

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Newsroom

[Search Newsroom](#)

PRESS RELEASE

September 12, 2018

iPhone Xs and iPhone Xs Max bring the best and biggest displays to iPhone



Most Advanced iPhone Ever Features a 5.8-Inch and
6.5-Inch All-Screen Design, with Powerful A12 Bionic
Chip and a Breakthrough Dual Camera System

ALIGN - EXHIBIT 1046

Align Technology, Inc. v. Dental Monitoring SAS - IPR2023-01369





Introducing iPhone Xs and iPhone Xs Max, the most advanced iPhones ever.

Cupertino, California — Apple today announced iPhone Xs and iPhone Xs Max, the most advanced iPhones ever, taking the vision for the future of the smartphone to a new level. The 5.8-inch iPhone Xs and 6.5-inch iPhone Xs Max feature stunning Super Retina displays, a faster and improved dual camera system that offers breakthrough photo and video features, the first 7-nanometer chip in a smartphone — the A12 Bionic chip with next-generation Neural Engine — faster Face ID, wider stereo sound, a beautiful new gold finish and introduce Dual SIM to iPhone. iPhone Xs and iPhone Xs Max will be available for pre-order beginning Friday, September 14 and in stores beginning Friday, September 21.



iPhone Xs and iPhone Xs Max come in gorgeous gold, space gray and silver finishes.



“iPhone Xs is packed with next-generation technologies and is a huge step forward for the future of the smartphone. Everything is state of the art including the industry-first 7-nanometer A12 Bionic chip with 8-core Neural Engine, faster Face ID and an advanced dual camera system that shoots Portrait mode photos with Smart HDR and dynamic depth of field,” said Philip Schiller, Apple’s senior vice president of Worldwide Marketing. “iPhone Xs is not one, but two new iPhone models, and iPhone Xs Max offers the biggest display ever in an iPhone with the biggest battery ever in an iPhone, delivering up to an hour and a half more battery life in your day.”



Featuring the best and biggest displays ever in an iPhone.



Two All-Screen Designs

iPhone Xs and iPhone Xs Max build on the all-screen design of iPhone X and feature the sharpest displays with the highest pixel density of any Apple device. Now offered in 5.8-inch and 6.5-inch sizes,¹ these Super Retina displays with a custom OLED design support Dolby Vision and HDR10 and have iOS system-wide color management for the best color accuracy in the industry. iPhone Xs and iPhone Xs Max offer a million-to-one contrast ratio with remarkable brightness and true blacks while showing 60 percent greater dynamic range in HDR photos. iPhone Xs Max delivers a more immersive experience with over 3 million pixels for videos, movies and games, offering the largest display ever in an iPhone in a footprint similar to iPhone 8 Plus.



5.8-inch and 6.5-inch Super Retina displays are the sharpest with the highest pixel density of any



Apple device.

A surgical grade stainless steel band now in gold joins finishes in silver and space gray. Wider stereo playback creates a more immersive soundstage. The front and back glass design features the most durable glass ever in a smartphone with improved scratch resistance, while the glass back enables faster wireless charging. iPhone Xs and iPhone Xs Max reach a new level of splash and water resistance of IP68 for up to 2 meters for 30 minutes and protect against everyday spills including coffee, tea and soda.²

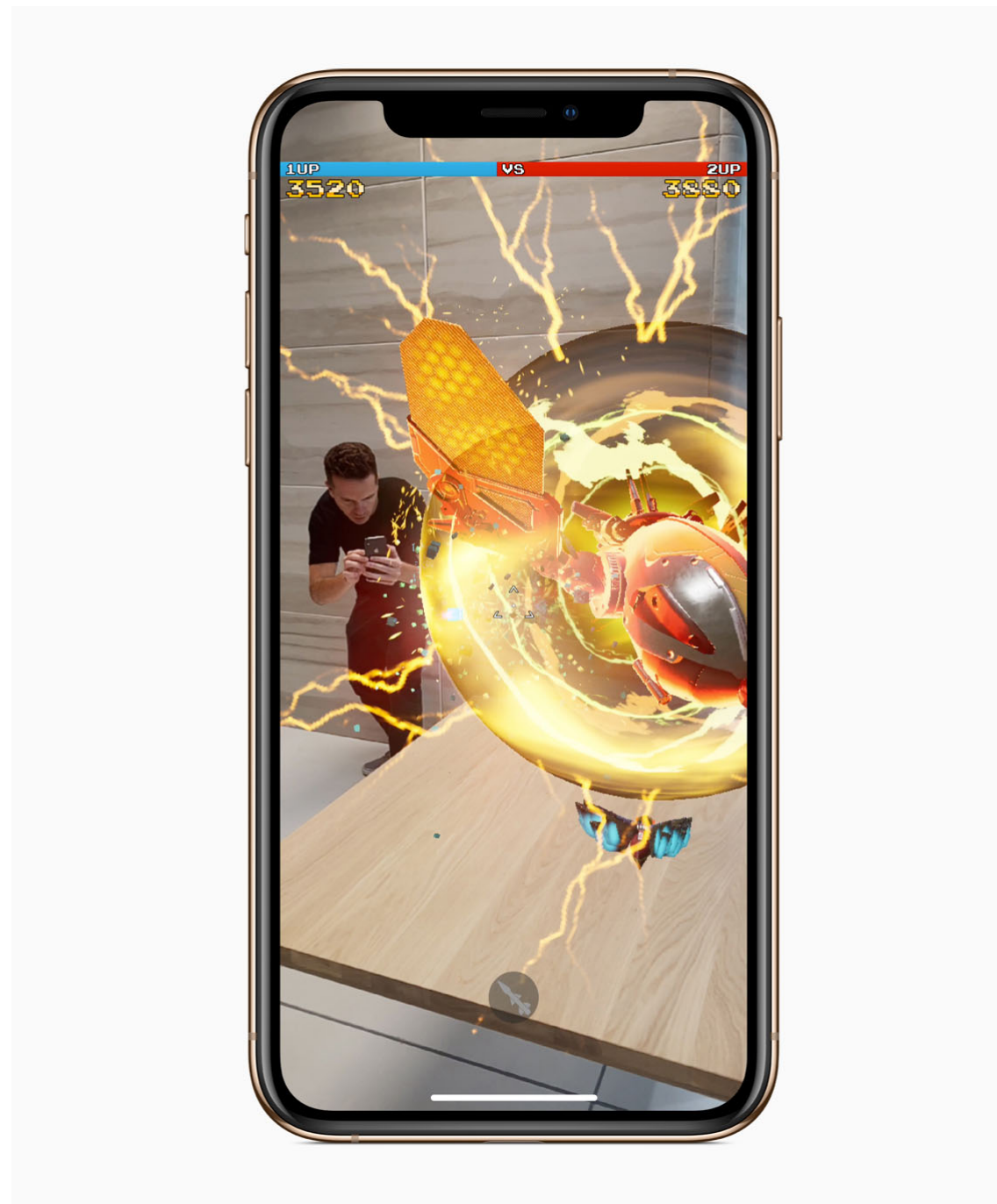


iPhone Xs and iPhone Xs Max are splash- and water-resistant rated IP68 and protect against everyday spills including coffee, tea and soda.



A12 Bionic and Next-Generation Neural Engine

The Apple-designed A12 Bionic, the smartest and most powerful chip in a smartphone, features the first 7-nanometer chip ever in a smartphone that delivers industry-leading performance in a more power-efficient design. A12 Bionic features a six-core fusion architecture with two performance cores that are up to 15 percent faster, four efficiency cores that are up to 50 percent more efficient, a four-core GPU that is up to 50 percent faster, powerful Apple-designed Image Signal Processor (ISP), video encoder and more. A fast storage controller can deliver iPhone storage up to 512GB. All of this unlocks new experiences for games, photography, video editing and graphics-intensive apps. Even with all this power, iPhone Xs offers 30 minutes longer than iPhone X, and iPhone Xs Max offers an hour and a half longer than iPhone X, between charges.



A12 Bionic unlocks new experiences for AR, games, photography, video editing, graphics-



intensive apps and more.

The next-generation Neural Engine is built for advanced machine learning in everything from photography to augmented reality. A new eight-core design allows it to complete up to 5 trillion operations per second compared to 600 billion in A11 Bionic. This enables new capabilities like faster plane detection for ARKit and new features that use real-time machine learning. For the first time the Neural Engine is open to Core ML, empowering developers to build apps that utilize this highly efficient machine learning engine. Core ML running on the A12 Bionic Neural Engine is up to nine times faster than on A11 Bionic, with as little as one-tenth the energy usage.

Breakthrough 12MP Dual Camera System

iPhone Xs continues to bring innovations to photography, things not possible before iPhone. Capabilities like advanced depth segmentation using the Neural Engine, Smart HDR creating photos with high dynamic range and great image detail, advanced bokeh quality in Portrait mode photos and dynamic depth of field that is user adjustable in the Photos app, are all huge improvements in state-of-the-art photographic techniques that everyone can use.

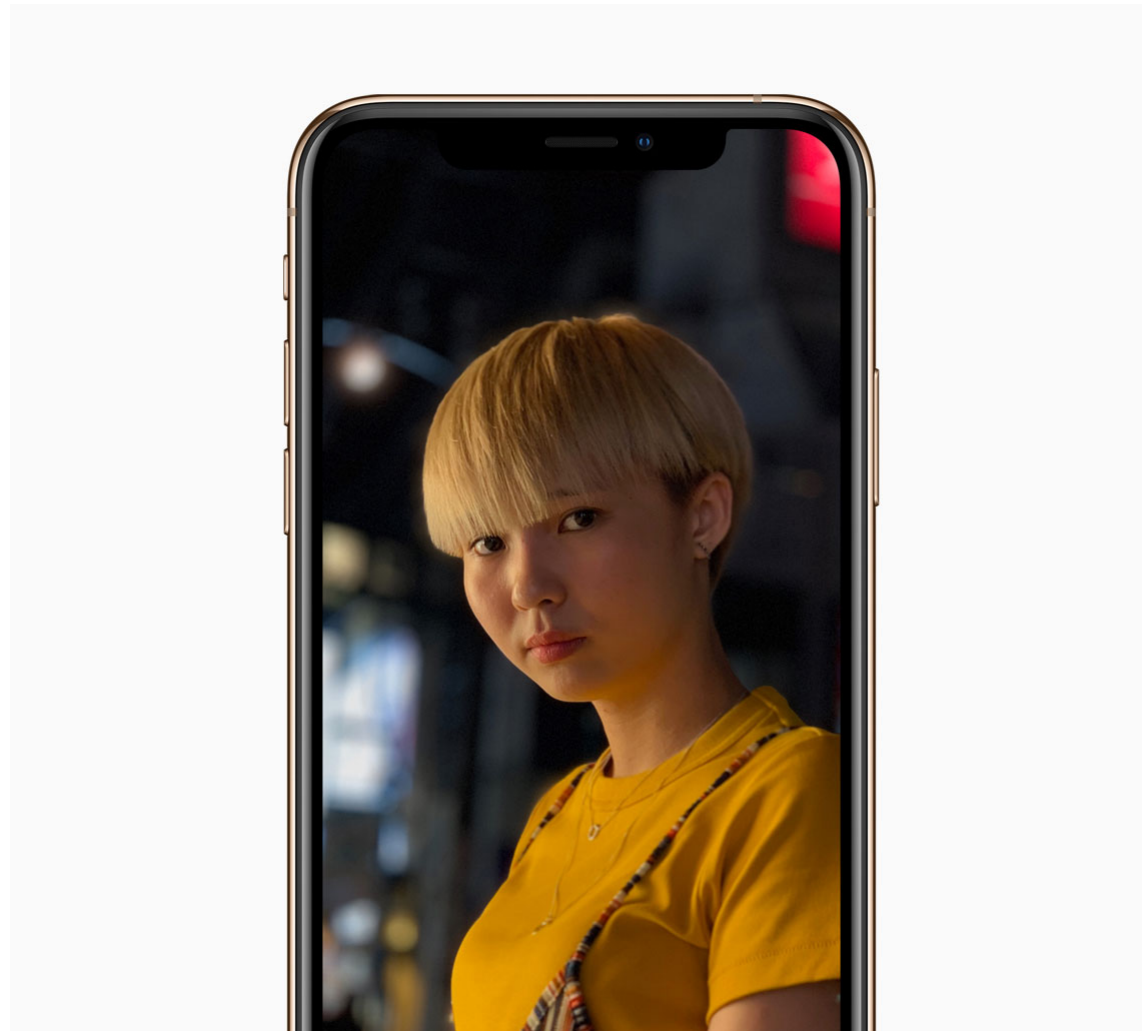


A breakthrough new 12MP dual camera system with 2x optical zoom and dual optical image



stabilization introduce a new era of iPhone photography.

The 12-megapixel dual camera system features dual optical image stabilization with 2x optical zoom, while a new sensor is twice as fast. Smart HDR creates photos with more highlights and shadow detail. Larger and deeper pixels improve image fidelity and low-light performance.



Advanced Portrait mode comes to iPhone Xs and iPhone Xs Max for even more sophisticated bokeh.



Advanced depth segmentation in Portrait mode enables more sophisticated portraits with professional-level bokeh. New Depth Control allows users to dynamically adjust the depth of field in the Photos app both in real-time preview³ and post-capture to create portraits with a beautiful background blur. Portrait mode with Depth Control is also available on the TrueDepth camera for selfies, which includes Memoji and faster face tracking support for third-party ARKit apps.



Depth Control allows users to adjust the background blur in Portrait mode photos.



iPhone Xs and iPhone Xs Max deliver the highest quality video capture in a smartphone. The larger pixels and larger, faster sensor enable improved low-light performance and video stabilization, as well as extended dynamic range for more highlight and shadow detail in video modes up to 30 frames per second. Using the four built-in mics, users can also record stereo sound to get the most out of video recordings.



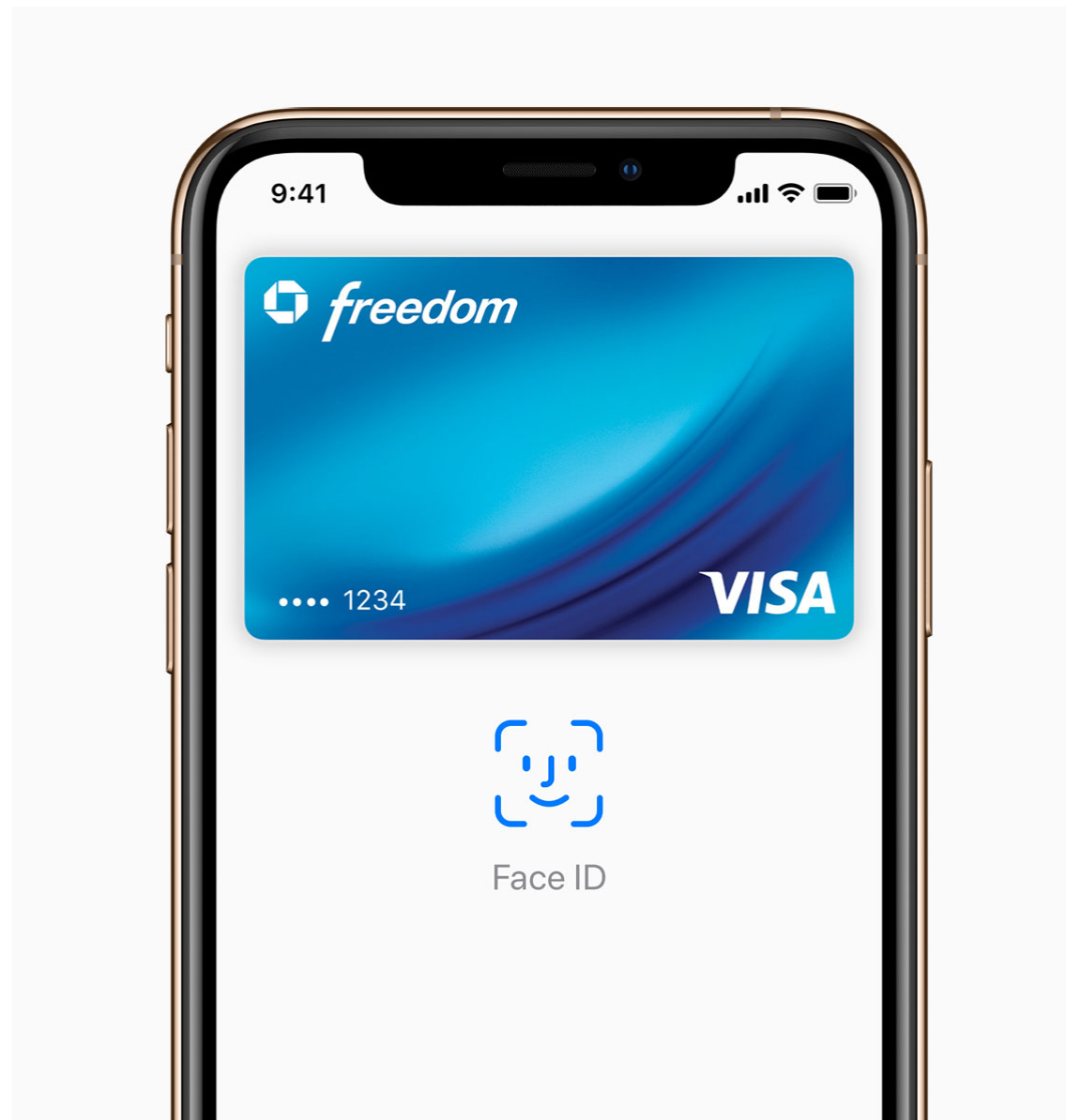
iPhone Xs and iPhone Xs Max shoot the highest-quality video of any smartphone with better low-light performance and extended dynamic range.



Advanced Technologies

Face ID, the most secure facial authentication system ever in a smartphone, is now even faster. The TrueDepth camera system uses precision depth-sensing technology that goes far beyond the capabilities and security of two-dimensional facial scanners and enables users to unlock iPhone, use Apple Pay, gain access to secure apps and many more features with a simple glance.

iPhone Xs and iPhone Xs Max introduce Gigabit-class LTE for even faster download speeds⁴ and Dual SIM⁵ through the use of a nano-SIM and digital eSIM.

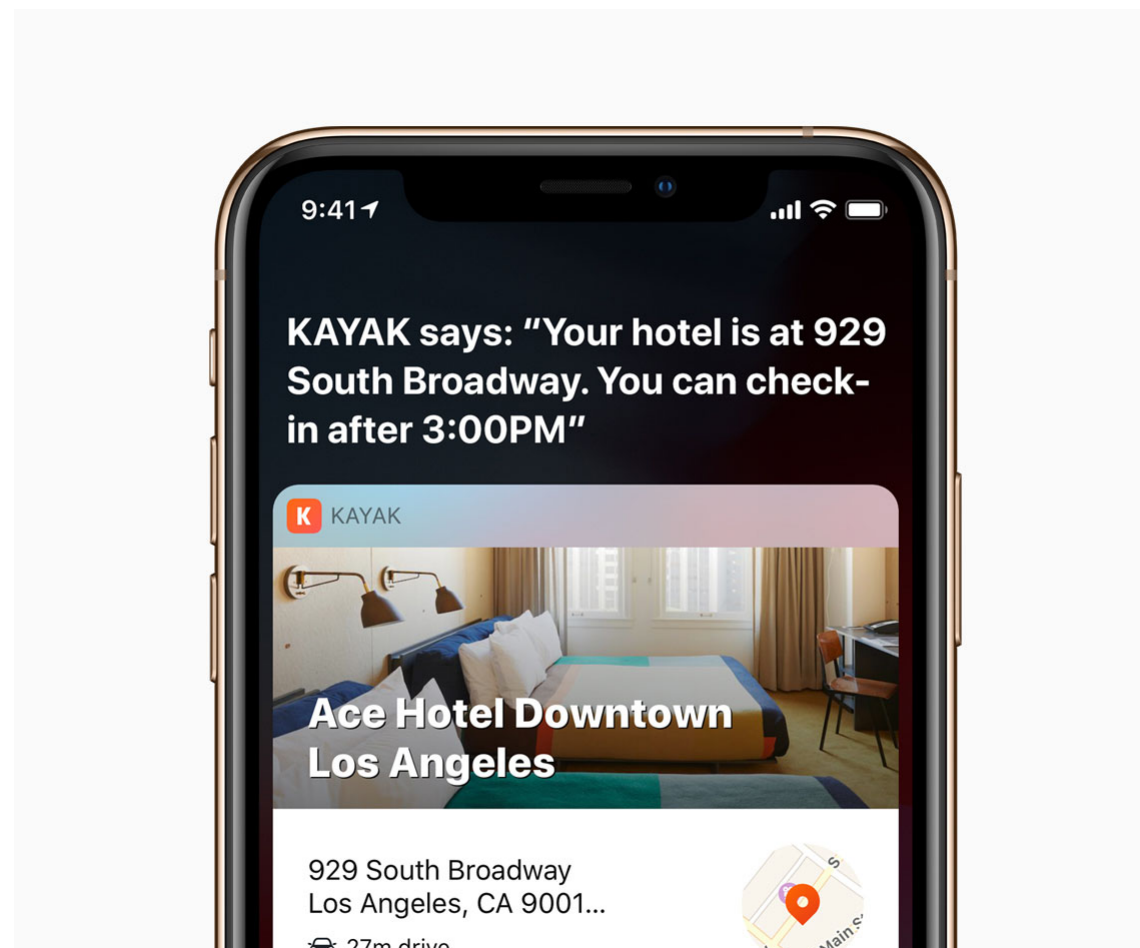


Face ID is the most secure facial authentication system ever in a smartphone.



Featuring iOS 12

iPhone Xs and iPhone Xs Max come with iOS 12, the world's most advanced mobile operating system. iOS 12 introduces new AR experiences, helps people rediscover and share photos, and makes communications more expressive and fun with new Animoji and Memoji. Screen Time helps customers understand and take control of the time they spend interacting with their iOS devices, Siri Shortcuts give any app the ability to work with Siri and new privacy features help protect users from being tracked on the web.



Siri Shortcuts give any app the ability to work with Siri.



Pricing and Availability

- iPhone Xs and iPhone Xs Max will be available in 64GB, 256GB and 512GB capacity models in space gray, silver and a new gold finish starting at **\$999** (US) and **\$1,099**, respectively, from apple.com, in the Apple Store app and Apple Stores, and is also available through Apple Authorized Resellers and select carriers (prices may vary).
- Through Apple's iPhone Upgrade Program, customers in the US can get iPhone Xs and iPhone Xs Max with the protection of AppleCare+, choose their carrier (no multiyear service contract required) and have the opportunity to upgrade to a new iPhone every year. The iPhone Upgrade Program is available for iPhone Xs and iPhone Xs Max at apple.com and Apple Stores in the US with monthly payments starting at **\$49.91** and **\$54.08**, respectively. iPhone Upgrade Program customers can get the prep work done before iPhone Xs and iPhone Xs Max pre-order with the Apple Store app until 4PM PDT on Thursday, September 13.
- Customers will be able to pre-order iPhone Xs and iPhone Xs Max beginning Friday, September 14, with availability beginning Friday, September 21, in more than 30 countries and territories including *Australia, Austria, Belgium, Canada, China, Denmark, Finland, France, Germany, Guernsey, Hong Kong, Ireland, Isle of Man, Italy,*

Japan, Jersey, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Portugal, Puerto Rico, Saudi Arabia, Singapore, Spain, Sweden, Switzerland, Taiwan, the UAE, UK, US and US Virgin Islands.

- iPhone Xs and iPhone Xs Max will be available in more than 25 countries and territories including *Andorra, Armenia, Bahrain, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Georgia, Greece, Greenland, Hungary, Iceland, India, Kazakhstan, Kuwait, Latvia, Liechtenstein, Lithuania, Malta, Monaco, Oman, Poland, Qatar, Romania, Russia, Slovakia, Slovenia* and *South Africa* beginning Friday, September 28.
- Apple-designed accessories including leather and silicone cases in a range of colors will be available starting at **\$39** (US), while the iPhone Xs and iPhone Xs Max Leather Folio will be available starting at **\$99** (US).
- With Apple GiveBack, customers in the US can trade in their eligible device for an Apple Store Gift Card or a refund on their purchase. If their device isn't eligible for credit, Apple will recycle it for free.
- Anyone who wants to learn more or go further with iPhone Xs, iPhone Xs Max or iOS 12 can sign up for free Today at Apple sessions at apple.com/today.

Media

Images of iPhone Xs and iPhone Xs Max

Download All 

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch and Apple TV. Apple's four software platforms — iOS, macOS, watchOS and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay and iCloud. Apple's more

than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.

¹ The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.85 inches (iPhone Xs) and 6.46 inches (iPhone Xs Max) diagonally. Actual viewable area is less.

² iPhone Xs and iPhone Xs Max are splash-, water- and dust-resistant, and were tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 2 meters up to 30 minutes). Splash, water and dust resistance are not permanent conditions, and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

³ Real-time preview in Depth Control will be available via a free software update later this fall.

⁴ Speeds vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/iphone/LTE.

⁵ Dual SIM support will be available via a free software update later this fall. Use of Dual SIM requires two wireless service plans (which may include restrictions on roaming). Certain restrictions apply to use.

Press Contacts

Michele Wyman

Apple

michele_wyman@apple.com

(669) 276-1208

Alex Kirschner

Apple

alexkirschner@apple.com

(408) 974-2479

Apple Media Helpline

media.help@apple.com

(408) 974-2042

Newsroom

The latest news for journalists.

[Read more >](#)

 > [Newsroom](#) > [iPhone Xs and iPhone Xs Max bring the best and biggest displays to iPhone](#)

Shop and Learn

[Mac](#)
[iPad](#)
[iPhone](#)
[Watch](#)
[TV](#)
[Music](#)
[iTunes](#)
[HomePod](#)
[iPod touch](#)
[Accessories](#)
[Gift Cards](#)

Apple Store

[Find a Store](#)
[Genius Bar](#)
[Today at Apple](#)
[Apple Camp](#)
[Field Trip](#)
[Apple Store App](#)
[Refurbished and Clearance](#)
[Financing](#)
[Apple GiveBack](#)
[Order Status](#)
[Shopping Help](#)

For Education

[Apple and Education](#)
[Shop for College](#)

For Business

[Apple and Business](#)
[Shop for Business](#)

Account

[Manage Your Apple ID](#)
[Apple Store Account](#)
[iCloud.com](#)

Apple Values

[Accessibility](#)
[Education](#)
[Environment](#)
[Inclusion and Diversity](#)
[Privacy](#)
[Supplier Responsibility](#)

About Apple

[Newsroom](#)
[Apple Leadership](#)
[Job Opportunities](#)
[Investors](#)
[Events](#)
[Contact Apple](#)

More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

Copyright © 2018 Apple Inc. All rights reserved.

[Privacy Policy](#)

[Terms of Use](#)

[Sales and Refunds](#)

[Legal](#)

[Site Map](#)



Unite