

Apple Updates All Devices at September Event

Written by Marco Attard
13. September 2019

September brings the tradition of the Apple device launch, and the company goes big for 2019 as it announces three iPhone models, the 7th generation iPad and the Apple Watch Series 5, together with details on the services such as Apple Arcade and Apple TV+.



As mentioned above, the Apple smartphone for 2019 comes in three flavours-- iPhone 11, iPhone 11 Pro and iPhone 11 Pro Max. Perhaps unsurprisingly the regular iPhone 11 is the most basic model, designed to be a replacement for the iPhone XR. It features the same 6.1-inch display as the 2018 model, and promises longer battery life and two new cameras. Meanwhile the iPhone 11 Pro and Pro Max are XS successors, with 5.8- and 6.5-inch displays respectively and stainless steel cases with an optical PVD coating for a matte texture.

Inside all the 2019 iPhone models is the A13 Bionic, a custom-built chip promising "unparalleled

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performance" as well as a longer battery life. The chief differentiator between the regular and Pro models, ultimately, is the camera. Or cameras, rather. The iPhone 11 has a dual-camera array allowing for "wide" and "ultra-wide" photos and 4K video support, while the Pro and Pro Max feature a triple-camera system with wide, ultra-wide and telephoto lenses. Another Pro addition is Audio Zoom, a means to boost videos with more dynamic sound.

Now in the 7th generation, the iPad features a 10.2-inch display, a bit larger than the 9.7-inch of the traditional Apple tablet. It runs on the A10 Fusion chip, the same as the previous iPad model, and is compatible with the 1st generation Apple Pencil and, thanks to the addition of a Smart Connector, the keyboard folio. Apple offers a range of storage options, starting from 32 up to 128GB.



Apple has not forgotten wearables, as the Apple Watch 5 Series features a first in the shape of an "always-on" LTPO (Low Temperature Polysilicon and Oxide) Retina Display. Apple says LTPO technology can vary the refresh rate, allowing for an always-on display without destroying battery life. How much does the battery last on a single charge? The company claims 18 hours, same as the previous Watch. The Watch 5 Series also keeps the same body, if with the addition of a built-in compass and, in cellular-capable models, emergency international calling. The case comes in a titanium brushed surface in silver or space black, or bright white ceramic.

On the services side Apple details a pair of offerings-- Arcade and TV+. Arcade is a "Netflix for games," providing users with access to a wide range of games for every iDevice (and Macs) on a subscription-based basis. Meanwhile TV+ is, well, the Apple take on Netflix. New Apple devices ship with a 1 year subscription for free, and existing users can check a 7-day trial.

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All the above mentioned Apple products will be available in a number of European markets by end September 2019.

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