

First Look

iPhone 7 and iPhone 7 Plus



iPhone 7 and iPhone 7 Plus dramatically improve the most important aspects of iPhone in ways you'll notice every day. They feature entirely new camera systems, including two cameras on iPhone 7 Plus with optical and digital zoom, the fastest performance with the A10 Fusion chip, the best battery life ever in iPhone, stereo speakers for immersive sound, a brighter, more colorful Retina HD display, splash and water resistance, and iOS 10. iPhone 7 and iPhone 7 Plus—they're the best iPhones yet.



	iPhone 7	iPhone 7 Plus
Capacity	32GB, 128GB, 256GB	32GB, 128GB, 256GB
Finish	Jet Black, Black, Silver, Gold, or Rose Gold (Jet Black available in 128GB and 256GB models)	Jet Black, Black, Silver, Gold, or Rose Gold

Key messages

Design

- New black with a rich matte finish and new jet black with a high-gloss finish, made with a nine-step process of anodization and polishing¹
- Enclosure made of 7000 Series aluminum, same grade used in aerospace industry
- Entirely reengineered, it's the first water resistant iPhone and protects against spills, splashes, and dust²
- New Home Button is an advanced solid-state button designed to be durable, responsive, and pressure-sensitive
- The Home Button works with the new Taptic Engine to give precise tactile feedback as you press—you can even customize to adjust the intensity

Entirely new cameras

- Optical Image Stabilization and a larger f/1.8 aperture make photos and videos look amazing even in low light
- With new wide color capture, photos and Live Photos show even more detailed and vibrant colors
- Apple-designed ISP enables faster focus and improved local tone mapping for incredible photos

Dual 12MP cameras (iPhone 7 Plus)

- Two-camera system with the same wide-angle camera available in iPhone 7, as well as a telephoto camera that can get even closer
- With optical zoom at 2x and digital zoom up to 10x, you can take amazing photos and videos

FaceTime HD camera with Retina Flash

- All-new front-facing 7MP FaceTime HD Camera has higher resolution, and with a Retina Flash built into the Retina HD display, you can take great selfies even in low light

Retina HD display

- Brightest and most colorful Retina HD display—now up to 25 percent brighter
- With a new wide color gamut, the Retina HD display delivers cinema-standard color—so images look more vibrant and true-to-life

Immersive audio

- iPhone includes stereo speakers, delivering sound that's 2x louder than iPhone 6s, with increased dynamic range
- Apple EarPods with Lightning connector come in the box
- Lightning to 3.5mm Headphone Jack Adapter comes in the box for use with wired headphones

Performance and longer battery life

- A10 Fusion chip has a 4-core CPU design with two high-performance cores and two high-efficiency cores, making iPhone 7 more powerful and efficient
- A10 Fusion chip supports more storage, doubling the capacities across the line
- Longest battery life ever in an iPhone—iPhone 7 gets up to 2 more hours compared with iPhone 6s, and iPhone 7 Plus gets 1 more hour than iPhone 6s Plus

iOS 10³

- Express yourself in bold new ways in Messages
- Find your route with beautifully designed Maps
- Relive memories like never before in Photos
- Use the power of Siri in more apps than ever

Apps, books, movies, and more⁴

- More than 2 million apps and games in the App Store—many of them are free

Essential additions

- Apple AirPods
- Leather and Silicone Cases
- iPhone Lightning Dock
- AppleCare+ for iPhone

¹ The high-gloss finish of the jet black iPhone 7 Plus is achieved through a precision nine-step anodization and polishing process. Its surface is equally as hard as other anodized Apple products; however, its high shine may show fine micro-abrasions with use. ² iPhone 7 and iPhone 7 Plus are splash, water, and dust resistant and were tested under controlled laboratory conditions with a rating of IP67 under IEC standard 60529. 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 Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for more details. ⁴ The App Store, iBooks Store, and iTunes Store may not be available in all countries. To download content from these stores, customers will require an Apple ID.

Quick demos

Use these demos to show customers key product features, then invite them to try for themselves.



Design

iPhone 7 has two new finishes and a new Home Button

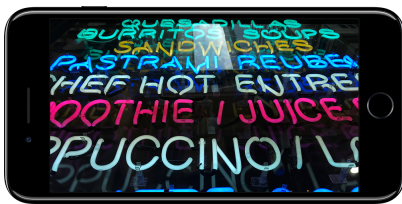
- Hand iPhone 7 to the customer.
- Point out the new black with a rich, matte finish, and the new jet black, with a deep, high-gloss finish.
- Ask the customer to press on the new Home Button and feel the Taptic Feedback. Explain that it gives precise tactile feedback that's customizable.
- Go to Settings > General > Home Button and point out the customization options. Ask the customer to choose the click that feels right to them.



Dual 12MP cameras (iPhone 7 Plus)

Take even better photos with up to 10x zoom

- Open the Camera app and hand iPhone 7 Plus to the customer.
- Ask the customer to focus on an object across the store.
- Let the customer experience zoom. First tap the 1x to go to 2x zoom. This is Optical Zoom at 2x.
- Have the customer press on 2x, and slide their finger to the right to adjust the zoom up to 10x.



Entirely new cameras

Photos look amazing on iPhone 7

- Go to Photos, tap Albums, then go to Great Shots and swipe through photos.
- Mention how photos taken with the new iPhone 7 cameras have vibrant true-to-life colors and look amazing on the brightest and most colorful display ever on an iPhone.
- Highlight Optical Image Stabilization, increase the aperture, and point out how along with the six element lens you get the best photos in low light.

Take great selfies even in low light

- Show the amazing selfies that were taken in both light and dark environments using the 7MP FaceTime HD Camera and Retina Flash. Mention that selfies capture in wide color and have auto image stabilization.



Immersive audio

Stereo speakers give you great sound

- Turn the volume all the way up.
- Open Music, tap Library, pick a song and start playing.
- Have the customer hold iPhone in landscape mode to get the complete feel of the stereo speakers.



iOS 10

Rediscover meaningful moments with Memories

- Hand iPhone 7 to the customer.
- In Photos, show Memories, which features stunning collections of photos based on people, places, and holidays.
- Explain to the customer that Memories can group the best photos and videos into a Memory Movie.

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