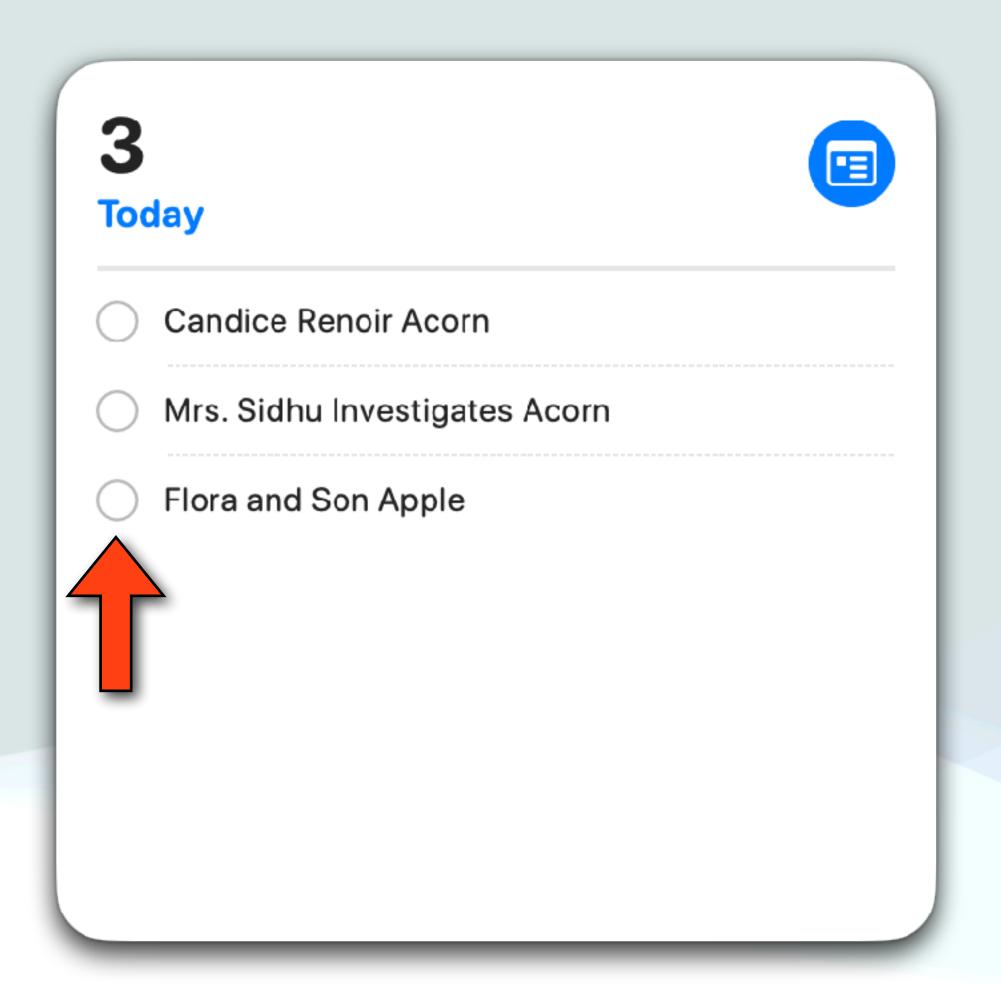
#### AutoCorrect



- Another improved feature for editing text is improved AutoCorrect
- All the new systems enable a predictive text feature that suggests words and word completions in-line as you type
- Hitting the space bar will insert the suggestion without needing to tap the predictive text bar

## Interactive Widgets





- Prior to iOS17, watchOS 10 and macOS Sonoma, if you tapped on a widget, it would open the appropriate app
- With the new systems, you can now interact with the app using just the widget
- For example, you can mark off completed reminders on the Reminder widget without opening the Reminders app

Interactive Widgets

# Watch Improvements

- Besides the major Watch changes, there are several minor upgrades
  - Many of the apps have better interfaces and are much better looking
  - There are two new watch faces: Palette and Snoopy
  - Snoopy is an animated watch face that is especially fun:
    - When the watch is sleeping, Snoopy sleeps on his doghouse
    - When the watch is active, there is a new animation depending on the weather, time, etc...





New Weather app



New Snoopy Watch Face



- The Smart Stack is a new feature in watchOS 10
- The Smart Stack is a set of widgets that uses information such as the time, your location, and your activity to automatically move the most relevant widgets to the top of the stack
- For example, at the beginning of the day, Weather will show the forecast or, when you're traveling, the Smart Stack will show boarding passes from Wallet
- It can also be used to house other complications that you can't fit on your normal watch face



- To use Smart Stack, either swipe up on the watch face, or scroll the Digital Crown up, until you see widgets
- Then, scroll to the widget you want to use, then tap it to open its associated app
- The Smart Stack starts with a default set of widgets, but you can manually add, remove, and rearrange the default set
- Also within the Smart Stack is a widget that can contain three different apps or complications



- To edit the Smart Stack, just scroll up on the watch face, long press the Smart Stack, then do any of the following:
  - Add a widget: Tap ⊕, then tap a featured widget or tap an app that appears below "All Apps" (Some apps offer more than one widget)
  - Remove a widget: Tap
  - Pin and unpin widgets: Tap on the right side of the widget The pinned widget appears below the last pinned widget in the Smart Stack To unpin widgets tap on the right side of the widget
  - Tap Done when you're finished editing the Smart Stack



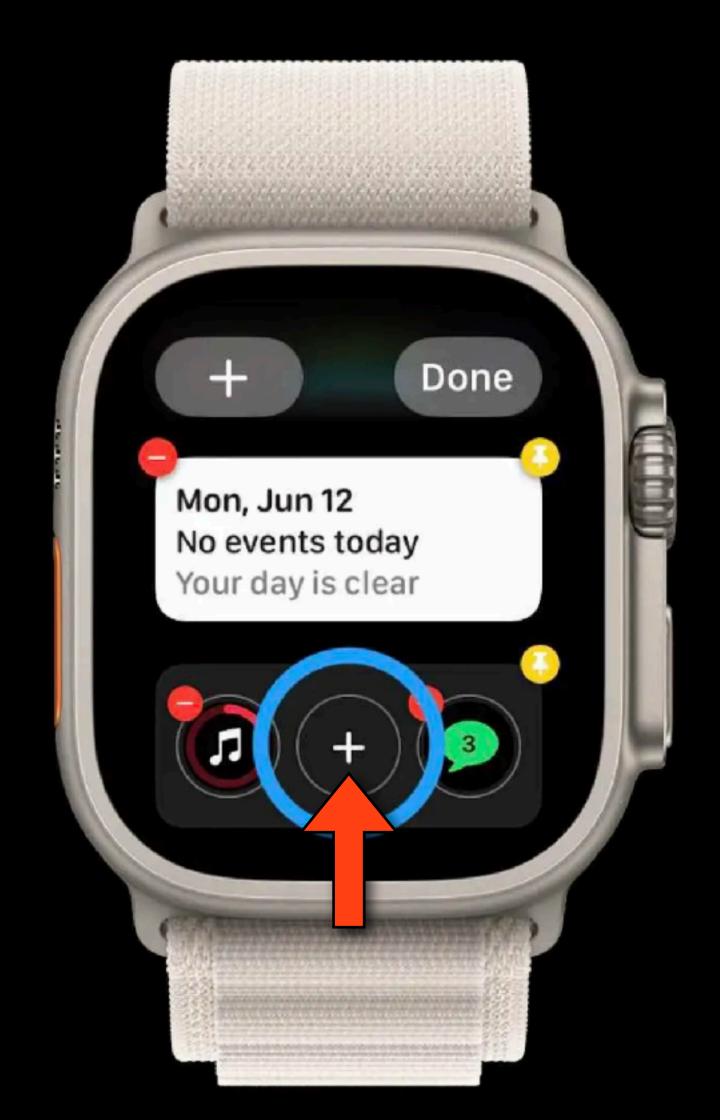






- There is a triple complication widget that can be customized and also pinned if you want to move it to the top of your Smart Stack
- I find this widget handy to place my favorite complications within easy reach, especially now that changing watch faces is more difficult
- Since there are only 3 slots, you have to delete one of the complications before you can add another







#### Sonoma Screen Savers

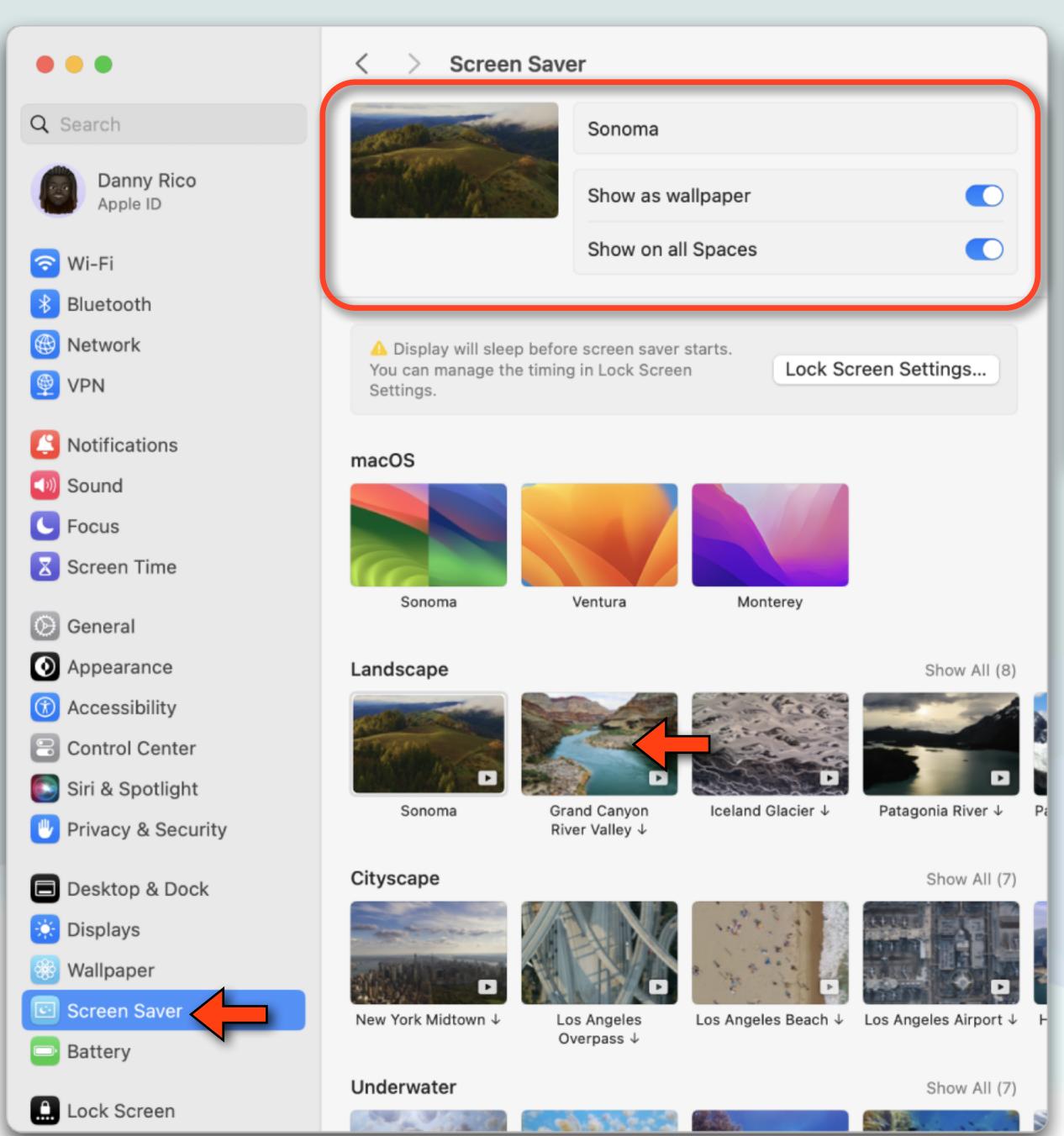


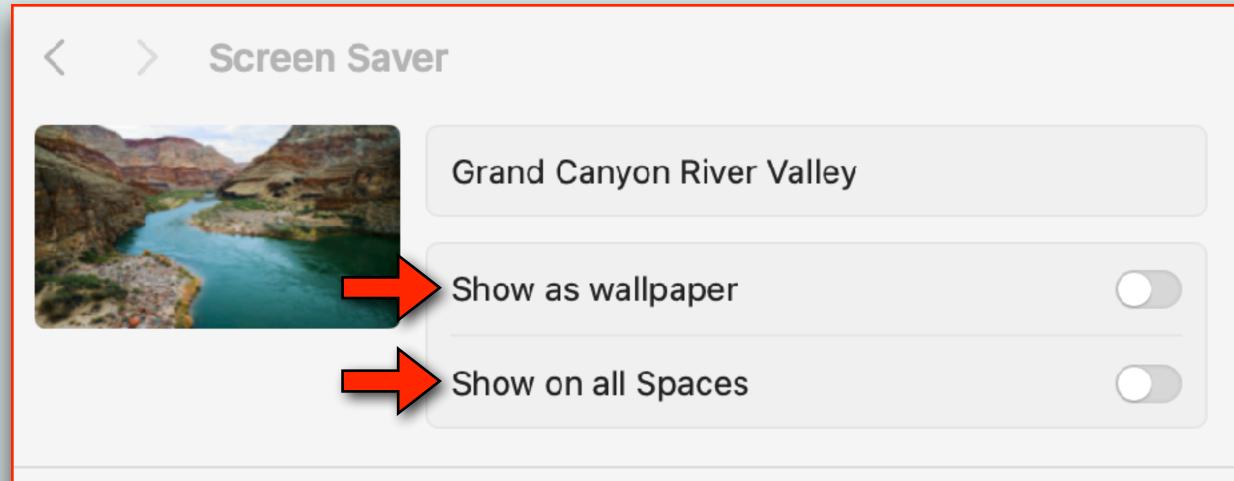
- The coolest-looking thing in macOS Sonoma is probably it's new collection of wallpaper/screen savers
- These are mostly a collection of high-definition videos of cities, landscapes, underwater scenes, or videos of the earth from space
- The screen savers smoothly and continuously zoom thru their subjects and are stunning
- Most of these videos are the same ones the Apple TV boxes use as screen savers

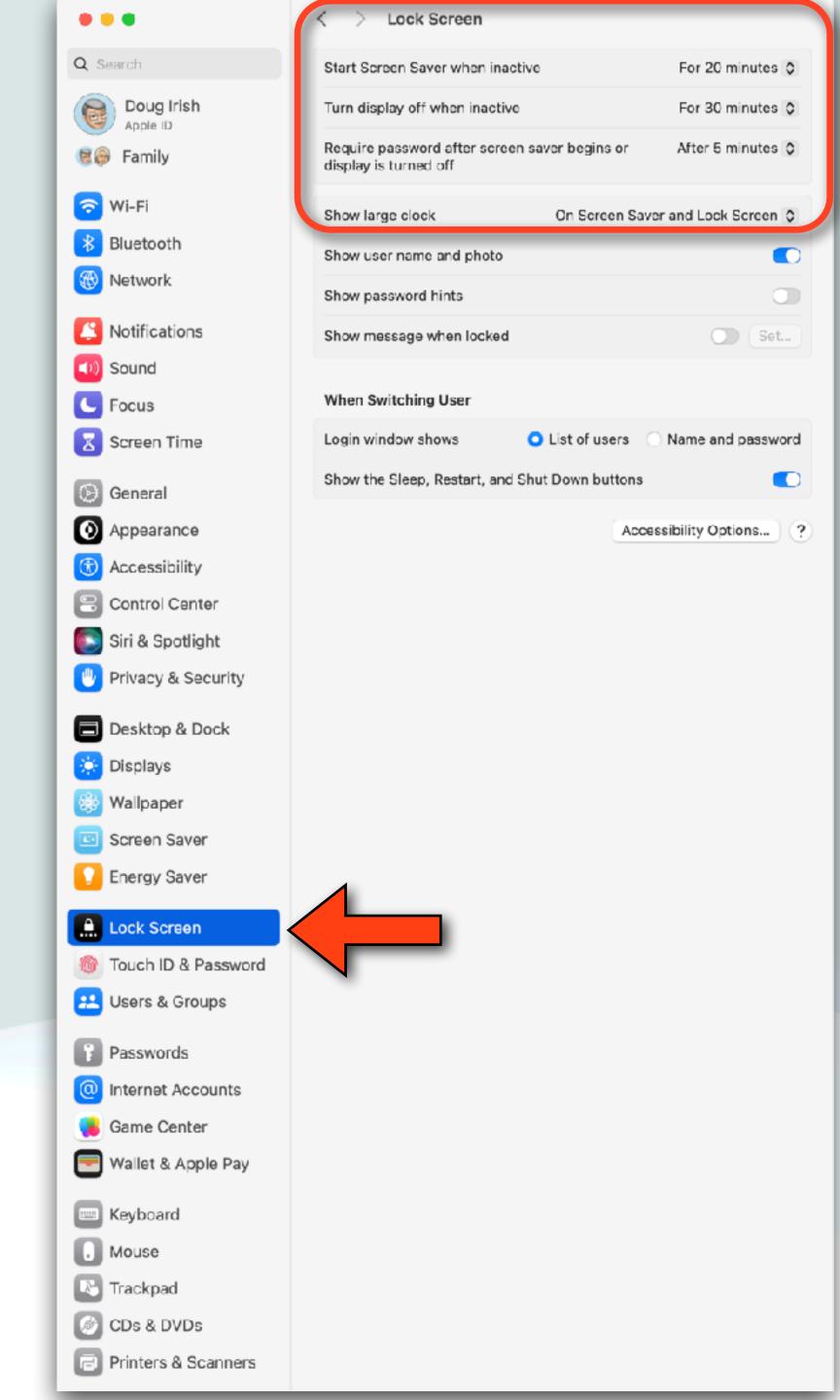
#### Sonoma ScreenSavers

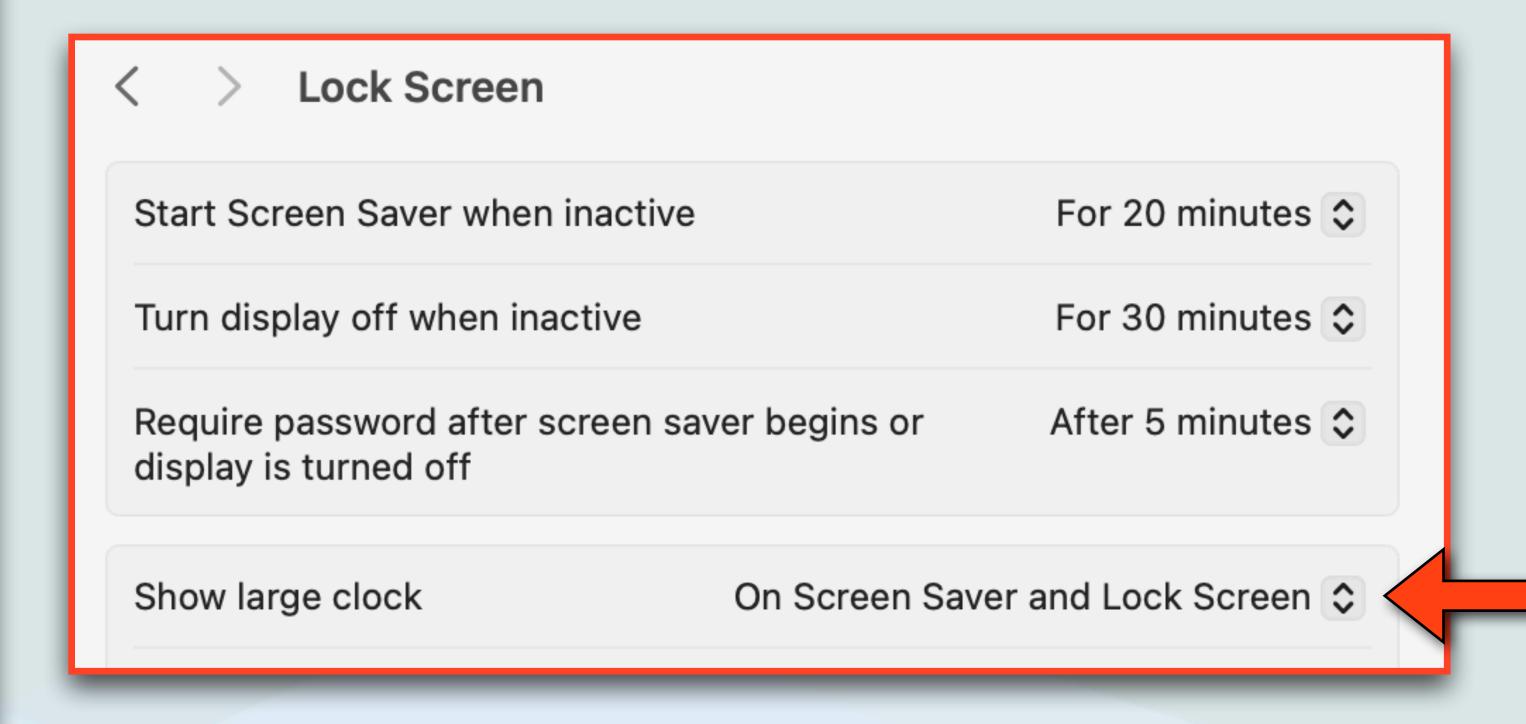


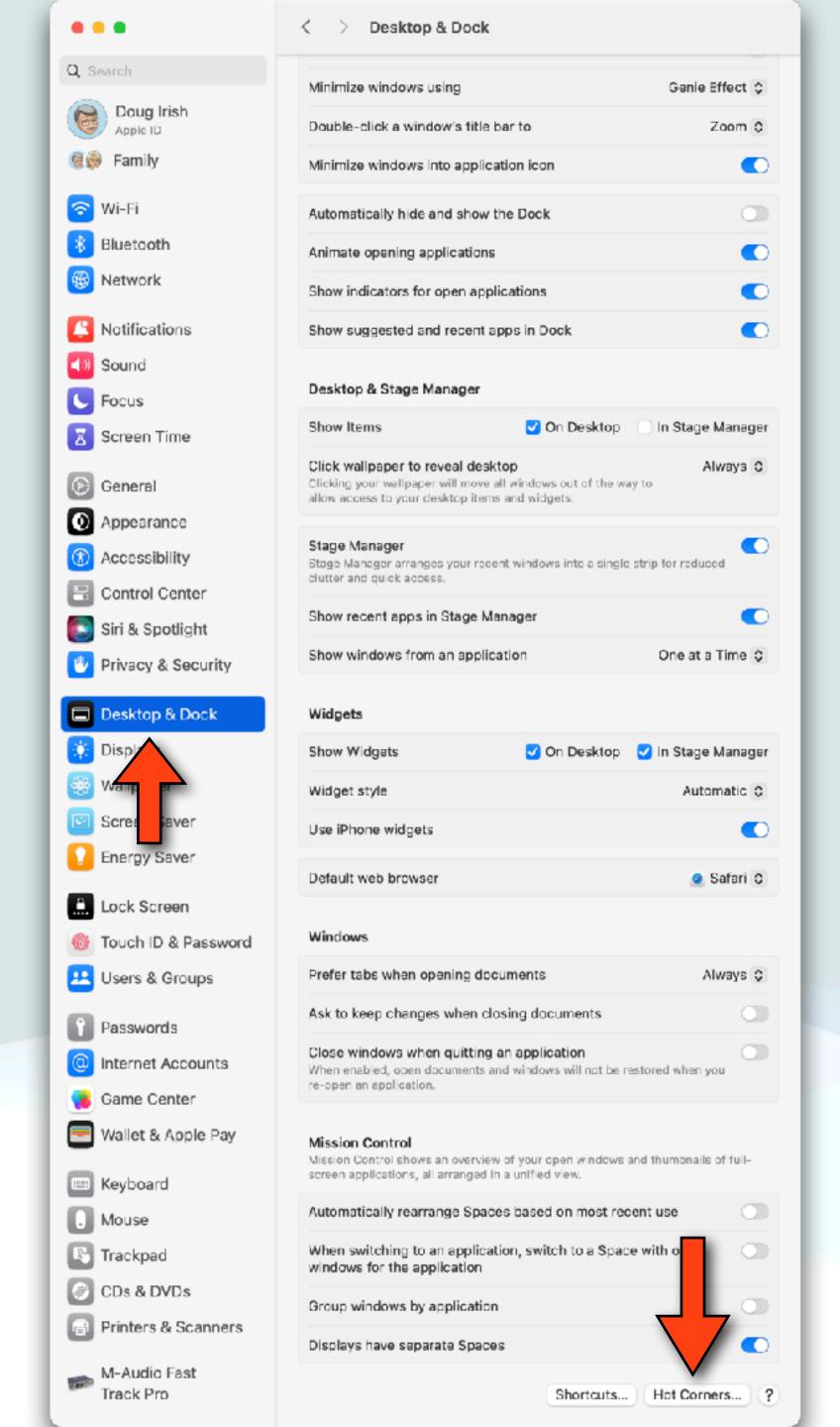
- You can use the same video as your wallpaper and screensaver, using an easy toggle in the Settings app
- With this toggle turned on, your desktop wallpaper looks like a still image, but when the screensaver turns on, your icons and app windows fade away, and your wallpaper starts to move
- Nudge the keyboard or trackpad to exit the screensaver, and your icons and app windows come back, but your wallpaper continues to move for a bit before slowing down and becoming a static image again
- You can also add a clock to the screensavers and lock screen

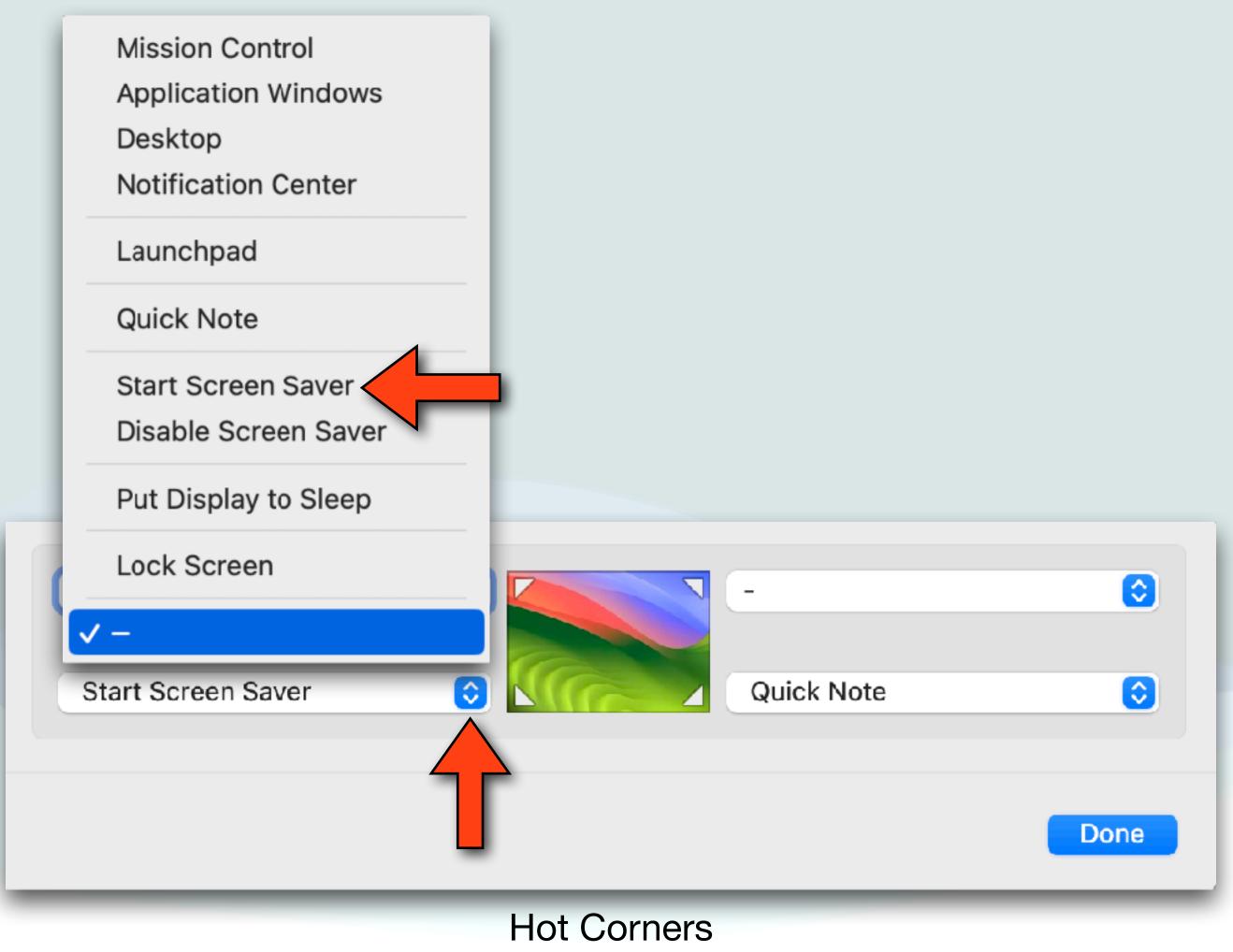












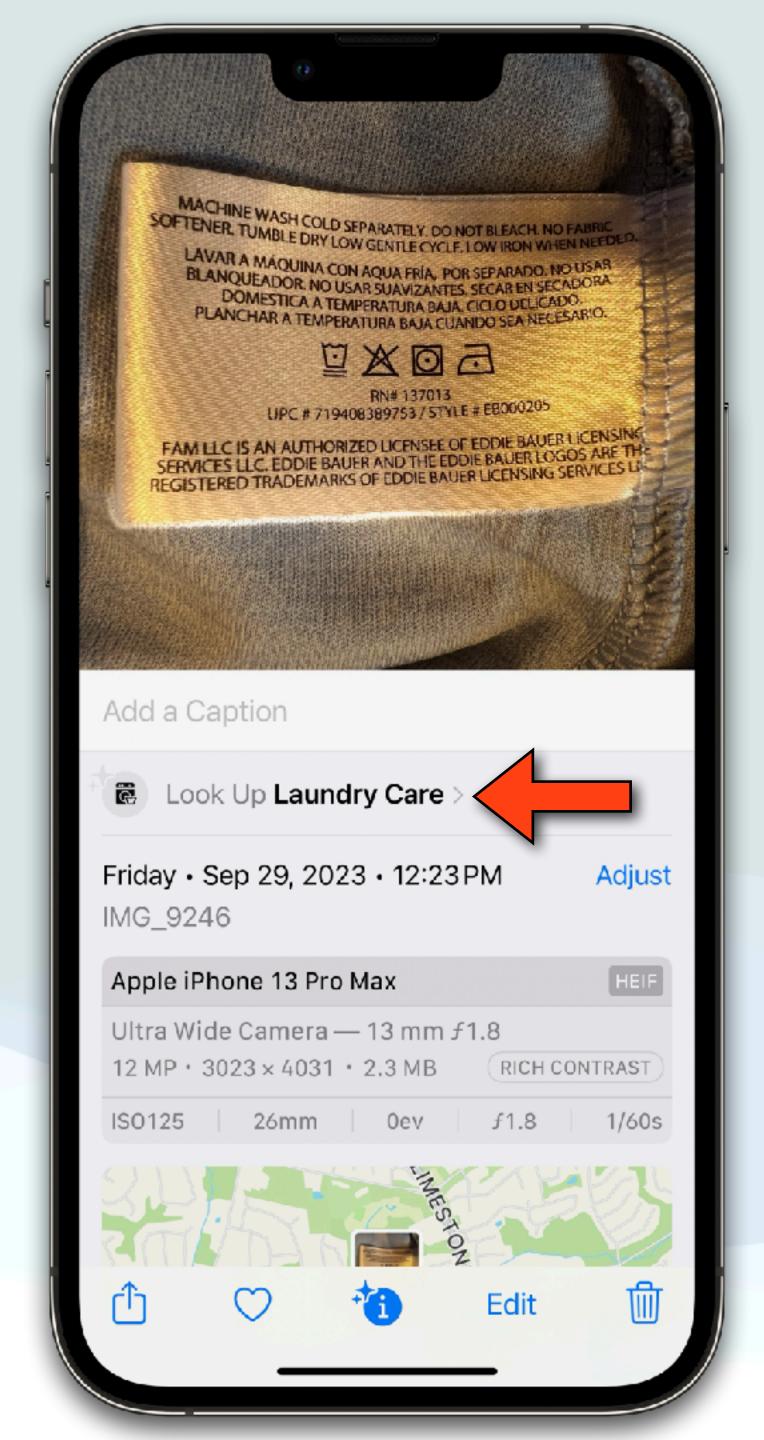


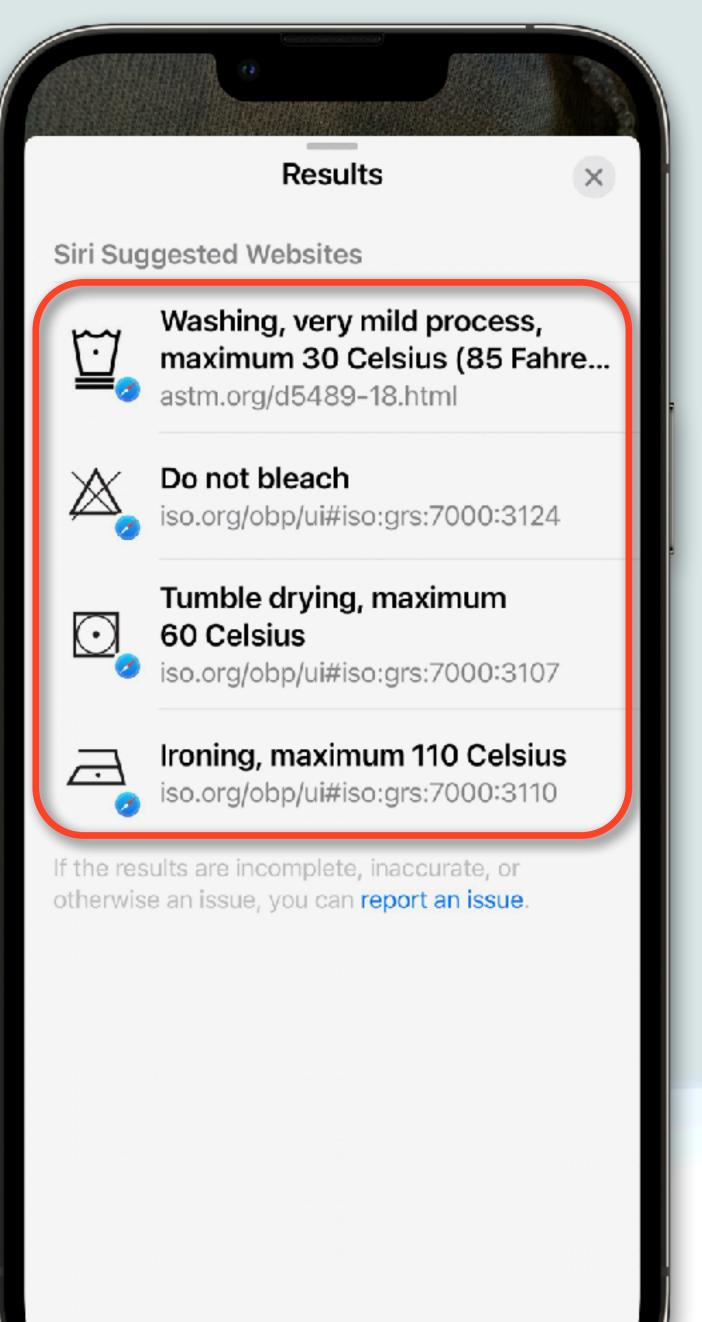


## iOS17 Visual Lookup

- Visual Lookup has been improved so you can now look up more types of information directly on your photos
- Open a photo in full screen and if the Info button displays a symbol with stars such as to or to, Visual Look Up is available
- Tap the starred Info button, then tap Look Up at the top of the photo information to view the Visual Look Up results
- Types of info now available include: laundry instruction symbols, car warning light symbols, landmarks, flowers, animals, etc...
- You can now even take pictures of a food dish and look up similar recipes







## macOS Web Apps

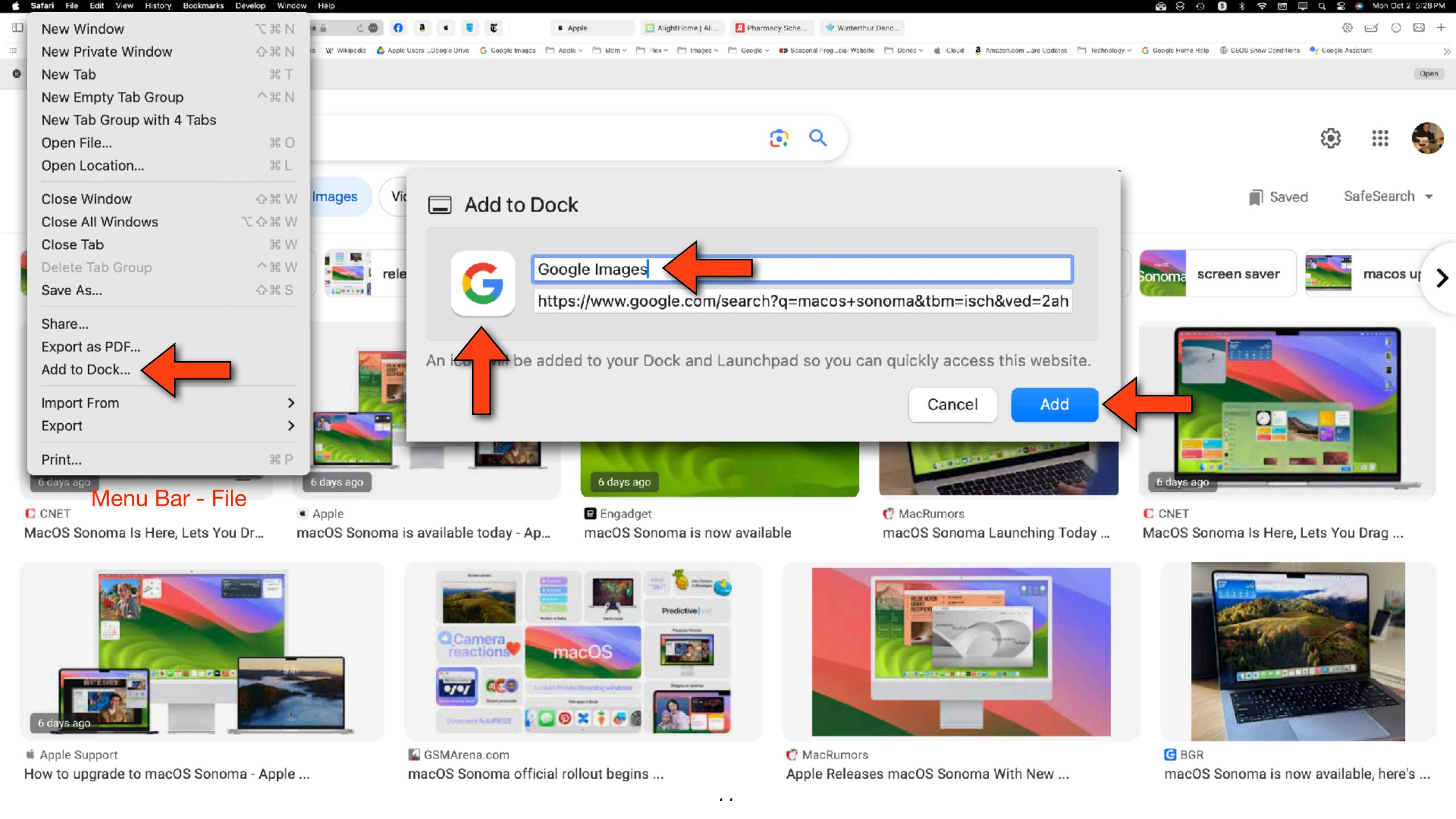


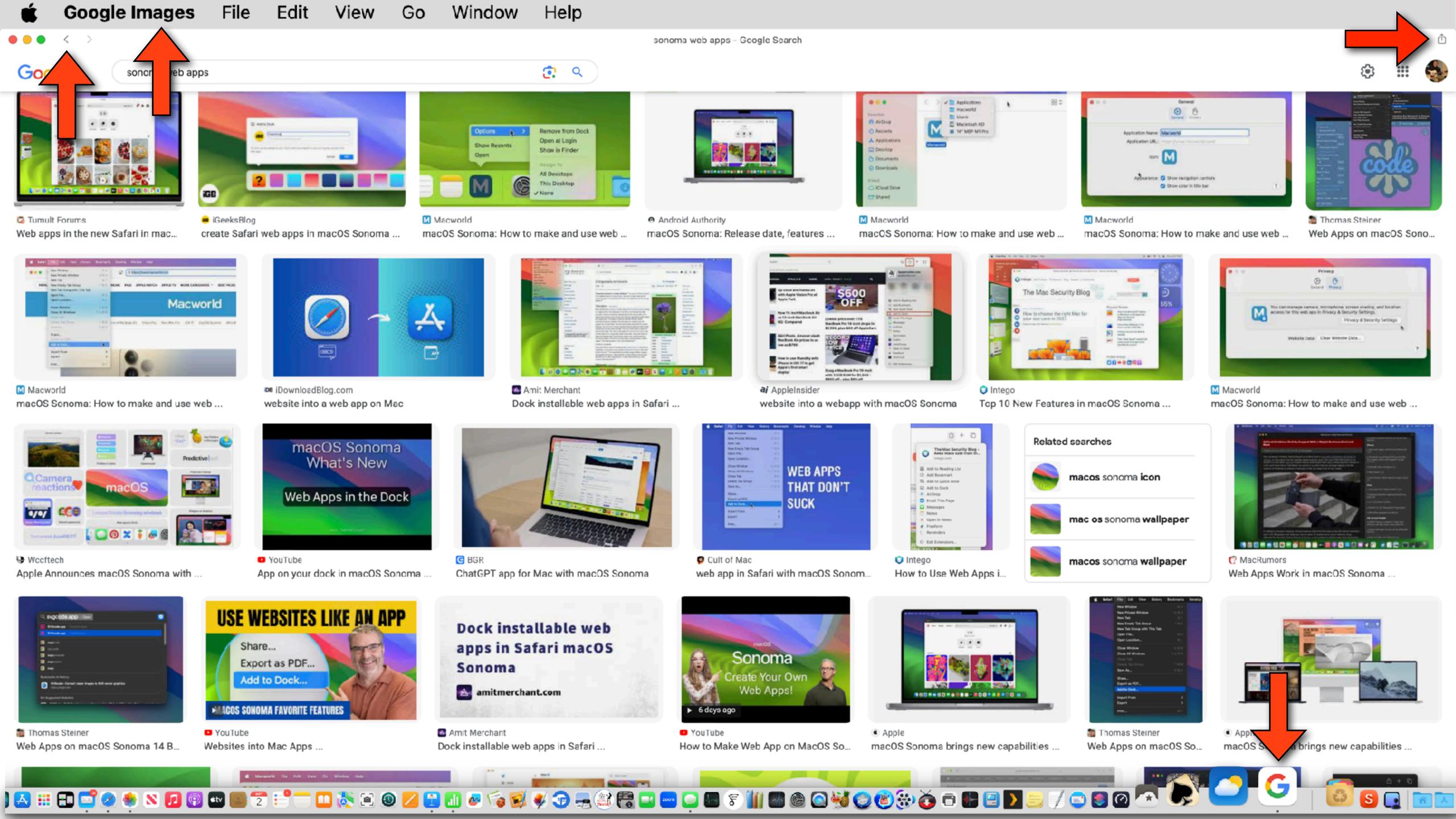
- In Safari, you can now save any webpage as a web app, that you can use independently of Safari
- A web app lives in the Dock and can have any name or icon that you want
- A web app has a streamlined toolbar, with only a back button, forward button, and Share button
- A web app functions independently of Safari in that it shares no browsing history, cookies, website data, or settings with Safari

## macOS Web Apps

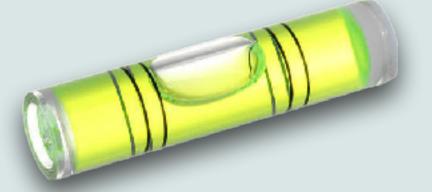


- To create a web app from a webpage:
  - Open the webpage in Safari that you want to use as a web app
  - From the menu bar, either choose File > Add to Dock, or click the Share button the Safari toolbar, then choose Add to Dock
  - Type the name that you want to use for the web app, then click
    Add
- The web app is saved to the Applications folder in your home folder, and you can open it from the Dock, Launchpad, or Spotlight

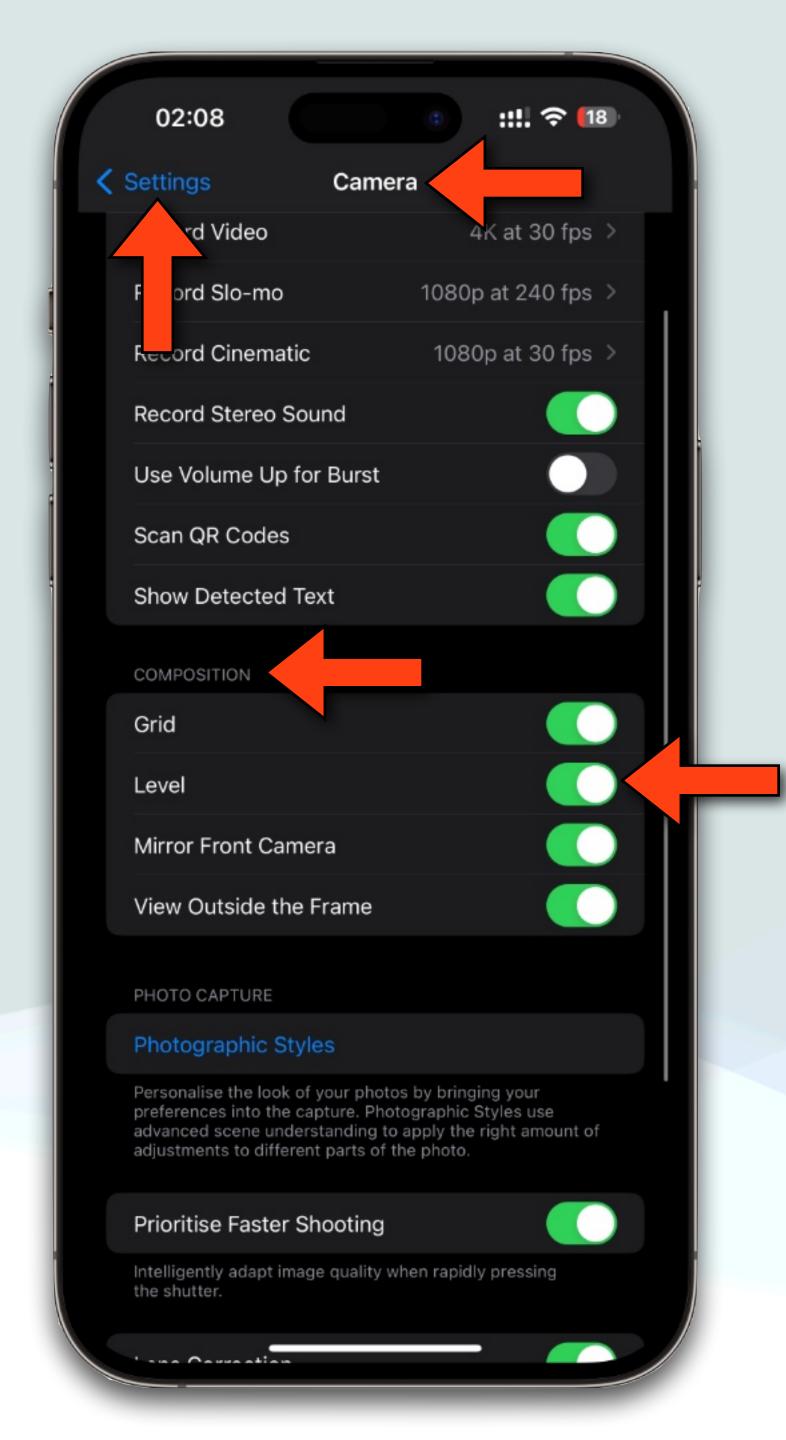


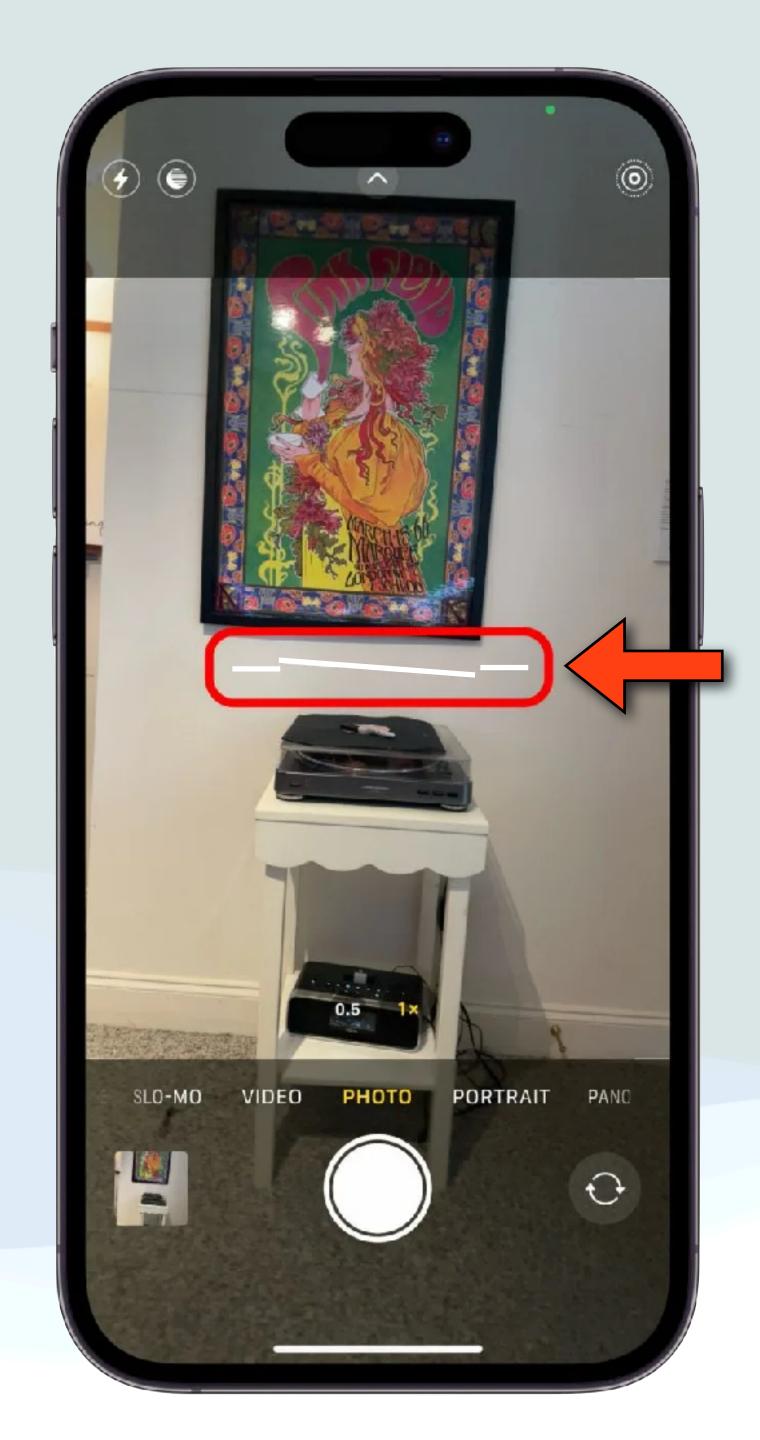


## Camera Level Indicator

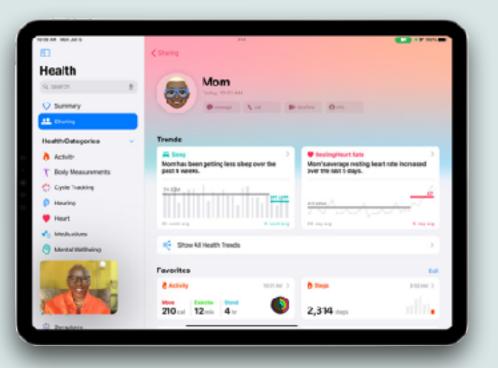


- There's a new feature in the camera app that helps you keep your camera level while taking pictures
- You turn this feature on/off in the settings app in the camera section under composition called "Level"
- Then when you are taking pictures, you will see a temporary white line in three segments
- When the three segments connect and turn solid yellow, you'll know the image is straight

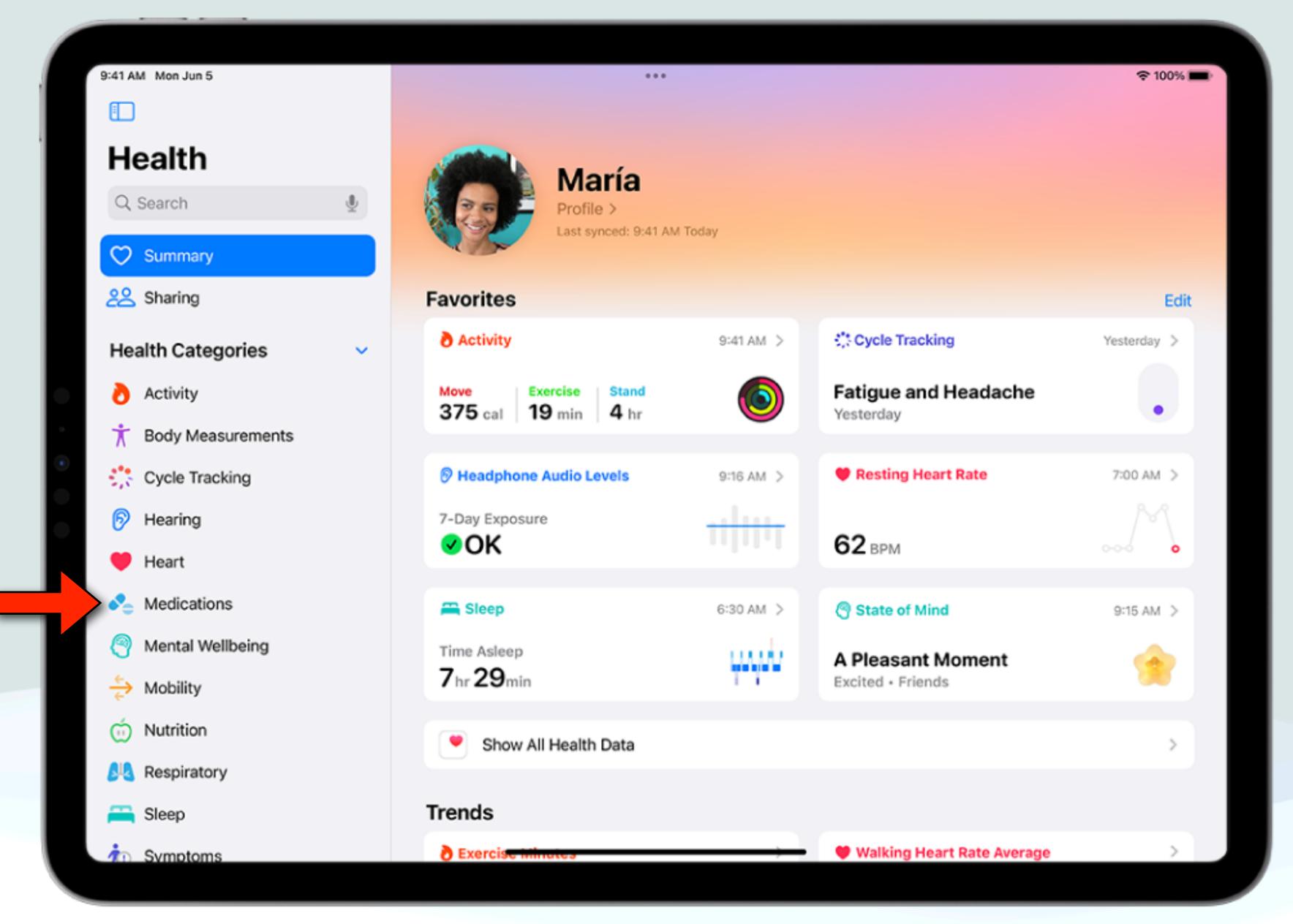




## iPad Health App



- The Health app, currently available on iPhones, is now also available on the iPad
- The iPad app stores health data from a number of different sources: your iPhone, iPad, Apple Watch, compatible apps, third-party devices (ex. our Withings scale), and even health providers
- The larger screen makes using the heath app easier and more attractive
- Even people who don't have an iPhone, can also now use the health app as well



iPad Health app

### Reminders-Groceries

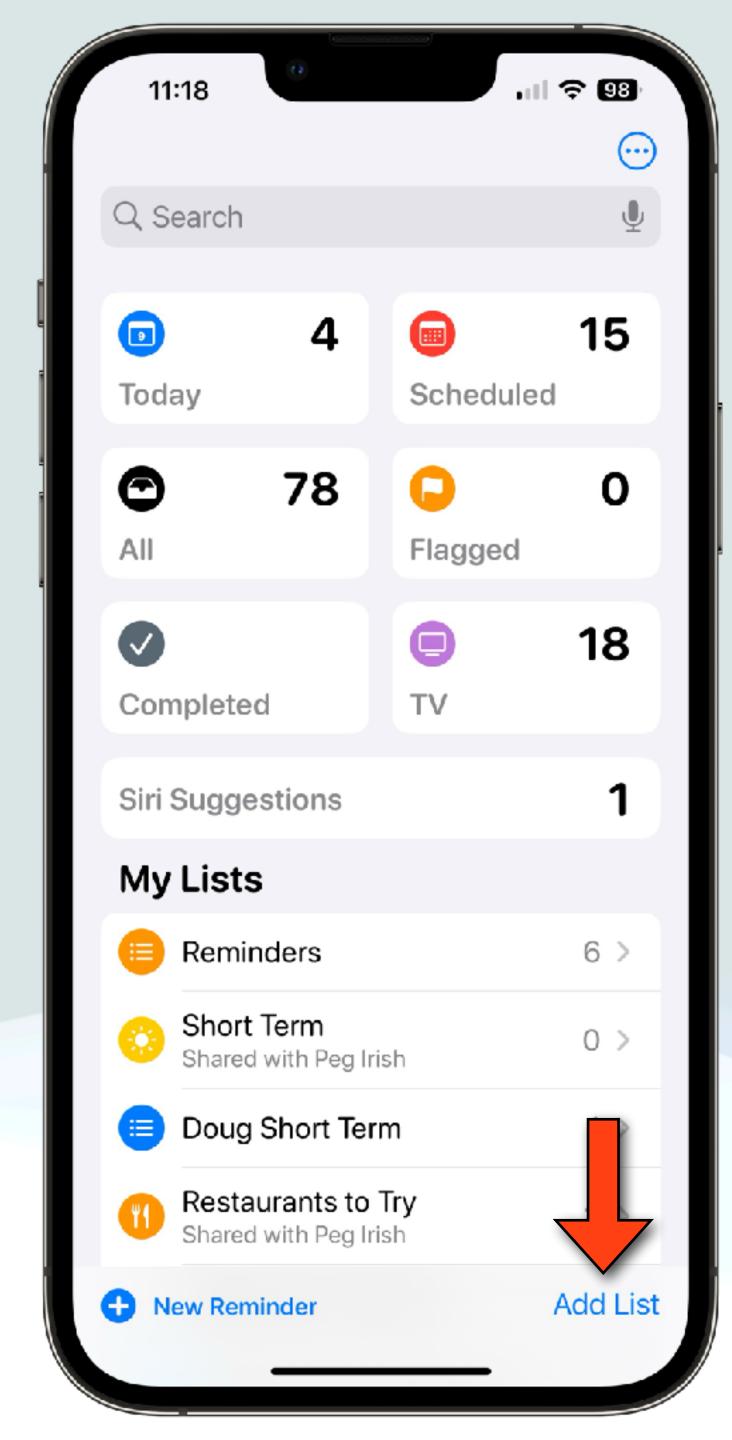


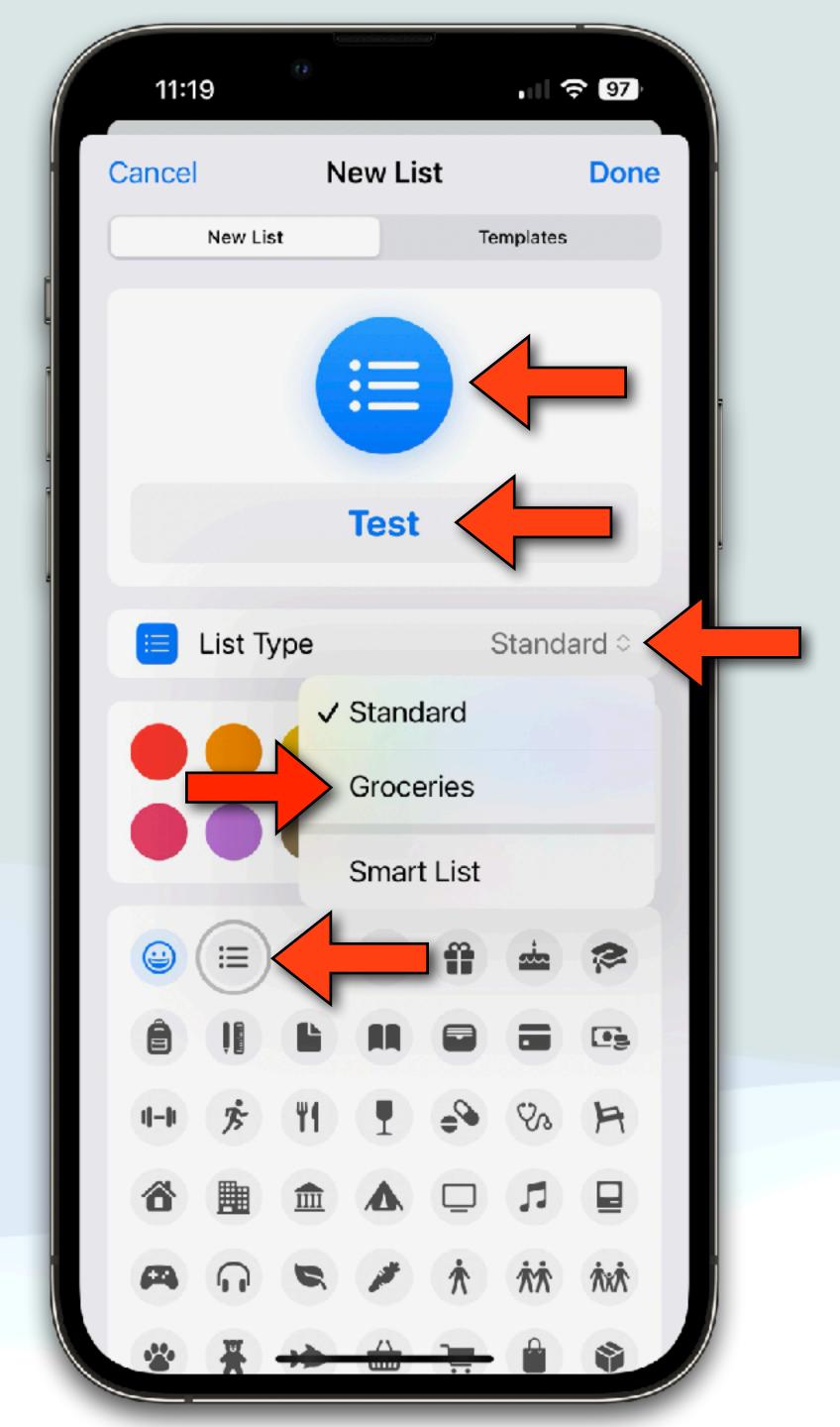
- You can now create a Reminders list using the new "Groceries" list
- Then when you input various foods and sundries they are organized automatically by category
- The available category types in Reminders include: Produce, Breads & Cereals, Frozen Foods, Snacks & Candy, Meat, Dairy, Eggs & Cheese, Bakery, Baking Items, Household Items, Personal Care & Health, and Wine, Beer & Spirits
- These categories make it easier to find the related items in the grocery store

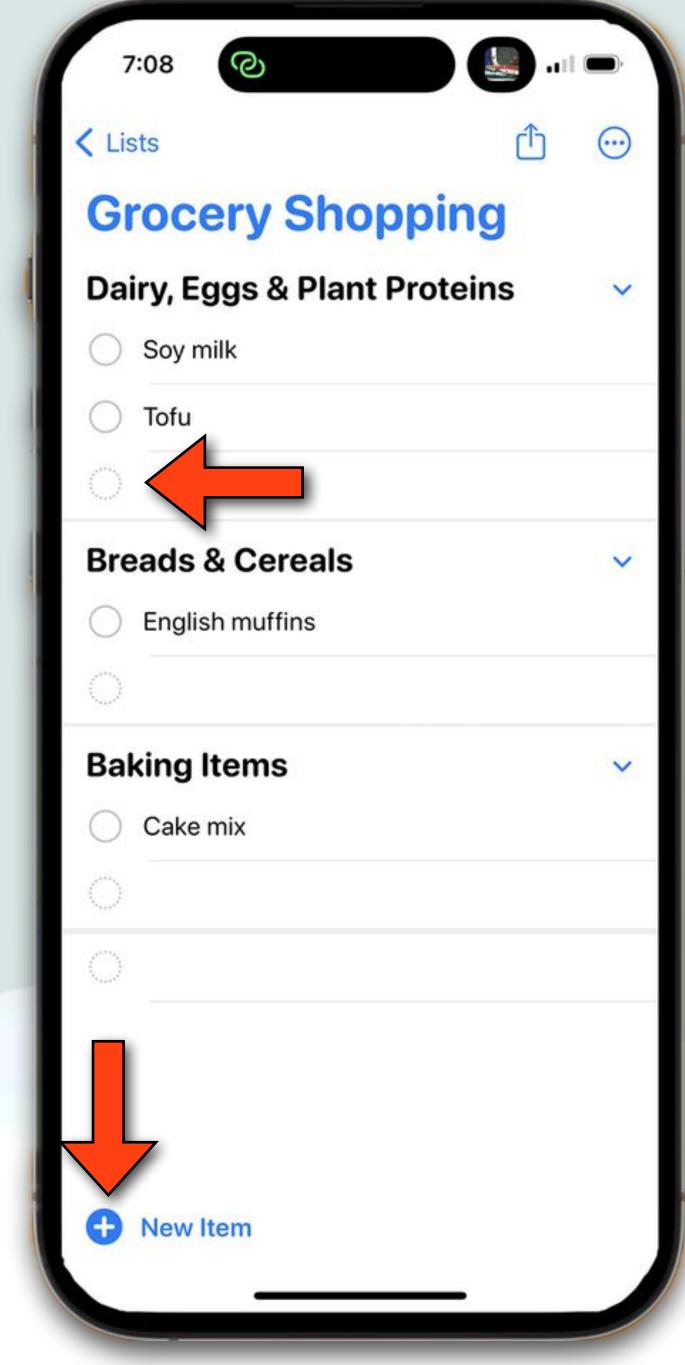
#### Reminders-Groceries

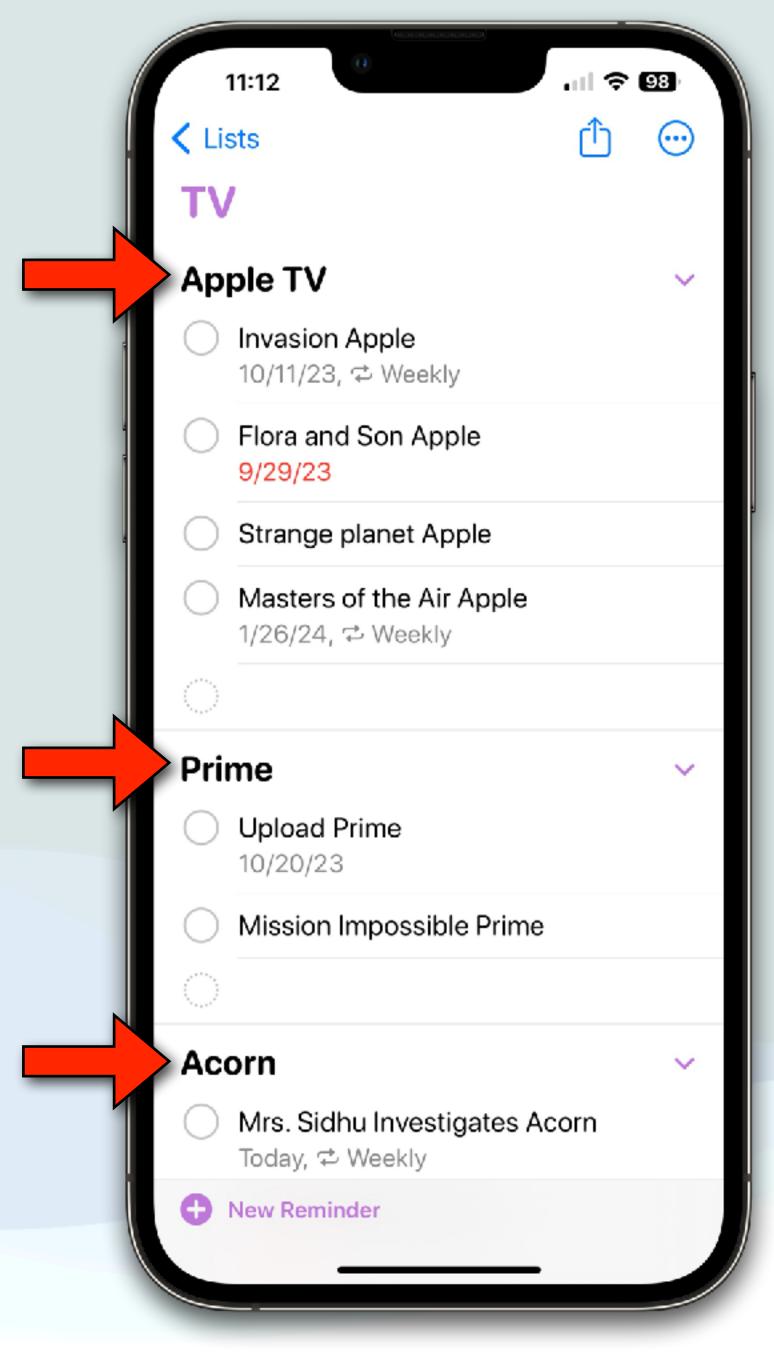


- To create a Grocery list in the Reminders app:
  - Go to the main Reminders screen and tap "Add List"
  - Give your list a name, an optional color and icon, and tap the "List Type" and choose Groceries, then tap Done
  - As you start populating your Groceries list with items, the items will automatically be added to the appropriate section
- You can also add sections to <u>any</u> Reminders list, but item are not categorized automatically, so you have to manually do this







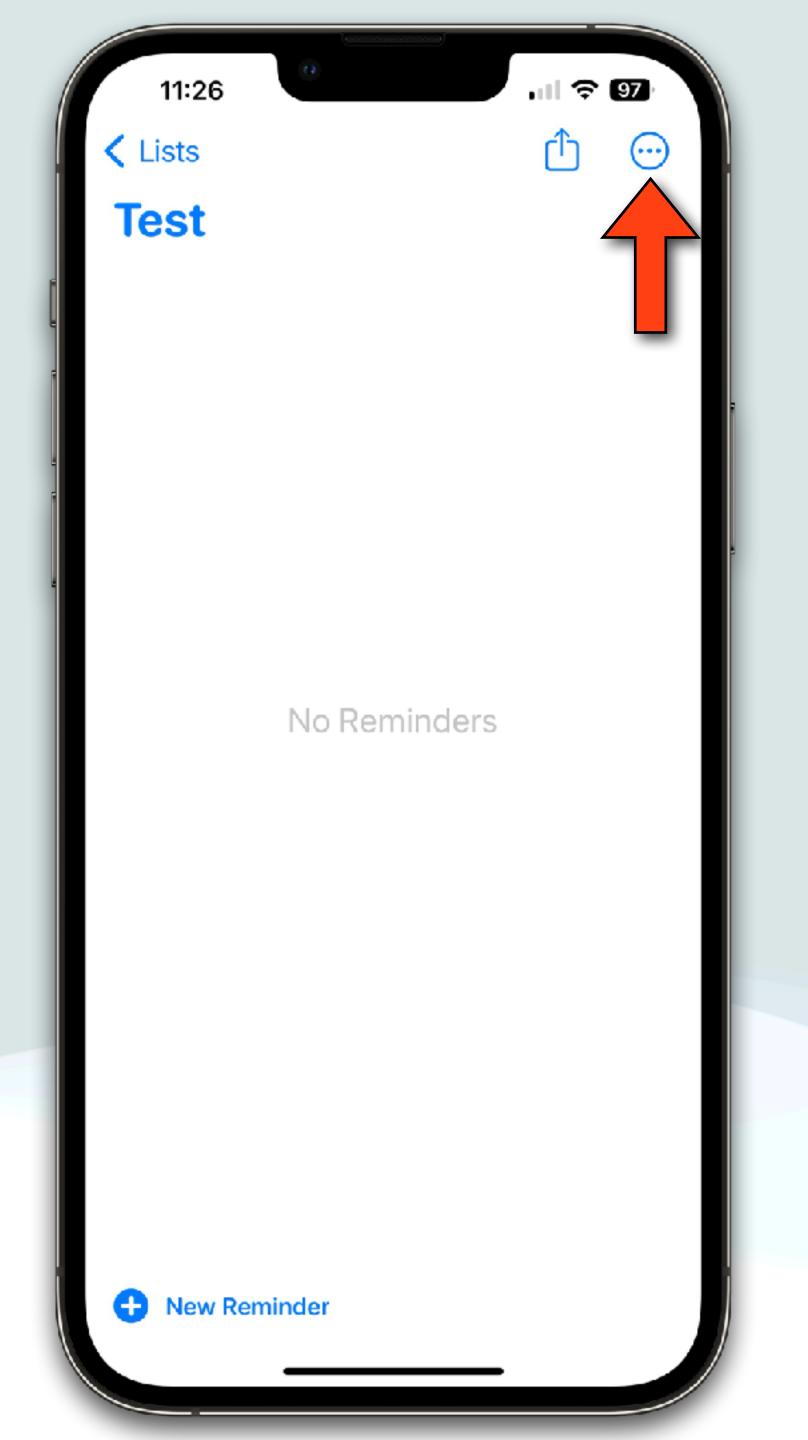


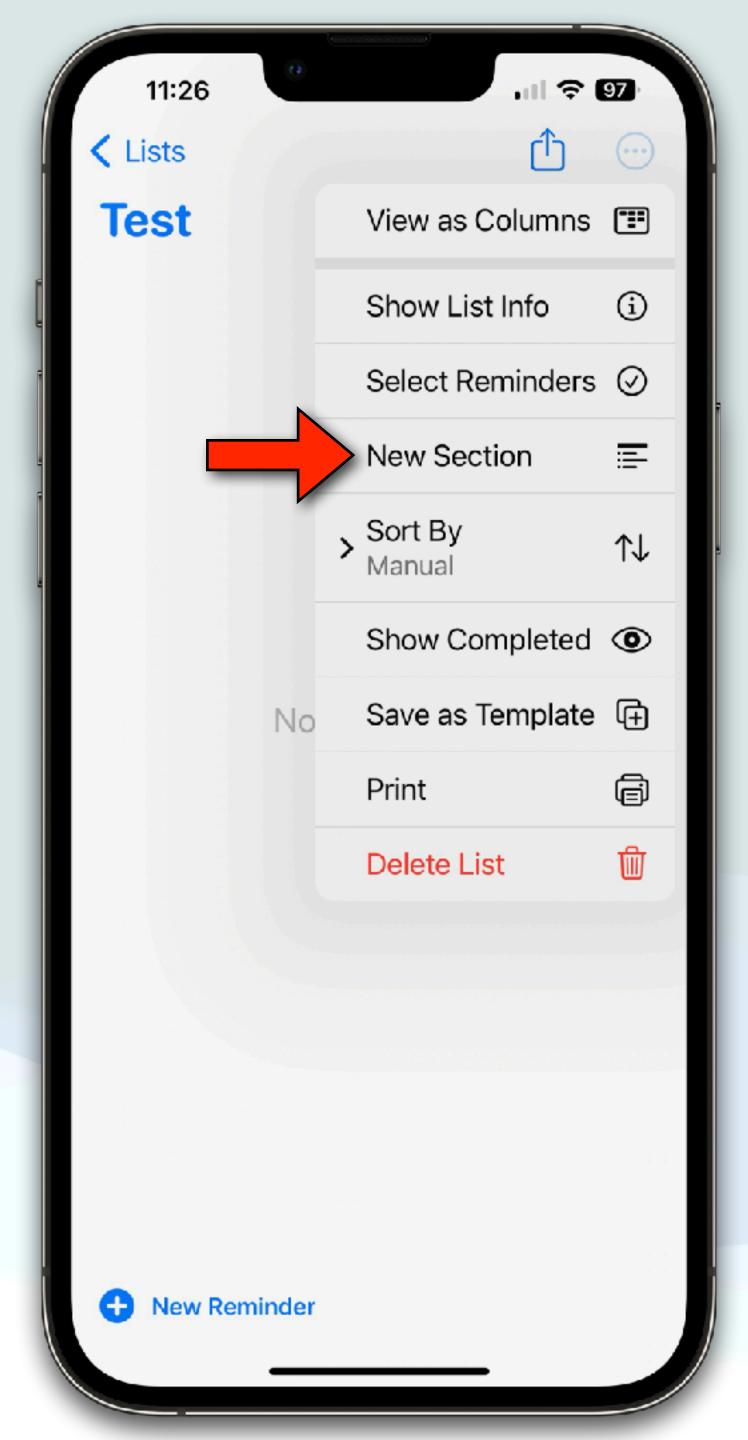
Grocery Lists - Reminders

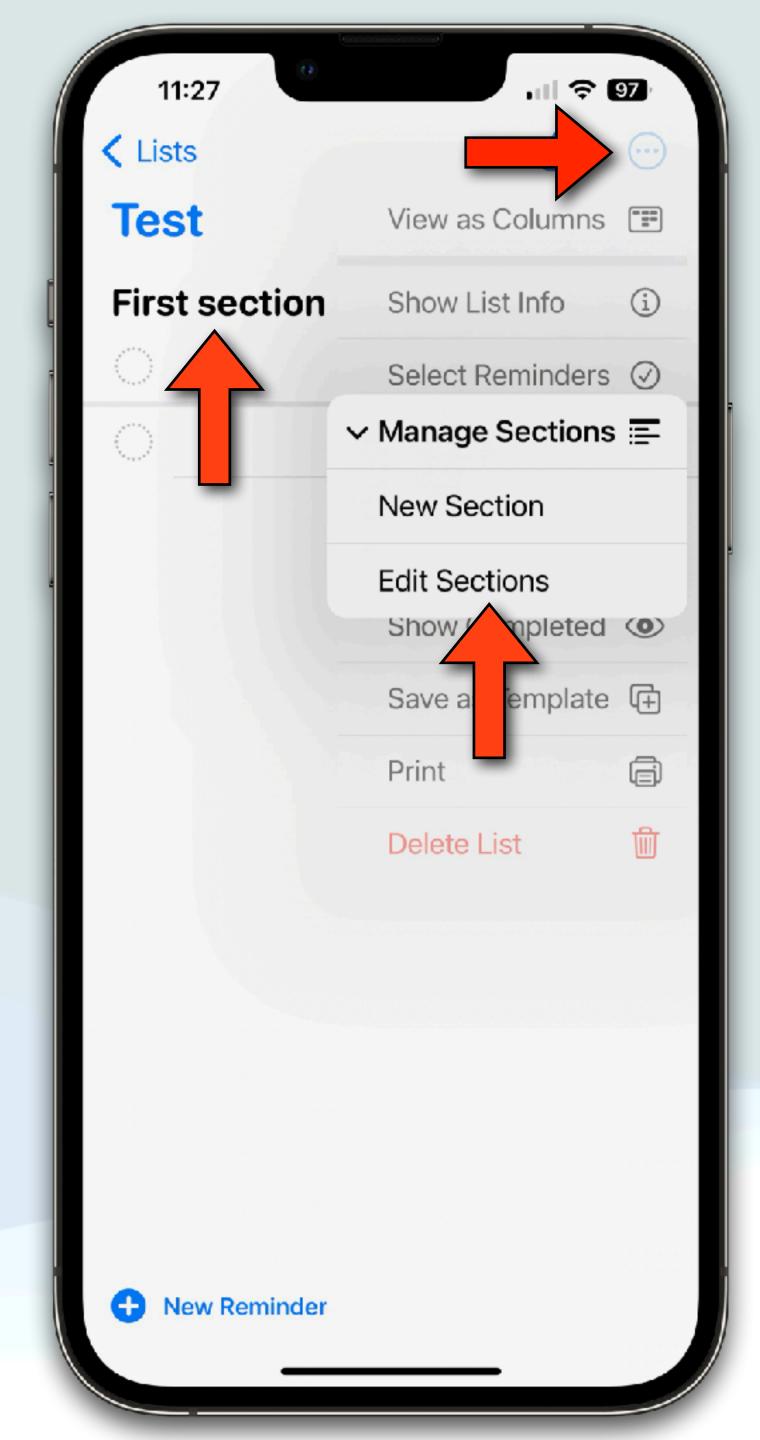
#### Reminders-Sections



- To add categories/sections manually to a list:
  - While viewing a list, tap ⊕, tap Manage Sections, tap New Section, then enter a name
  - Add more sections as needed
  - To rename a section, tap its name, then enter a new name
  - To move a section, touch and hold the section, then drag it to a new position
  - Categorize items by dragging them into the sections
- To remove a section, swipe left on the section, then tap Delete







#### tvOS



- On the Apple TV HD, there is a USB-C port that allows the device to be restored with a Mac over a wired connection
- However, there is no USB-C port on any of the Apple TV 4K models, so
  Apple advised customers to contact Apple support to restore those models
- Now, there is a new iPhone-based restore method, so contacting Apple is no longer necessary to restore your Apple TV
- If a black screen with an iPhone appears on the TV, users can hold their iPhone close to the Apple TV, and follow the on-screen recovery steps on the iPhone
- When the recovery process is completed, the Apple TV will reboot





## Share an AirTag



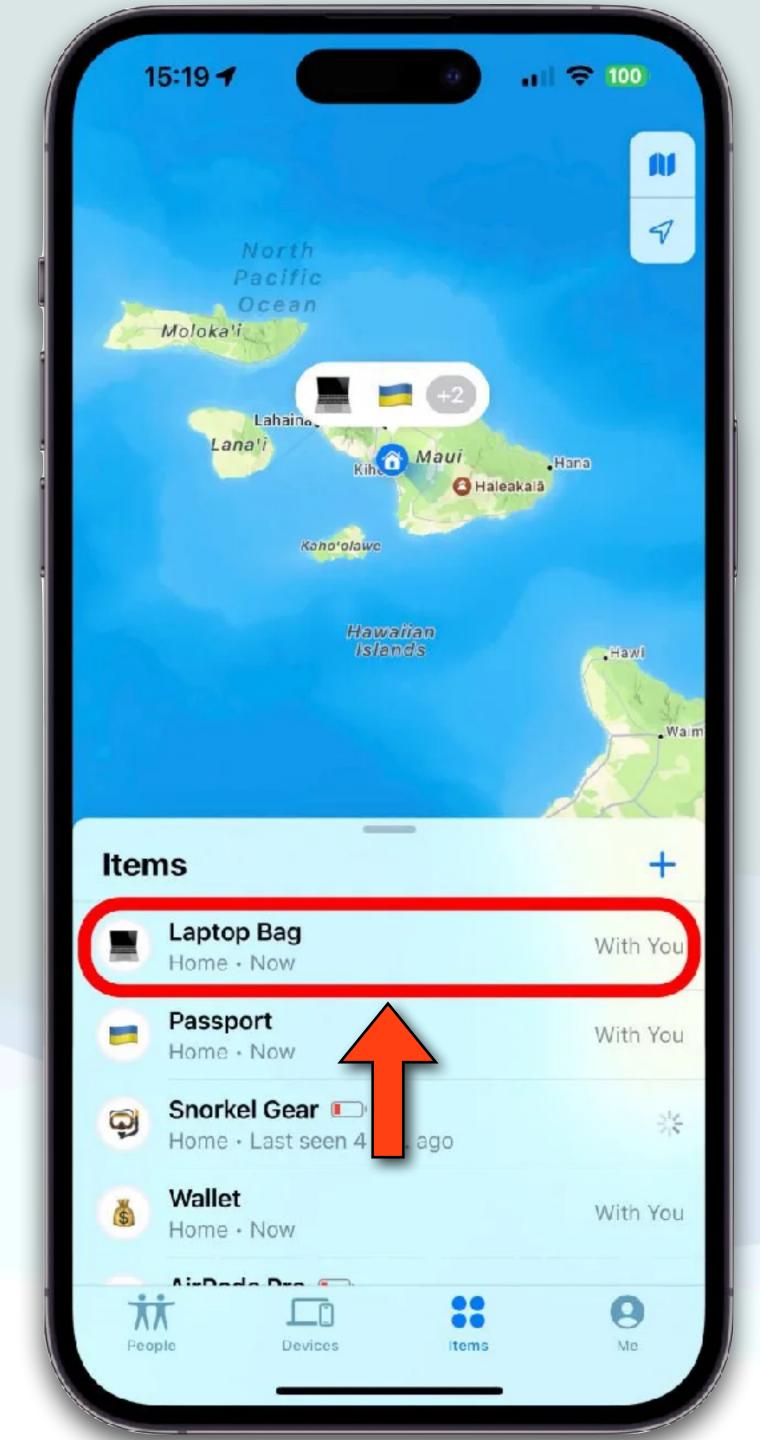
- When AirTags first arrived you could only see the AirTags that you initialized, so you couldn't see AirTags used by your spouse
- Now in iOS 17, you can share AirTags with up to five other people (even outside of an Apple Family Sharing group)
- To share an AirTag location, just open the Find My app, tap Items, and select the item you wish to share
- Under "Share This AirTag" and tap Add Person, then tap Continue

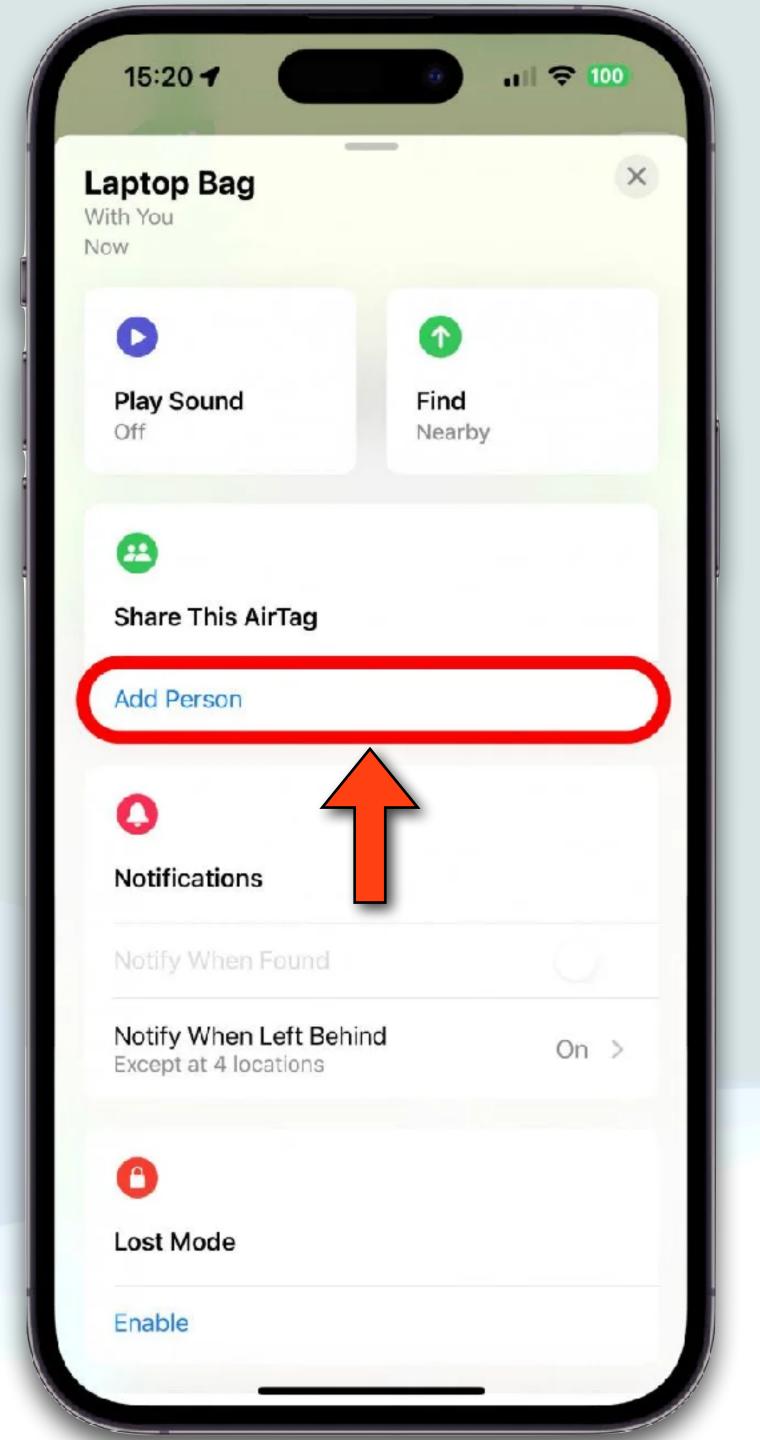
## Share an AirTag

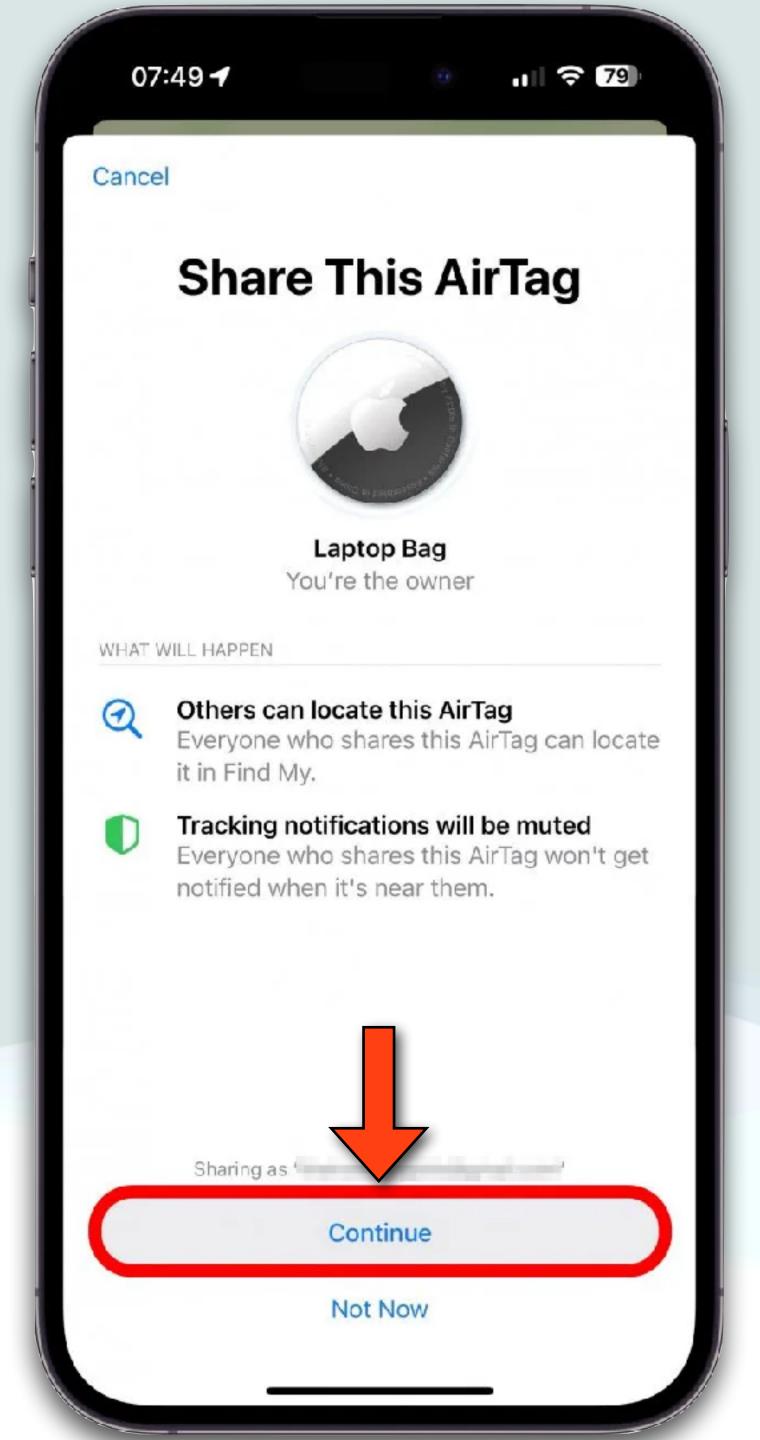


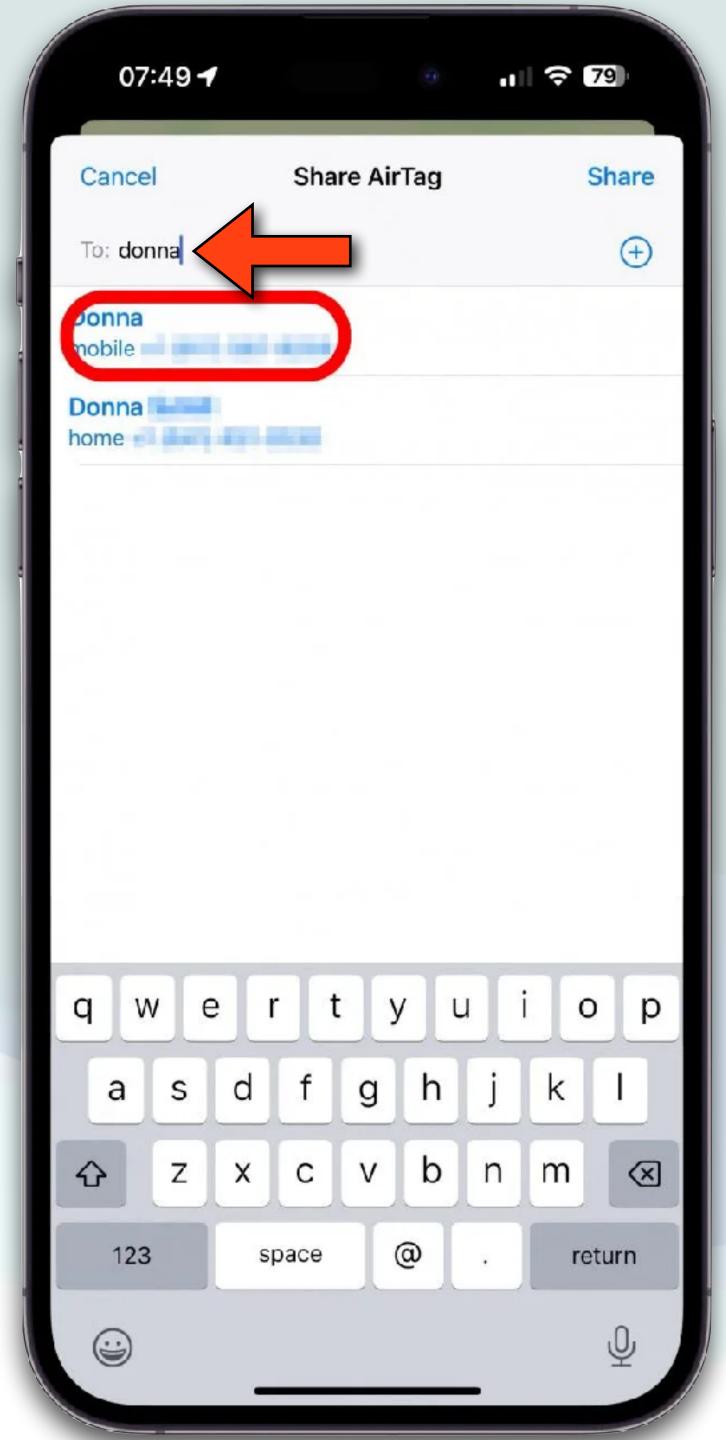
- Select a contact from the list or type their name and tap to select, and tap Share
- Under Share This AirTag, you will now see the contact(s) you invited; it will say 'Pending' until they accept
- Once they accept, you will just see their name. If you tap on their name, you can select View Contact or Remove so they can no longer see the location of your AirTag
- Now both of you will all be able to find the precise location and play a sound to the shared AirTag!

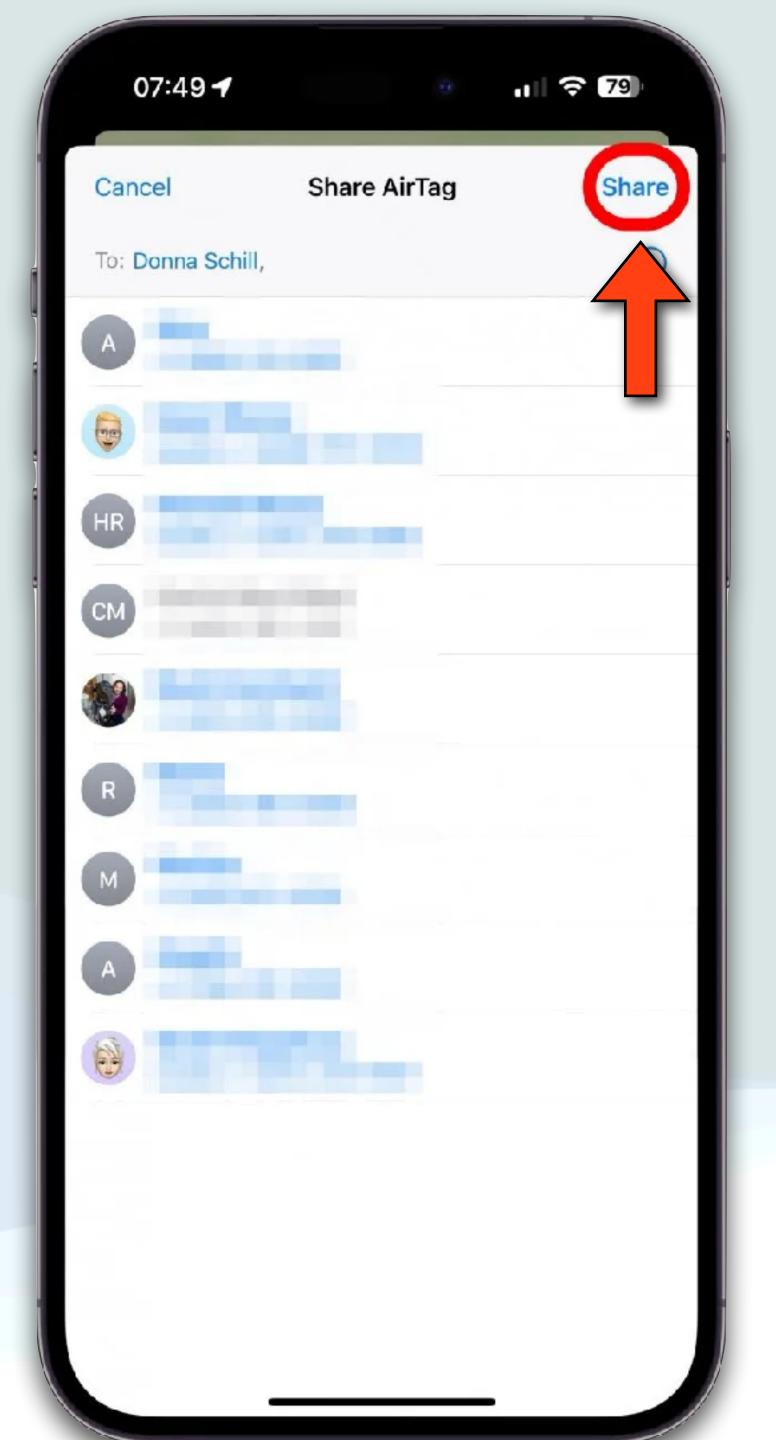


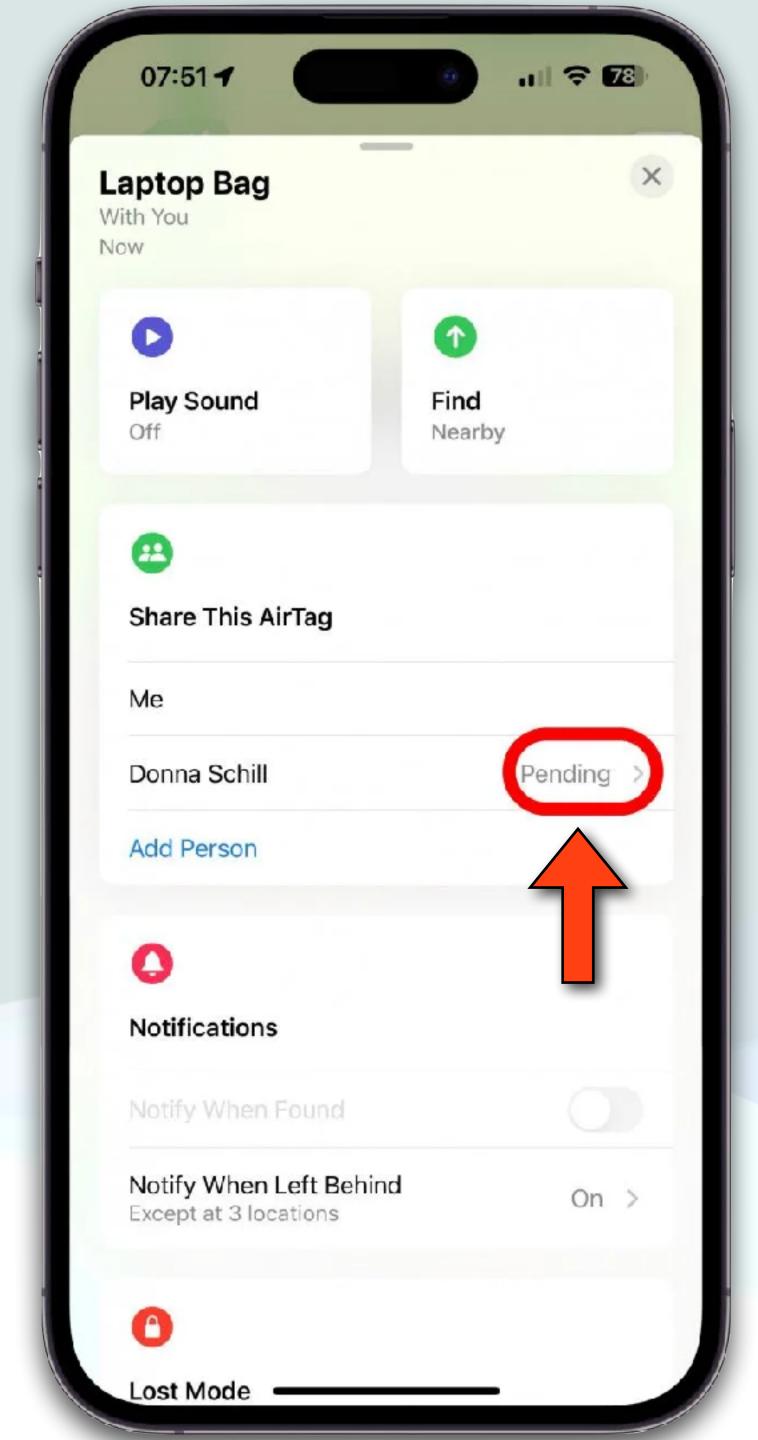


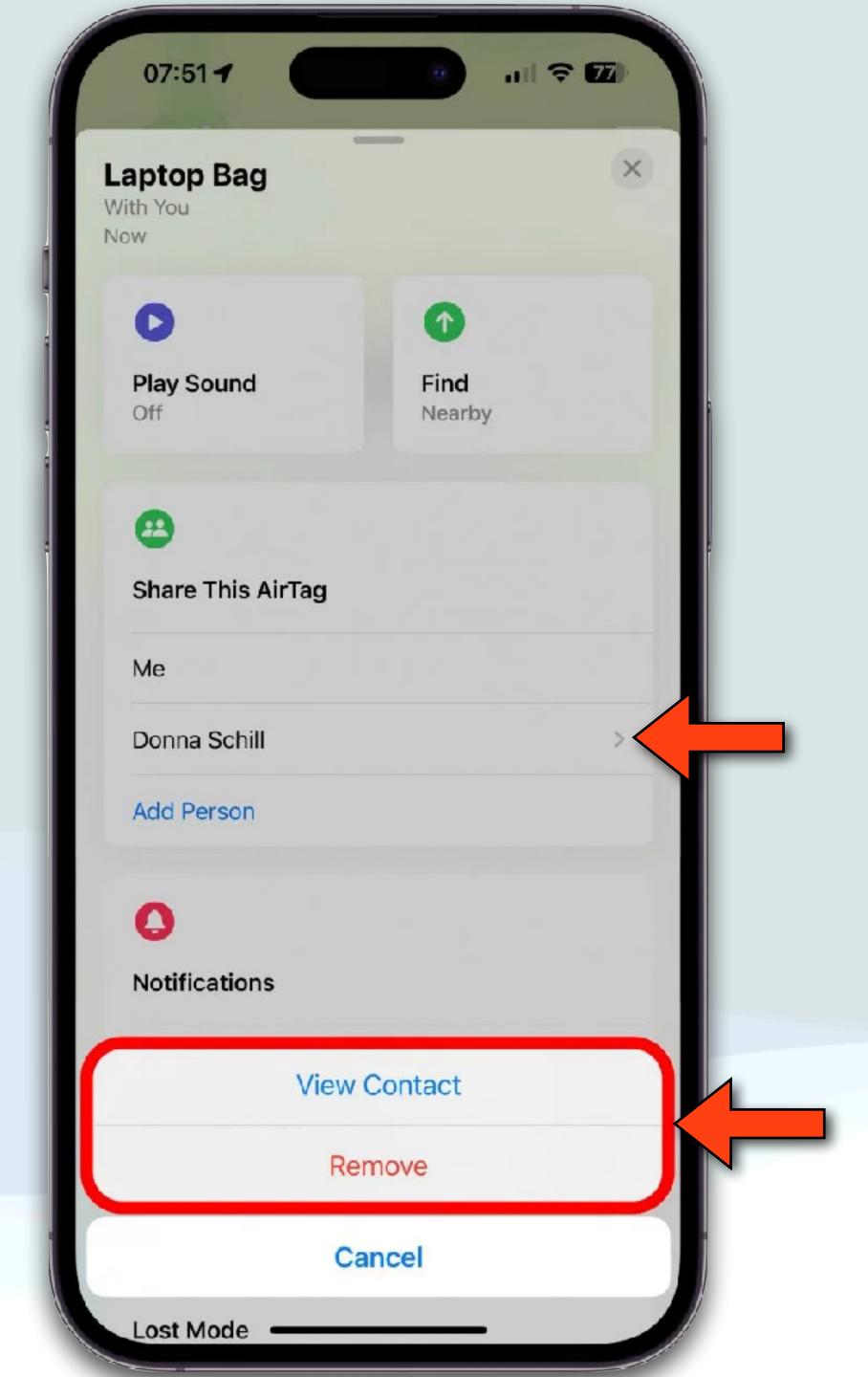






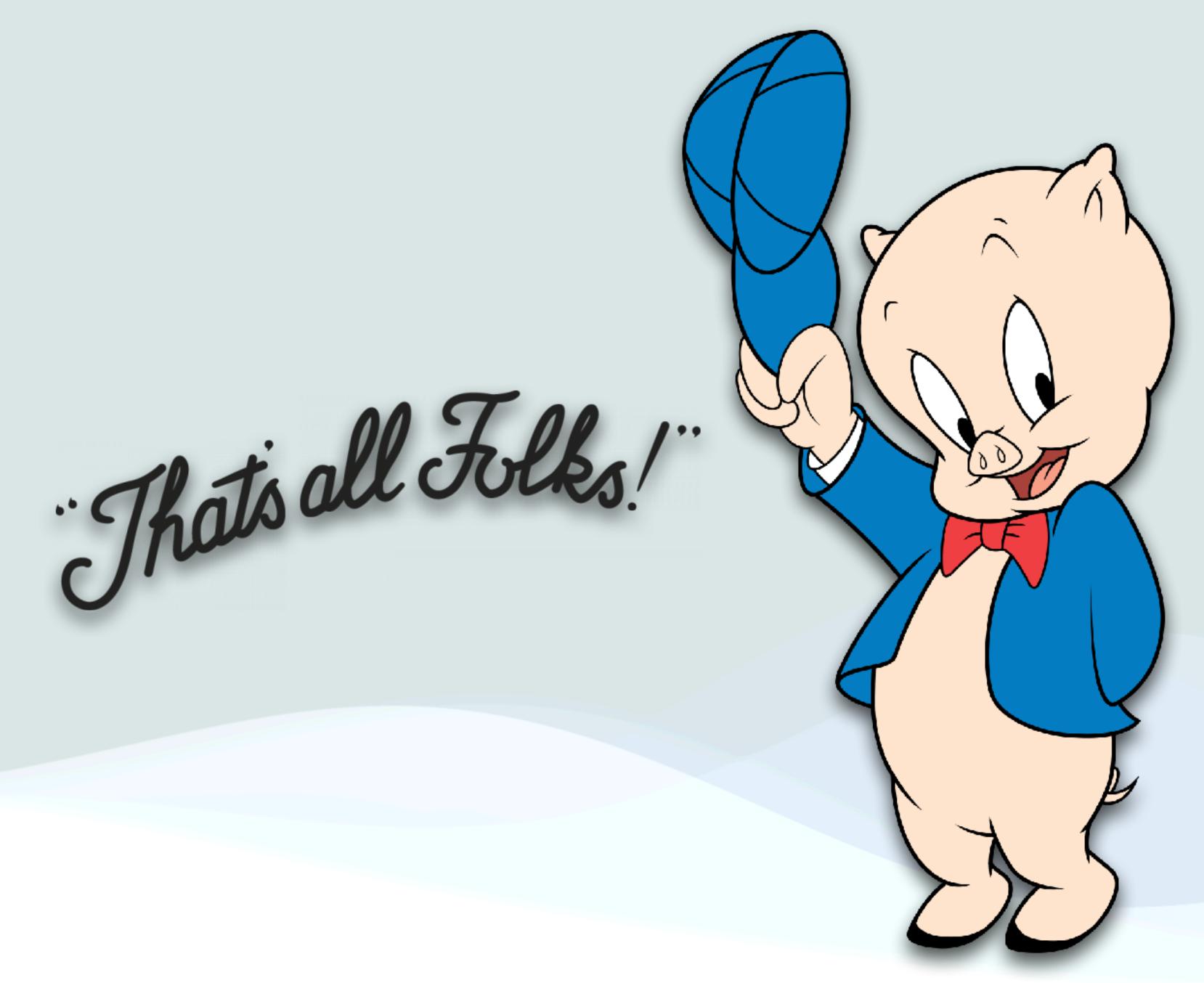








# Questions?





Version: 116.3

Presentation produced on an Mac mini using Apple's Keynote software and presented using an iPad Air