



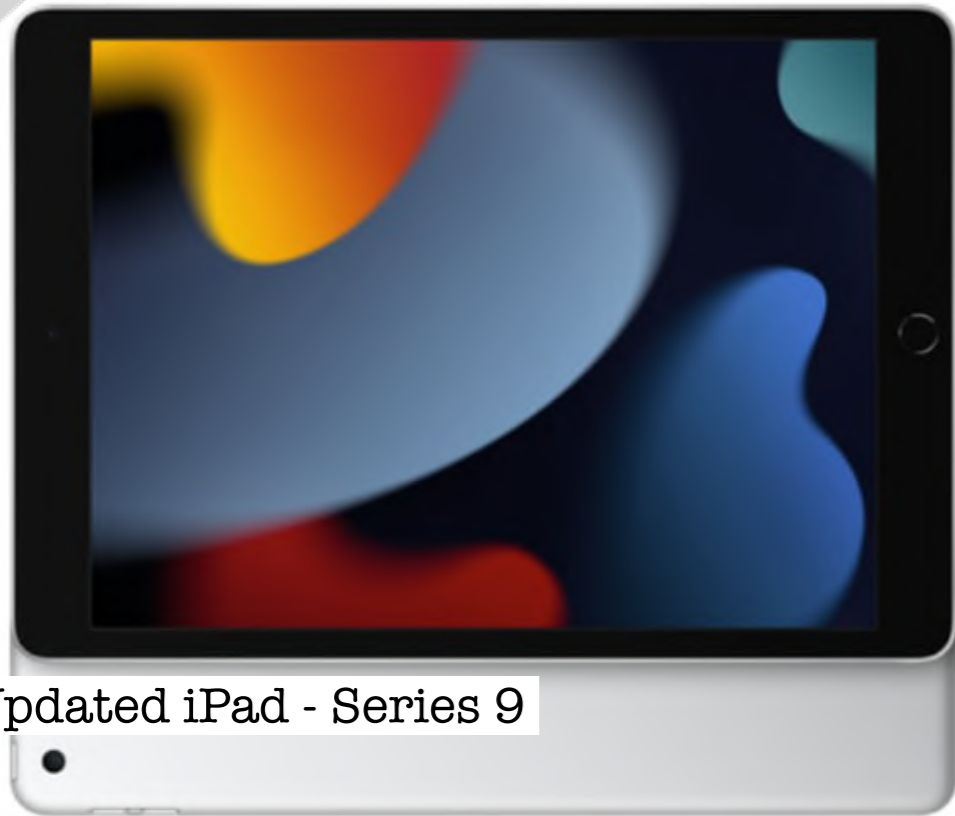
Apple Event - September 14, 2021

... in a nutshell



Apple Event 2021

New Product Marketing



Updated iPad - Series 9



iPhone 13 &
iPhone 13 Mini



Apple Watch Series 7



iPhone 13 Pro &
iPhone 13 Pro Max



Redesigned iPad Mini

Apple announced the iPhone 13 (including the 13 Mini) and iPhone 13 Pro (including the 13 Max), a redesigned the iPad Mini, and an updated entry level iPad model (Series 9). The Apple Watch Series 7 got a redesign with a larger, stronger screen.

New iPad

Series 9

A13 Bionic Chip

10.2-inch Retina display

Works with Apple Pencil

iPad

Up to 20% Faster GPU

Longer Battery Life

12MP Ultra Wide front camera

NOW WITH THE
A13 BIONIC CHIP

STARTS AT
64GB STORAGE

NEW ULTRA WIDE
FRONT CAMERA
WITH CENTER STAGE

8MP Wide camera on back

The **A13 Bionic** chip makes everything more responsive. Faster **GPU** gives you better graphics performance. A more powerful **Neural Engine** drives AI - 'Artificial Intelligence'. **True Tone** adjusts colour display to make viewing comfortable in any light. **Center Stage** makes video calls more engaging by automatically adjusting to keep you centred in the frame. Versatile back camera also lets you scan documents and experience immersive AR apps (Augmented Reality).

New iPad Mini

Series 6

A15 Bionic Chip

Versatile USB-C port

New 5G capability

New screen design

8.3 inch Liquid Retina display

Support for Apple Pencil

12MP Ultra Wide front camera

iPad *mini*

4 beautiful colours

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Edge to edge screen with narrow borders and elegant rounded corners. **True Tone**, **P3** wide color, and ultralow reflectivity, making text sharp and colours vivid. **Center Stage**. **Apple Pencil** attached magnetically to the side of the device. Touch ID is integrated into the top button for fast, easy, and secure authentication. Use your fingerprint to unlock your iPad or quickly and securely make a payment. Connect and charge with the versatile **USB-C** port.

Apple Watch *Series 7*



Crack Resistant
Dust Resistant
Water Resistant

As usual, very health and fitness focussed. Staying connected with family and friends is another main focus. Apple Pay integrated ... and of course, much more.

Larger Screen, yet similar size overall to Series 6

A more rounded, tougher glass screen, integrates seamlessly with the case.



Apple A15 Bionic Processor

With Integrated GPU

The A15 Bionic processor - equivalent to a CPU, or Central Processing Unit. It integrates an Apple-designed five-core GPU, or Graphics Processing Unit. The A15 Bionic is designed by Apple and manufactured by TSMC, Taiwan Semiconductor Manufacturing Company.



The Apple A15 Bionic is a 64-bit ARM-based system on a chip (SoC) designed by Apple. It is used in the iPhone 13 and 13 Mini, iPhone 13 Pro and 13 Pro Max, and the 2021 iPad Mini. The A15 contains 15 billion transistors and includes dedicated neural network hardware that Apple calls a new 16-core Neural Engine.

iPhone 13 / iPhone 13 Mini



New camera layout

28% brighter screen

Super Retina XDR Display

Bigger battery

iPhone 13

Apple A15 chip



New Colours

New camera sensors pick up more light – better low-light images
Cinematography mode adds film-making tricks to video recording.
There are 128GB, 256GB and 512GB version available.

Two sizes:
iPhone 13 - 6.1”
iPhone 13 Mini - 5.4”

iPhone 13 Pro and Pro Max

Super Retina XDR Display

With ProMotion



Four Colours

- Sierra Blue
- Silver
- Gold
- Graphite

A 12MP wide and ultra-wide cameras with improved low light performance. A telephoto lens for 3x zoom. The pro models also have LiDAR for AR scanning and depth data.



Two Sizes - 6.7" and 6.1"

Apple Event

iPhone 13 Pro and Pro Max - *continued*

The iPhone 13 Pro has the new ProMotion display with a 120Hz dynamic refresh OLED display. Depending on the content, the refresh rate can drop to as little as 10Hz, conserving battery life when viewing static content.



Surgical Grade Stainless Steel



Incredibly sharp Focus

Our Pro camera system gets its biggest upgrade ever. With next-level hardware that captures so much more detail. Superintelligent software for new photo and filmmaking techniques. And a mind-blowingly fast chip



Summary

Apple Event - September 2021

- New base level iPad - Series 9
- New iPad Mini
- New Apple Watch
- New iPhone 13
- iPhone 13 Pro and Pro Max



Created by Rodney Border
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