

# All eyes on Apple: Tim Cook announces iPhone 15 lineup, Watch Series 9, carbon neutrality

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**Apple iPhone 15 launch event:** Apple, on Tuesday, held its 'Wonderlust' event at Cupertino, California. The highly anticipated fall event was packed with new product announcements, right from the iPhone 15 lineup to the new Apple Watch Series. Here is a round up of all the important announcements from the event.

## Apple launches iPhone 15, iPhone 15 Plus

The [iPhone 15 and iPhone 15 Plus](#) were announced during the event featuring an industry-first colour-infused back glass with a matte finish and a new contoured edge on the aluminium enclosure. Equipped with the Dynamic Island feature, the phones have an advanced camera system complete with a 48MP main camera for super-high-resolution photos and a new 2x telephoto option to give users a total of three optical zoom levels. The iPhone 15 lineup also introduces the next generation of portraits. The phones have been fitted with A16 Bionic for performance, a USB-C charging port, precision finding for Find My friends, and durability features.



### [Apple Event 2023: iPhone 15 launched, to feature Dynamic Island](#)

The phones will be available in five colours – pink, yellow, green, blue, and black. Users would be able to pre-order the phone models from September 15, and availability is set to begin on September 22. iOS 17-equipped, the iPhone 15 will be available starting at Rs 79,900, while the iPhone 15 Plus would be available to users beginning at Rs 89,900. Both the phones will be available in three storage variants – 128 GB, 256 GB, and 512 GB.

## [iPhone 15 Pro launched, to be powered by A17 Pro chip](#)

"iPhone 15 and iPhone 15 Plus represent a huge leap forward with exciting camera innovations that inspire creativity, the intuitive Dynamic Island, and the A16 Bionic chip for proven powerful performance," a post-event press release by Apple cited Kaiann Drance, Apple's Vice President of Worldwide iPhone Product Marketing as saying. "We're also pushing the power of computational photography to new levels this year with a 48MP Main camera featuring a new 24MP default for super-high-resolution photos, a new 2x Telephoto option, and next-generation portraits."

## **iPhone 15 Pro, Pro Max with A17 Pro chip**

The Cupertino-based tech giant also announced the launch of its [iPhone 15 Pro and iPhone 15 Pro Max](#) models. In order to enhance durability and keep the phones light at the same time, these phones have been designed with aerospace-grade titanium, Apple said. The new design also features contoured edges and a customisable Action button that let users personalise the way they use the iPhone. The iPhone 15 Pro models also include a 48MP main camera system, with new super-high-resolution 24MP default, and they offer capabilities such as next generation of portraits with Focus and Depth Control, improvements to night mode and smart HDR, and a 5x telephoto camera that is exclusive to iPhone 15 Pro Max.

## [Apple Watch Ultra 2: Price, features, and more](#)

The phones have been fitted with A17 Pro to offer users an enhanced gaming experiences and pro performance. The new USB-C connector is supercharged with USB 3 speeds — up to 20x faster than USB 2, a post-event release from Apple said.



The phones will be available in four new finishes - black titanium, white titanium, blue titanium, and natural titanium. Similar to iPhone 15 and iPhone 15 Plus, pre-orders for the two iPhone 15 Pro models will begin on September 15, with availability beginning a week later.

### [iPhone 15 vs iPhone 14; Is it worth the upgrade?](#)

Featuring iOS 17, the iPhone 15 Pro will start from Rs 1,34,900, and offer four storage variants – 128 GB, 256 GB, 512 GB, and 1 TB. Meanwhile, the iPhone 15 Pro Max, available in 256 GB, 512 GB, and 1 TB storage variants, will start from Rs 1,59,900.

“This is the most pro lineup we have ever created, with a state-of-the-art titanium design, the best iPhone camera system yet that enables game-changing new workflows, and the A17 Pro chip, which ushers in a new chapter of performance and games never before seen on iPhone,” Greg Joswiak, Apple’s Senior Vice President of Worldwide Marketing was cited by the company as saying. “iPhone 15 Pro and iPhone 15 Pro Max represent the best of Apple design and industry-first innovations to help enrich the everyday experiences of our users, while enabling them to unleash their creativity.”

## The advanced Apple Watch Series 9

The [Apple Watch Series 9](#) was also announced during the event. Fitted with the new S9 SiP, which increases performance and capabilities, the Series' most notable feature is the new double tap gesture that enhances single-hand gesture controls such as answering and ending a call, snoozing an alarm, etc. It also offers a brighter display, faster on-device Siri, and precision finding for iPhone, among others. Apple Watch Series 9 will run on watchOS 10.



The Apple Watch Series 9 lineup, available in 41 mm and 45 mm sizes in starlight, midnight, silver, (PRODUCT)RED, and a new pink aluminium case, as well as stainless steel in gold, silver, and graphite cases, is available for pre-order starting now and available from September 22. The Series starts from Rs 41,900.

## Apple's enhanced rugged Watch Ultra 2

During the event, the company also unveiled Apple Watch Ultra 2,

bringing new features to Apple's rugged smartwatch. Apple Watch Ultra 2 offers all of the features of Ultra, along with new S9 SiP, the double tap gesture, Apple's brightest display ever, expanded altitude range, on-device Siri, precision finding for iPhone, and advanced capabilities for water adventures. Running on watchOS 10, which delivers redesigned apps and the new Smart Stack, the Watch Ultra 2 will come with new cycling experiences, features to help explore the outdoors, and a new watch face — Modular Ultra.

Available in 49 mm size, with band colours including Alpine Loop (blue, indigo, olive), Trail Loop (orange/beige, green/grey, blue/black), and Ocean Band (blue, orange), the watch has been priced at Rs 89,900. Just like Apple Watch Series 9, the watch is available for pre-order immediately, with its availability beginning from September 22.



## Apple's environment-cautious efforts

Apple has aimed to make all of its devices carbon neutral by 2030, and accordingly, has announced that its Apple Watch Series 9 and

Apple Watch Ultra 2 are its first-ever products with net-zero carbon footprints. Both these products have carbon neutral modes available that can be selected through case and band combinations. For both of these product lineups, Apple has reduced emissions from materials, electricity, and transportation aspects of supply chain, with the remaining amount of emissions being offset with high-quality carbon credits from nature-based projects, the company said.