

Technology Giant Announces New Devices

Apple unveiled its latest iPhone on September 10 in the Steve Jobs Theater in California. The company used the event to announce multiple products and devices, including the new iPhone, iPad and services like Apple TV+ and Apple Arcade Games.

Apple's new iPhone will launch in three different variations: the iPhone 11, the iPhone 11 Pro and the iPhone Pro Max. The iPhone 11 is the entry-level version, equipped with a dual camera, while the Pro and Pro Max variations are equipped with triple camera settings, with an ultra-wide lens. The three variations will support Apple's new Selfie Slow Motion capture mode (which have already been imaginatively labeled "Slofies").

The new iPhone will run using Apple's latest chip (the A13), which will offer users 20% more processing power, supporting better graphic rendering and the new camera features.

Prices for the iPhone 11 are set to start from \$699, while the Pro will start from \$999 and the Pro Max will start from \$1099. All phones will be available in six different colors: Red, Black, White, Yellow, Green and Pink.

The tech giant also revealed three new games for its gaming platform, Apple Arcade, which will launch later this month for a monthly subscription of \$4.99. The platform has now announced over 50 games. And Apple TV+ is due to host a number of original TV shows and series for a \$4.99 monthly subscription. Users will get a free 1-year subscription to Apple TV+ with the purchase of any of the new iPhones or iPads.

Turning to hardware, the iPad 7 will be the first iPad to fully support iPad OS. With a 10.2-inch screen, the device promises an enhanced screen view and better view angles.

Wearables were also present at the party, as Apple announced its 5th generation of Apple Watches, starting from \$399, with new features like an always-on screen and Apple Faces Support. New fitness tracking features can be adapted by adding three different apps to track your health.

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