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Speakers at the event:

- Tim Cook – CEO, Apple Inc.
- Shigeru Miyamoto – Creator of Mario, Nintendo
- Susan Prescott – VP of Product Marketing, Apple
- Jeff Williams – COO, Apple
- John Hanke – CEO of Niantic Labs
- Tetsuya Nomura – Product manager for Pokemon Go
- Hannah Catmur – Lead designer for ViewRanger
- Trevor Edwards – President, Nike
- Phil Schiller – SVP of Worldwide Marketing at Apple
- Ian Spalter – Head of design at Instagram
- Heather Price – Co-founder of This Game Studio

Tim Cook – CEO, Apple Inc.

Good morning. Good morning. Thank you. Thank you. Good morning.

Thank you for joining us and welcome to San Francisco. I'm so glad James got me here on time. It was so much fun seeing he and Pharrell, I may have lost my voice.

Apple Music

As you may know, we are working with *Carpool Karaoke* on some new episodes that will be premiering on Apple Music early next year. So check them out. I can guarantee you everybody singing will have a voice much better than mine.

We've got some great things to share with you this morning, and I'd like to get started with a few updates, beginning with Apple Music. As you know, we've always had a deep love for music. It inspires us and it's such a key part of our product experience. Since launch, Apple Music has grown to over 17 million subscribers. Thank you. Our users love having access to over 30 million songs and personal recommendations from people who really know and love music.

There is a great new simple and intuitive design in iOS 10 that makes it so easy to listen to your favorite songs and discover new music. And Apple Music has content that no one else has. Apple Music has become the premier destination for new artists and artists and existing artists to launch their exclusive music.

This past year alone, Apple Music was the first place to hear over 70 great releases from such stars as Taylor Swift, Blake Shelton, Drake, Frank Ocean and so many more. Thank you.

One of our most popular exclusives of all is the Apple Music Festival in London and it begins in just 11 days from now. The spree of that has become a great tradition that our customers look forward to every year. This year we're celebrating the 10th anniversary of the Apple Music Festival and we had an amazing lineup. This year it includes Elton John, One Republic, Robbie Williams, Britney Spears and so many more great artists. It's going to be amazing. Now if you can't make it to London, you can join us and join the millions that will be watching it for free on the livestream from your Apple devices, including your Apple TV. That's a brief update on Apple Music. It just keeps getting better. Thank you.

App Store

Now I'd like to talk about the App Store. Apps continue to do more and more amazing things from allowing you to rent that spare bedroom to contributing to advanced medical research. The App Store has forever changed the world of software and forever changed all of our lives. And the momentum for apps in the App Store have never been greater. Over 140 billion apps have now been downloaded from the App Store. This is phenomenal.

And what's even more phenomenal is we continue to set new record and the growth is literally off the charts. In fact, in the last two months, we've seen growth rates of over 100% year on year. This is unbelievable. It's pretty clear from this that our users' love affair with apps for their iPhone and iPad is as strong as ever.

Now the most recent quarter, the App Store generated twice the global revenue of our nearest competitor. This has been — this is really great for developers, and it's why that so many developers develop first on iOS and many only on iOS. And this of course is great for our users.

The combination of our incredible products and the success of the App Store has made the iPhone and the iPad the most popular gaming devices in the world. And gaming is the biggest and most popular category on the store with over 0.5 million games to choose from. But there has been something, or rather someone missing. And I'm so happy to announce today he is coming to the App Store.

Welcome Mario, and please welcome for Nintendo, the father of Mario, [Shigeru Miyamoto](#).

Shigeru Miyamoto – Creator of Mario, Nintendo

Hello! Good morning everyone. Thank you, Tim. For the past 30 years, every time Mario has encountered a new platform, he has evolved and continued running towards a new goal. And now Mario is running towards his next goal: iPhone. Please, let me speak in Japanese, so I would ask [Gridiron] to translate.

We want as many people as possible all around the world to be able to enjoy playing as Mario, and they'll be doing it first on iOS. And they'll be doing it in a brand new game *Super Mario Run*.

The magic of Mario is that anyone can pick up a game and instantly start playing. And this time we've made it even simpler to begin. So why don't we show you now?

Now as the title suggests Mario runs automatically to the right and as he does, he'll hurdle small gaps and certain enemies. It's very simple and the movement feels great. With just a tap of the

finger anywhere on the touchscreen you can make Mario jump, and the longer you tap, the higher he jumps. This is key to getting high scores. In later levels, you will see blocks that will change Mario's direction and others that will start and stop him with precision timing. But the goal remains simple: collect as many coins as you can and get to the flagpole at the end of the level before time runs out.

But what's new this time and what's different is that you can play the game one handed for the very first time. And what that means is that you can play while holding on to a handle on the subway, or while eating a hamburger, or while eating an apple.

But in addition to the traditional Mario gameplay, we've also prepared a brand new way to play. It's a new battle called *Toad Rally*. And the first thing that you do in battle mode is you choose an opponent from this list to try to beat their high score. Today I've asked [Hidak Ikono] to play for me, so who should he compete against? Looks like he picked Phil!

So we're going to try to beat Phil's highest score. Now battle mode will have you competing not only against your friends but for the first time players around the world. And victory in battle mode is determined based on the number of coins you collect and the number of toads you impress, because the toad characters appear every time you do a daring move. And there's no flagpole in the battle mode. So you just keep running, jumping and collecting coins until time runs out. As you do, you may see a little sticker of Mario moving through the course. In this case, that shows us what Phil was doing on his run where he collected his coins and where he gathered his toad fans. In the matches that you win, the toads you gather will become residents of your very own Mushroom kingdom.

So another new element you can enjoy is expanding and customizing your Mushroom kingdom using the coins you collect in the game. At the end of Battle Mode, Toadette appears to tell you the score and so who won. Sorry, sorry Phil.

We want as many people of all ages to be able to enjoy playing *Super Mario Run*. And for that reason, we plan on releasing the game at a set price, so you won't have to worry about continuing to pay. You will just be able to play to your heart's content.

We will announce pricing later but *Super Mario Run* will release in time for holidays in 2016. I hope you will look forward to it.

We have one more piece of news. We've prepared a set of Super Mario stickers for iMessage that we will launch day and date with iOS 10 that I hope you'll send to all your friends and family. In the mean time you can look forward to *Super Mario Run*. Thank you very much.

Tim Cook – CEO, Apple Inc.

Thank you. Thank you, Miyamoto san. We could not be more honored that Nintendo chose to bring Mario to iOS first. So that's a brief update on the App Store.

Now as we start a new school year, let's turn our attention to education. Apple celebrated its 40th birthday earlier this year and it's no coincidence that we've been committed to education for that entire time. It's simply deep in our DNA. We've always believed that education is a great equalizer. It's a powerful force of change for good, and we've always believed that our products could have

a tremendous positive impact on teachers and students. But we are keenly aware that not every school can have this impact. And that's why we're so deeply committed to *ConnectEd*.

ConnectEd as you probably know is a national initiative combining government and leading technologies to bring — leading technology companies to bring technology to under-served schools. I personally visited several of these *ConnectEd* schools and the program is having amazing results. Kids are engaged like never before; they're learning like never before. It is as it should be.

We are proud this morning to have some *ConnectEd* teachers and students joined us and I'd like you to welcome them from Santee Elementary in San Jose, and Stege Elementary from Richmond, California. Please join me in welcoming them.

And I'm thrilled to tell you that this fall all 114 schools that Apple is supporting will be up and running. That means we're giving a Mac and an iPad to 4,500 teachers, an Apple TV in every classroom and we're donating iPads to more than 50,000 students. Thank you.

Now the response has been so inspiring. Trina Siegfried from Crane Elementary in Yuma, Arizona told us this: *'The ConnectED grants meant a complete transformation. The students are having fun, they're more engaged. Most importantly, we're seeing a real love of learning'*. That is as it should be. We can't wait to see what these kids are going to do this school year and we are so very proud to be a part of it.

But we're not stopping there. We believe every student should have the opportunity to code. So we've created a program called *Everyone Can Code*. It's Apple's approach to teaching coding and it's a cornerstone of ConnectED. It starts with the amazing iPad app Swift Playgrounds which we just announced in June. And what this does is it teaches Swift, our popular programming language, to all of these kids in a simple, fun and interactive way. Already, since June, more than a hundred schools and school districts around the world have already planned to teach Swift Playgrounds this fall. It's unbelievably exciting to us. We are so excited that they've moved to put this in their curriculum so so quickly.

Now I'd like to talk to you about one other very important tool in education, and that is iWork. Of course, iWork provides a suite of productivity tools which are very popular in education but also in business and consumers. Teachers and students love creating stunning documents and presentations and even spreadsheets. I'd like to invite Susan Prescott, our Vice President of Worldwide Apps Product Marketing to tell you what's next with iWork. Susan?

Susan Prescott – VP of Product Marketing, Apple

Thank you, Tim. Thank you.

iWork

Pages, Keynote and Numbers are built to take advantage of iOS, macOS and of course, our amazing devices. And iWork is all about making beautiful and engaging documents. But for people who want the power of iWork there is just not a great way for them to work with classmates or colleagues to create projects together. But today I'm very excited to announce and introduce *real-time collaboration*.

In all the iWork app, the exact same app you use on your Mac, iPad and iPhone. Of course we use them too. Even our big presentations like this one are built using Keynote which got me thinking we could edit slides right here right now. We have never edited a deck live on stage before. I think the reasons are obvious. But we are so excited to show you our real-time collaboration. We're going to do it.

So we'll start by hitting Escape to go from Play Mode into Edit Mode. So we can add a couple of slides about collaboration. I go to the participants list. I can see my colleagues I've already invited to work on the deck with me. We've got Greg, Leslie, Michelle and Rodney. They each have a color associated with them. So when they actually begin editing you'll see a colored bubble come up with their name. Now get ready because we're going to be adding images, graphics, texts and even animations all in real time.

I'm going to start by adding a slide. Leslie can bring in an image that one looks perfect and Michelle can add a graphic of an iPad would be ideal, that looks great. I think you get the idea. So let's watch as everybody gets to work.

Remember this is happening live and look how super responsive it is even with the beautiful visuals that make iWork documents stand out and you can work from your Mac, your iPad, your iPhone or even the web. It's amazing. I see in the thumbnails that Greg's added a new slide which is fantastic and of course we're collaborating together. So I can also edit anything here but it looks like we're about ready. So let's take a look.

Ready? Wow! That looks amazing. And it could only happen working together.

That is just a very quick look at real-time collaboration in iWork. It will change the way you work with classmates, with colleagues and with friends. You're going to love it. Thank you so much.

Tim Cook – CEO, Apple Inc.

Thank you, Susan. So that's a little bit about education and some things that are really important to us. I'd now like to turn to new products beginning with Apple Watch.

Apple Watch

We started shipping Apple Watch just 18 months ago and already people all over the world are using it in many aspects of their daily lives. It's the best way to get notifications so you don't miss that urgent phone call or message. You can quickly and conveniently pay for things with Apple Pay, and we couldn't be happier that so many people are using it to become more active and healthy.

Apple Watch has really changed what people expect from a watch. Before Apple Watch, these were the top watch brands in the world as measured by sales revenue. This is what happened after we launched Apple Watch.

We became the number two watch brand in the world despite only shipping eight months of 2015. We're also the top selling smartwatch. But as everyone knows in here, what's really important to us is that we delight our customers. And I'm pleased to tell you that customers love

the Apple Watch. Survey after survey, Apple Watch topped number one in customer satisfaction, including the most recent J.D. Power Smartwatch study.

Now, so Apple Watch has set a very high bar about what a modern watch can be. But we are just getting started and to tell you about what is next with Apple Watch, I'd like to invite Jeff Williams up. Jeff?

Jeff Williams – COO, Apple

Thanks, Tim. We got a lot to talk about. So let's get started.

In June, we previewed watchOS 3 and it is packed with features. Your favorite apps launch instantly with information already up to date. So they're ready when you need them. There's a new doc so you can quickly access your favorite apps. And we've made it easier than ever to switch watch faces, you just swipe edge to edge and we've added some great new faces like these activity ones.

Messaging is more expressive than ever with features like *Tap Back* where you double tap a message to send a quick reply. There are fun animated stickers. You just got to love Donald Duck. And you can enjoy full screen effects like *Confetti* to celebrate special moments. You can also write custom replies with Scribble. And for those of you who are skeptical, which is probably a lot of you about writing on the small screen, you should try it, you will be amazed how well it works. And it works in both simplified and traditional Chinese as well.

We've added *activity sharing* to the watch. Closing the rings is already this fun healthy obsession and now you can share with your friends and family and encourage them to be more active. We have a brand new app called *Breathe*. Each day it reminds you to take a moment and do a deep breathing exercise. It's a great way to be more mindful and manage everyday stress. And we've added a really important app. It's a safety feature that allows you to contact emergency services by simply pressing and holding the side button. Within seconds you'll be on a call with 9-1-1 or the equivalent number in the country you're in, and in addition, a message will be sent to your emergency contact along with your location so they're in a better position to assist you. This is something we hope you never use but it's really comforting to know it's there.

In addition to all these great built-in apps, developers have been hard at work already on watchOS 3. So apps like *The Washington Post* and *Major League Soccer*, they launch instantly with information already up to date. Gaming apps like *Field Day* take advantage of the powerful graphics tools in watchOS 3 like *SceneKit* and *SpriteKit*. Fitness apps like *Sweat with Kayla* and *P90X* have access to real-time heart rate and *Ping* will use the gyroscope to analyze and hopefully improve your golf swing. So, so many great apps but there's one special one that I'm excited to tell you about today. *Pokemon Go* is coming to the watch. And to tell you more about it, I'd like to invite to the stage John Hanke, CEO of [Niantic Labs](#).

John Hanke – CEO of Niantic Labs

Thank you, Jeff. Well, it's certainly been a busy summer for us at Niantic and also for our friends at the Pokemon company. I hope many of you have had a chance to try *Pokemon Go* for iPhone. If you have, you're not alone. Since we launched in early July, *Pokemon Go* has been downloaded

more than 500 million times around the world. More importantly, Pokemon trainers collectively have walked more than 4.6 billion kilometers while playing the game.

So *Pokemon Go* is about exploration. It's also about having fun outside with your family or with your friends. And because of that we've been really interested in finding ways to enable you to play while focusing less on your screen and more on the stuff around you. That was the inspiration for this device: the *Pokemon Go Plus* developed by our partners at Nintendo. It works with your iPhone to enable heads up gameplay for *Pokemon Go* and it will be available later this month.

This morning we're really excited to show you something new that we've been working on. It's designed to seamlessly blend *Pokemon Go* gameplay with your daily walk or run while enabling you to focus on what's important all the cool stuff around you. *Pokemon Go* on Apple Watch.

I want to introduce a product manager for *Pokemon Go* Tetsuya Nomura to give you a demo.

Tetsuya Nomura – Product manager for Pokemon Go

Thank you, John. For Pokemon trainers out there sometimes Pokemon can hatch from the egg by walking with it. Good news: from a complication on the watch face, I can see how far I need to walk to hatch an egg. The main screen shows my current level and the speed I need to get to the next. My walk is recorded as a workout. This helps me make faster progress towards my activity goals.

All right. Let's take a walk. During my walk, I can see how far I've walked and the calories burned. At a glance, I see which Pokemon are nearby. So let's keep walking. A wild Snorlax appeared. If it wasn't for this demo, definitely I will have taken out my iPhone to catch it. Oh well, let's keep walking.

When I approach a Pokestop, a tap on my wrist lets me know. Pokestops are located at interesting places such as public artworks and historical landmarks. This one is Bill Graham. Interesting! Let's collect some items. I just swipe, sweet, I got an alterable. With *Pokemon Go* on Apple Watch, I will never miss a Pokestop. Oh I think I just earned a gold medal. This means I visited 2000 Pokestops. That's pretty impressive.

I'm going to keep walking to see if I can hatch an egg. Oh, here we are. This is what hatch is. Yes! it's a *Pikachu*. Isn't that exciting?

Now that I've done walking, this ends my workout. The summary screen shows all my activity and all the items I collected along the way. *Pokemon Go* on Apple Watch will help you to be the very best. Thank you.

John Hanke – CEO of Niantic Labs

Thanks Tetsuya. We're really excited to bring you this new way to experience *Pokemon Go* and to give you all extra motivation to get outside, get some exercise and have fun with your friends. It will be shipping before end of year. Thank you.

Jeff Williams – COO, Apple

Thanks guys. Can't wait to get *Pokemon Go* for my watch. Maybe I can finally break out the level two and catch my daughter. Whether it's *Pokemon Go* or the built-in apps, there are so many rich features in watchOS 3. People are going to absolutely love it.

We are going to keep pushing watch forward and today I'm excited to introduce the next generation of Apple Watch. We call it *Apple Watch Series 2* and it has been completely reengineered. And it starts with a feature that will change how you use Apple Watch.

The first Apple Watch was splash-proof and Apple Watch Series 2 is swim-proof. So you can wear it whether you're swimming or surfing or just doing that occasional cannonball, you can keep it on. It's rated water resistant 50 meters which is the industry standard for a swim watch. But what that means is the watch needs to withstand the pressure — the water pressure equivalent of being at a depth of 50 meters. And that's pretty deep and it's especially challenging for a smartwatch because there are so many ingress points. So our engineers have been hard at work developing new seals and adhesives and they've been able to close all those entry points except one: the speaker. You see, a speaker needs air to produce sound, and if the air can get in, soak in the water and that's a problem. So for Series 2, we redesigned the speaker system and at the end of your workout, we use the speaker itself to eject the water.

We also wanted to make sure Apple Watch was robust enough not just for an occasional swim but for people who want to swim every day. So we built a simulator to test the effects of swimming over multiple years. We run watches – we put watches in there, running 24 hours a day, for weeks at a time simulating hundreds of thousands of strokes. So you can wear your watch with confidence in the water.

We've also extended the work of our fitness lab to swimming. Now calculating calorie burn for swimming is really tricky. And we've analyzed over 700 swimmers, different body types, different abilities. We hooked them up to state-of-the-art metabolic equipment. We've even drawn blood samples to look at lactic acid levels and we used all this body of information to create an algorithm that will give you the most accurate calorie burn information while you're swimming. And we've created two new workouts, a pool swim and an open-water swim and during the workout you'll get information like lap count, pace, distance, calorie burn but what's more the watch will learn about you over time and it will get more accurate over time and looks at your individual stroke efficiency, not that of some average swimmer and tailors just to you. We think swimmers are going to absolutely love this.

Next, I'd like to talk about the brains of Apple Watch Series 2 and it starts with our second generation system in a package. Last year we introduced an industry first, an entire system in a single package and S2 takes that to a whole new level. We've added a dual-core processor that's up to 50%. We've added a new – entirely new GPU that delivers two times the graphics performance. And this powerful chip opens up all kinds of opportunities both for internal apps as well as developers. For example, Night Sky which is — it's an app that allows you to identify the planets and the constellations and track the International Space Station. They've been working with S2 and they've been able to add five times the level of detail and more than double the

frame rate. They're running at sixty frames a second which is the crazy amount of performance to be wearing on your wrist.

Series 2 also features a new second generation display that is more than two times brighter than before. In fact, it is the brightest display Apple has ever shipped on any product at 1000 nits. That's a lot of nits and it makes all the difference when you're outside in the bright sunlight. It really does, really vivid.

Two of the most popular activities in the world are walking and running and we know there's times that people want to do this without their phone. And so for those times we've added built-in GPS. And this is really great, you can start right away. For those of you who have used GPS watch before, you know it can sometimes take a long time to connect to the satellites. It seems like forever when you get ready to work out and with Apple Watch you can literally hit start and begin your workout. And during your workout, you'll get GPS accurate pace and distance and at the end of your workout in the activity app of your phone, there will be a route map color coded to show your varying speeds. And developers can take advantage of the built-in GPS and I'd like to give you an example of that. I'd like to invite to the stage, Hannah Catmur, lead designer for ViewRanger.

Hannah Catmur – Lead designer for ViewRanger

Hi, I'm here today to show you ViewRanger. The first ever hiking app on the new Apple Watch which gives you the ability to enjoy a hike like you never had before. So I'm planning a trip to Yosemite Falls. I've never been before but I hear it's beautiful. And with ViewRanger I've selected these three hikes ahead of time. I've got the popular – and Apple Watch made it available offline which means I don't even need a cell service to know where I am.

I've got the popular Hall of Fame tables on here and at 40 miles it's probably a bit too intense this morning. So let's take a look at the 4 mile trails at Glacier Point. This looks like it won't take me quite so long and with that elevation gain, it's sure to still be a great workout. So let's get going.

Here I can see my directions and I can also scroll through to see all of the exciting views and destinations I have coming up. At any time I can swipe right to check it on the map. I can see my current location and my route progress. In fact, at any time if I stray too far from the path, ViewRanger will let me know about it. It really wasn't possible before but now that Apple Watch has integrated GPS, ViewRanger can look out to make sure I don't stray too far off route. From here we can check it on the map. We can get back on track and we can continue with the hike.

So let's jump forward to about half way to the view of Yosemite Falls. And with every point of interest, ViewRanger provides a quick fun facts. So let's tap into it. Here we can see that Yosemite Falls is actually a hot spot for bird watching, which is in fact one of my favorite things to do. Hopefully we'll see a red-tailed hawk on our way towards the summit.

Here we are in the final sprint as we head towards the Glacier Point and ViewRanger knows when I've reached the end of the hike. I then have the option to either finish or to keep going if I'd like, we'll tap finish. My activities will set up and I'm all set to enjoy the rest of Yosemite. That's ViewRanger, the first ever hiking app to take advantage of GPS on the new Apple Watch. And we're really excited for you guys to have in your next hike. Thank you.

Jeff Williams – COO, Apple

Thanks, Hannah. So so many opportunities with the features of Series 2. Series 2 comes in a wide variety of styles. We have cases in aluminum and stainless steel, as well as a new material we've been working on for quite some time: ceramic. This new white Apple Watch in ceramic has this gorgeous pearl like shine. The finish is remarkably smooth. It's actually four times harder than stainless steel. So it's this ultimate combination of beauty and strength and it looks great paired with a variety of bands. We think it's going to be a wonderful addition to the Apple Watch family.

We also are offering Series 2 in Hermes models. Last year we partnered with Hermès, a company known for craftsmanship and elegance and style. And for Series 2 there are beautiful new colors of the iconic Double Tour and Single Tour as well as two new bands, this Single Tour deployment buckle and a new double buckle cuff. We think people are going to really enjoy these.

So that's Apple Watch Series 2. It is faster. It is brighter. It is water-resistant, so you can swim with it. It's got built-in GPS and it's got all of the power of watchOS 3. It is also built according to our strict environmental standards, something we care deeply about. This is made in a responsible way.

We think Apple Watch is the ultimate device for a healthy life and we expect it to be popular with everybody but we think it will be especially popular with runners. And we wanted to do something special for them. We couldn't think of a better way to do that than to partner with a company that knows runners better than anyone else in the world. They're the number one sports and fitness brand in the world and that is *Nike*.

We've worked with Nike for over a decade and we couldn't be more excited today to announce [Apple Watch Nike+](#). It's a watch designed specifically with runners in mind. It features this beautiful perforated band that's stretchy, it's light, it's breathable, it's paired with our lightweight aluminum case which is ideal for running. And we are so excited about it. And to tell you more about this, I'd like to bring to the stage Trevor Edwards, President of the Nike brand.

Trevor Edwards – President, Nike

Good morning. It's been such a great partnership working with Apple. Apple and Nike share a passion to make life easier and more fun and we look forward to continuing this amazing journey together.

Nike has always been about inspiration and innovation for every athlete and it all began 40 years ago with a deep relationship with runners, and that obsession continues to this day. Today sports and fitness are a bigger part of people's lives, and more and more people want to get out and run. But getting started on your own and staying motivated can be tough. So more and more people are looking for help and turn into running devices to actually help them. But these devices are complex, they're cluttered and they're difficult to use. And of course they don't support what a runner wants to do when he just wants to get out and go for a quick run. It's a problem and Nike and Apple have solved it. The *Apple Watch Nike+*. This isn't just a watch. It's your perfect running partner. It's simple, it's fun and it's easy to use and we think it delivers the best — the best running experience that's out there.

Starting to run has never been easier and we give you a short cut that takes you straight into your run. And if you prefer you can just tell Siri to start a run and off you go. It's that simple. But when you go out for a run you don't want to be distracted. So we give you just what you need at a glance: your distance or your pace on a big clear screen. And if you're the type, though, who really wants a lot of detail, we've always got advanced mode just for you.

But one of the biggest hurdles that all runners face is actually motivation. So we started with the simple idea of an invitation: are we running today? And we motivate you through insightful invitations personalized just for you. *Been a few days since your last run.* Maybe the weather isn't perfect or it is perfect today, you can get out. And if your friends have a head start we'll let you know. 'Jeff's got two miles ahead. Clearly I got to catch up'.

We also know that those who run on Sundays are more active and will be more active throughout the rest of the week. So every Sunday we invite you to join runners from all around the world to run at your own pace wherever you are. We call it *Just Do It Sundays*. With invitations like these, running is made easier and simply a part of your life.

But it doesn't end there. With this watch, you are also a part of Nike+ Run Club which gives you personalized coaching, recommends the best gear for you and gives you access to live runs in cities and communities all around the globe. With the Apple Watch Nike+, the world's best running club comes to life with everyone and everything you need to be better.

Now, most devices today they focus solely on data and metrics, not this one. The Apple Watch Nike+ focuses on you and your life. It's a powerful device with a simple solution: your perfect running partner. And it's available in four amazing cool colors and we can't wait for you to try it out. Thank you.

It's a journey that we're on together and this is really just the start of exciting things to come. Thanks very much.

Jeff Williams – COO, Apple

Thanks Trevor. I feel faster already. We're really excited to bring Apple Watch Nike+ to the world's largest community of runners. Apple Watch Series 2 will be priced at \$369. Apple Watch Nike+ will also be priced at \$369 and we're keeping in the line our original Apple Watch but we've done something with it. We've added the same dual-core processor that's in Series 2, so it's just as snappy and we're calling it Series 1 and it starts at just \$269. You can pre-order both Series 1 and Series 2 on September 9. watchOS 3 is available on the September 13, and the watches will go on sale, both Series 1 and Series 2 the following week. Apple Watch Nike+ will be available late October.

That's Apple Watch. Back to you, Tim.

Tim Cook – CEO, Apple Inc.

Thank you, Jeff. We are so proud of the Apple Watch and the unbelievable positive response from the users and we can't wait for people to get their hands on the new one.

iPhone 7

Next up is iPhone. iPhone is the industry gold standard, the phone by which all other smartphones are compared. The iPhone has transformed the way we do things every day and the process has become truly a cultural phenomenon, touching so many lives from people all around the world. And there is a reason why you see so many iPhones everywhere you look. We've now sold over 1 billion of them. This makes iPhone the best selling product of its kind in the history of the world.

Now iPhone, like all of our products at Apple, provide users the best experience available by tightly integrating hardware, software and services. And of course, the software that powers iPhone is iOS, the world's most advanced mobile operating system. We're about to launch iOS 10 which is our biggest iOS release ever. It is jam packed with new features to enrich your daily experiences. For instance, you can simply just lift your iPhone to wake it. We've added Siri capability for apps from the App Store. So I can say, 'give me a lift to SFO'. You can book a ride with just by voice. We've added even more intelligence through machine learning into our QuickType keyboard with contextual prediction. Maps has been beautifully redesigned and you can use apps here as well to book a reservation or book a ride all without leaving the Maps app. I'd like to take a moment and talk about HomeKit. This is a huge moment for home automation. This is the first time that home automation has been integrated into a major platform and it all starts here with a Home app which makes it unbelievably easy to set up and manage devices throughout the home whether you're at home or away.

With iOS 10 you can manage your home right from Control Center and with Siri as well. And HomeKit now supports accessories across all of the major categories of home automation from garage door to security at everything in between. And virtually every major manufacturer of home automation devices now supports HomeKit. In fact, there's over a hundred products coming to market this year, and so many more in the pipeline. All you have to do is look for this label: 'Works with Apple HomeKit'. They're super easy to set up and use with the new Home app in iOS 10. We're really excited about HomeKit and we think this is going to be a really big deal. Now we're also excited about Messages and the new features in Messages. You can change behavior and meaning of your message with these new bubble effects and now there are some new full-screen effects like Confetti and Fireworks and new stickers, just peel them, place them anywhere you want. They're available in the new app store for iMessage along with some other great apps and you can easily use these apps to create, to share content, to make payments and more all without leaving Messages.

So that's a quick update on iOS 10, the world's most advanced mobile operating system with some incredible new features.

Now, of course, the world's most advanced mobile operating system deserves the most advanced smartphone. And here it is. It's the best iPhone that we have ever created. This is iPhone 7. It has a gorgeous new design and I'd like to have Jony tell you more about it.

[Video Presentation]

Jony Ive: We have created a product that is the most deliberate evolution of our original founding design. An aluminium body and form sheet of glass describe a singular shape, one made with very few, very precisely engineered parts. Our obsession remains to continuously simplify and

improve, from sculpting the camera housing directly out of the aluminium body to embedding the antenna within the enclosure essentially making it disappear. Each refinement serves to bring absolute unity and efficiency to the design. To define one truly uninterrupted form, we've developed a whole new process to achieve a high gloss black finish. This begins with rotational 3D polishing, specialized compound flows over the intricate geometries of the housing, removing imperfections, establishing seamlessness between materials and producing a pristine mirror-like surface. The enclosure then goes through an anodization process which creates a protective oxide layer. A single-component die is absorbed through a capillary effect to ensure maximum saturation while actually becoming part of the surface itself. Finally, a magnetized ultrafine iron particle bath is used to polish the anodized layer to a superior high shine. When complete, iPhone 7 is the most singular, the most default representation of this design.

[Video concludes]

Tim Cook – CEO, Apple Inc.

We are so excited about iPhone 7. It makes all the things you do every day so much better. To tell you more about it, I'd like to invite my colleague Phil Schiller up to the stage. Phil?

Phil Schiller – SVP of Worldwide Marketing at Apple

Good morning everyone. I'm excited. I hope you are. This is the best iPhone we have ever made. We're going to cover it with 10 major features. We're going to get right started with number one. You've already heard about it. The design. Tim and Jony have told you that there is a beautiful new refined design for iPhone 7. It starts with this new finish, we call, *jet black*. It is absolutely stunning. It is a high gloss finish. So it's a seamless surface between the glass and the aluminum back all around. It is a stainless steel Apple logo. The new integrated antennas are built so subtly you can barely see them at all anymore. And of course enclosure creates the housing for the camera. It is a beautiful new design.

There is a second new black, we call it simply *black*. It is bead-blasted aluminum, it diffuses light, it is a black logo and it looks very cool, very high tech. Well, the new iPhone 7 also looks beautiful in gold and in silver and of course rose gold.

Number two, something we use hundreds of times a day: the Home Button. The Home button is quintessential Apple design. It is so simple yet so powerful. We use it throughout our day, we click it to go Home. We double click it to bring in multitasking. We hold it down to invoke Siri. We can program it through accessibility. You can put your finger on it and read your fingerprint with Touch ID. You can double tap it to bring the screen down in Reachability, of course hold it near a terminal to pay with Apple Pay. It does so many things for us and we've completely redesigned it to make it more responsive, more reliable and even customizable in iPhone 7.

Now we've done this before. We've changed our input devices in big ways. You may remember with the iPod. It started with a mechanical click wheel and then we updated to an electrostatic wheel and it was so much better. We've done it recently with the MacBook and MacBook Pro. We've brought out the Force Touch trackpad and it's the best trackpad we've ever had in a notebook. And we're doing this with the Home button. We've reengineered it. It's now force sensitive, solid state. It works together in combination with a new generation Taptic Engine. This

Taptic Engine is more responsive, puts out a wider range of frequencies, and it creates in real-time and incredible feel with the new Home button. In fact, it's so useful we use it throughout the user experience. So if you do a quick action like moving a widget, it gives you a nice Taptic feedback. There is unique feedbacks for notifications and messages and even your ring tones and it's amazing because it can be programmed by third party applications and the applications that have started to work on iPhone 7 taking advantage of this Taptic engine are creating new feelings and experiences that could not have been created before in a smartphone. It's really incredible.

Number 3: the new enclosure in iPhone 7 and iPhone 7 Plus are water and dust resistant. Now it's incredibly important to the team to ensure that we protect the great feeling and experience that we all love about our iPhone with the buttons and switches. And to do that and provide this resistant meant reengineering it from the inside out in many ways, including new seals and new adhesives. In our tests, it is IP67 protection standard. What does this mean for all of us? Well, even the least coordinated among of us don't have to worry in case some unusual mishap happens that your iPhone will be safe from water or dust.

Number 4: Let's talk about the camera. The camera is perhaps the most beloved feature by many of us in our iPhones and customers take absolutely stunning photographs. You can see them around the world in the Shot on iPhone campaign, they are amazing and they send us them every single day more pictures to include in that campaign, because it is an incredible camera. And just wait they get their hands on the new camera system in the iPhone 7. It is a huge advancement in photography for cell phones. Everything about it is entirely new. There is an optical image stabilizer in all iPhone 7 and 7 Plus that helps steady from shaking hands. There is a wider $f/1.8$ aperture lens that lets 50% more light on to the sensor. There is a new six element lens so you can get a sharp image edge to edge with $f/1.8$ aperture. And there's an all new 12-megapixel sensor, it has large pixels, it's 60% faster and 30% more energy efficient.

Even the flashes – our True Tone flash in the same aperture now has 4 LEDs. It puts out 50% more light, reaches 50% further and the engineering team has come up with a really cool feature of flicker sensor. What does that do? The flicker sensor reads the flickering of artificial lighting and can compensate for it in the photos and videos you take. This is really really big in terms of image quality.

But behind it all is the brains of the camera: the image signal processor. And this enables so much of the unique quality that we get in the pictures we take with iPhone, and the ISP and the new chip in the iPhone 7 is twice the throughput our previous versions. What does this ISP (Image Signal Processor) do? Well, I'm going to take a quick walk through some of the things the ISP does every time we take a picture. It's unbelievable. Well, the first thing it does is it reads the scene and uses machine learning to look for objects and people and bodies within it. Then it automatically sets exposure, sets focus using our Focus Pixels, sets the color with white balance. In fact, for the first time captures wide color — cinema standard wide color. It balances off with Tone Mapping, it does noise reduction and even if it needs you can take multiple photos and fuse them together into one to give you the perfect image. This happens every time we take a picture. In fact, the ISP is so smart it is performing 100 billion operations every time we take a picture and it does it in just 25 milliseconds. This truly is a super computer for photos.

But what matters most is the pictures you can take with the iPhone 7. So of course we've given iPhone 7 to a number of great photographers and asked them to show us what's possible directly with this incredible camera. And they were so blown away. I want to use one quote of what photographers had to say about this. Christopher Andersen said, *'This iPhone is going to be a part of any professionals' repertoire of tools. The camera didn't just handle the light, it rendered the separation of colors in a way that reminds me of film just beautiful'*. That is remarkable praise from a great photographer.

So I am going to show you a few pictures that he and some other photographers took directly from iPhone 7 and these have not been retouched in any way. But here is one. It's an absolutely beautiful photograph. As a high speed camera, he's not floating there and shows just how great it is and how sharp the focus. It takes incredible pictures whether you're using black and white or color and the color is because we capture wide color gamut images now are much richer particularly on the greens and some of the reds. Unfortunately from the slime machine up to this projection system, you don't get the full breadth of the gamut of white color. So what you're seeing here as beautiful it is, isn't as beautiful as it actually is in the photo and you can see it on your iPhone.

And here's an example of low light photography. So much improved, it's really great. So customers are going to love taking pictures with iPhone 7, they're also going to love taking live photos. They're already fun and they've gotten even better with iPhone 7. Now we apply video image stabilization when you take a live photo, you can edit them after you shot them like crop them or apply filters and developers can capture and edit live photos within their applications with iOS 10. Developers are really excited that in iOS 10 you can now capture RAW DNG files directly from the camera sensor and do even more complex editing. And for the first time with iPhone 7 they can also get wide color in their photos that they take as well. So this is the best camera we've ever made on any iPhone.

We also have the best camera we've ever had on the front side as well. There is a new 7 megapixel FaceTime HD camera for those selfies and those FaceTime calls we make. This is up from 5 megapixels. The sensor includes new pixel technologies that we've used on the back side, like deep trench isolation. Remember what that is, that helps us get sharper images as the pixels get closer together. It also captures wide color images, so throughout the system applying wide color and does auto image stabilization. So this shot that you see up here on the screen that was taken from the front side camera unedited exactly as it can take a beautiful selfie.

So this is the iPhone 7 camera. New 12 megapixel camera system with optical image stabilization, wider f/1.8 aperture, six elements in the lens that sensor 60% faster, now a quad-LED True Tone flash, our incredibly fast ISP and wide color capture. It is the best camera ever in an iPhone.

So if you can't tell, I love cameras, I love them and this has got me so excited, because if that is the best camera we've ever made in iPhone, what is left for iPhone 7? And this is what we're doing on iPhone 7 Plus. It's plus a second camera. There is now two 12 megapixel cameras built in the iPhone 7 Plus. One has the wide-angle 28 millimeter lens, the same as the iPhone 7. The other is a telephoto 56 millimeter lens.

But why have two complete cameras with two lenses? Well, to explain it, let me show you a traditional point and shoot or DSLR and how the lens can work. As you know and we have many of these cameras in our lives, you can change the focal length of your lens to zoom in. That's how we get a zoom feature and that works great when you have a large camera with a big lens on that you can move in and out. That isn't so great on the lens you want to put in something that goes in your pocket or your purse. So we know with two cameras and two different lenses, we can create the zoom feature built in to the iPhone. It takes an incredible amount of hardware and software to do it in a way that we can all enjoy and the team has done something remarkable.

So how does it work? The same as before. You go into the camera app to take a picture but now there's a new button right there on the screen. Maybe pull it up teeny bit. It says 1X. It's right above the shutter. When you go to take a picture it's using the wide angle lens and taking a picture just as always. But now with this button you can do one of two things. First, you can just tap it and it jumps to 2X. Now you're taking a picture with a telephoto lens, you're getting the same high quality 12-megapixel picture with a beautiful optical lens, no software needed.

The second thing you can do is you can put your finger on it and drag across it and you can zoom from 1X to 5X. As you go beyond 2X, you're doing software zoom. But now since it's starting with that telephoto lens, the quality of that image is 4 times better than before with software zoom. In fact, it's so much better we decided to push it even further all the way up to 10X.

So you see here now with iPhone 7 Plus you can go from 1X to 10X, optical zoom at 2X and great software zoom after that. Here is an example two photo side by side, one on the left taken at 1X, one on the right at 2X, both beautiful optical lens quality. Both are great examples of taking low-light pictures now with incredible new cameras in iPhone 7 Plus. So that's the camera in iPhone 7 Plus, joining iPhone 7 with this great new zoom feature.

There is one other use of this camera that we challenged our engineering team to do as an extra credit project. It really was. It's something that is incredibly challenging and takes a lot of amazing invention. But what they've been doing is astounding. And it's something that's a big breakthrough in photography and we want to give you a sneak peek of this feature. Now to explain it, I'm going to bring up a picture.

This is a picture that was taken with a very high end camera. And so it will help us illustrate the feature we're trying to achieve. So I am going to bring up a picture. You see in this beautiful portrait the gentleman in the front is pin sharp and focus and that background has a beautiful blur. This is called *shallow depth of field*. This is a technique that's really useful for things like portraiture. It's something that is illustrative of a great camera that has often a very big sensor like a full-frame sensor or a really big fast lens. And the quality of that background blur, that's what's called *bokeh* and the higher the quality of the bokeh usually, the more advanced and higher quality of the lens and camera system. And the ending result is it feels almost 3D, like the person's popping off the screen. It is a beautiful photo.

So our goal is to try to do something like this using the two cameras in the iPhone 7 Plus. What the engineering team has been doing hardware and software working together is truly

remarkable. What they were able to do is when we take a picture, to use the ISP to scan the scene, to use machine learning to recognize people and faces and then create a depth map of that image from the two cameras in the software. Keep the people in the front sharp and focus and apply a beautiful blur to the background. And this is a huge breakthrough in what can be done in a smartphone in photography.

So how do you do it? Well, it couldn't be easier. Again we go to the camera app, you go to take a picture where you normally select the style of the picture, so panorama or square. There's a new style that says *portrait*. You select portrait, it automatically jumps to use a telephoto lens because that 56 millimeter lens is great for portrait lens and automatically you see the depth effect. And what's remarkable is that before you take a picture, as you look at your iPhone screen, you are seeing that blur in the background. It is being generated in real time as you're looking at your screen, even high end DSLRs can't do real time deep depth preview in their screens. This is an incredible breakthrough.

So now I'm going to show you the first picture we've ever shown the world of a depth-of-field photo taken from an iPhone 7 Plus with this new feature. Before I do, I have to come clean on something, because I wasn't entirely honest before. The picture I showed you before, this was taken in an iPhone 7 Plus. It is stunning. And again we've given some photographers early access to 7 Plus and this software feature and they've been blown away by how it performs. And we just give you one quote from a photographer. Jason Nocito said, *'I loved the depth-of-field capabilities and the ability to shoot fast without losing sharpness. This iPhone proves you don't need a five-figure rig to get a great photographer. This camera is going to change the game.'*

Now we are not saying to throw out your DSLRs and that iPhone replaces all of the DSLRs. What we are saying is this is the best camera we have ever made in an iPhone. This is the best camera ever made in any smartphone. For many of the customers who have it, it'll probably be the best camera they've ever owned to date but more importantly it allows them to create beautiful pictures with incredible creative tools.

So let me show you two more examples taken from the iPhone 7 Plus with its depth-of-field. Here is another photo. It's absolutely beautiful. One more. It is an incredible tool. It's not for every style of picture you're going to take for the ones you want to use it on. It's a pretty big breakthrough.

So how will iPhone 7 Plus users get this great feature? Well, simple. It will be a free software update later this year to all iPhone 7 Plus users. So that's the camera.

Next, let's talk about the Retina HD display. The Retina HD display is the best display on any smartphone. In an iPhone 7 and 7 Plus they get even better. They are now 25% brighter than the 6s and 6s Plus. For the first time they display wide color gamut that's cinema P3 standard colors, and we do end-to-end color management from the manufacturing to factory to the photos you take with a camera to what you see as display are all color managed in a beautiful way. And don't forget we integrate within the Retina HD display a 3D Touch layer. This is an important element of user interface and in iOS 10 the team has taken great use of this. So we're going to use it more throughout our day in very powerful ways.

We wanted to show you one example of an app taking advantage of all of this, taking advantage of the Retina HD display and its wide color of the cameras built in iPhone 7 and of course 3D Touch. We want to show you a photo app and who knows photos and apps better than Instagram. So I'm very excited to bring up Ian Spalter, head of design at Instagram. Ian?

Ian Spalter – Head of design at Instagram

Good morning everybody. I'm excited to share with you what we've built to take advantage of this new iPhone's gorgeous wide color screen into a lens camera. About a month ago, we launched a new product called Instagram Stories. And we've seen people sharing moments ranging from their everyday lives to behind the scenes at the Olympics. So let's jump into the Stories camera using a new 3D Touch quick action.

Now the first thing we love about this new iPhone is this beautiful zoom that goes optically to 2X without losing any resolution. We built a new zoom UI with Haptic feedback so you can really feel when you push into that digital zoom. But now let's take a photo. Thank you. Check out how bright and vivid the colors are, thanks to the new wide color capture of the new camera.

So photos don't always capture the moment fully. So with the tap of a button, we use the Live Photos API to quickly create a Boomerang to bring the moment to life. You can also import your existing Live Photos and do the same thing. And this is awesome but we want to go a step further and really take full advantage of this wide color gamut screen. So we built a new filter to do just that by pushing into parts of the color spectrum that just weren't possible with sRGB. So with this new filter you can see colors pop in a way that you've never seen before. In fact, we've updated all of our photo filters to take advantage of wide gamut. So no matter what your favorite filter is you're going to be experiencing all of your Instagram photos in full vibrant color.

And finally, once you have created, you can share the moment with friends with a single tap and then if one of them replies, our iOS 10 *rich notifications* show you the image right there in the push notification. So this new version of Instagram will be launching later this year. I'm really excited to see what you all create with Instagram and the new iPhone. Thank you.

Phil Schiller – SVP of Worldwide Marketing at Apple

Six. Let's talk about audio. First, we use the built-in speaker in our iPhone all the time. We use it to listen to music, especially with friends. We listen to it to make FaceTime calls, watch TV shows, watch movies. To speaker phone calls it is critical to our experience with our phones. And the speakers we have built in to iPhone 7 and 7 Plus are a huge jump forward in audio quality, the first time the stereo speakers. One is at the bottom, the other is at the top. They sound great in portrait and amazing in landscape. They also put out twice the volume of the speakers in the iPhone 6s and 6s Plus and they sound better because they have an increased dynamic range. So you have to take a listen to these incredible speakers, they really will blow you away.

Number 7: EarPods. Apple EarPods are the most popular headphones in the world. And with iPhone 7 and 7 Plus we're moving to connecting them over Lightning. But why over Lightning? Well, first, you may not remember; I certainly do but from the start we designed the Lightning to be a great digital audio connector. Among all the other things it does, it provides a digital audio stream, provides power to your headphones or speakers and provides content, music control right within its digital connection. And this may surprise you but there are now in the world over

900 million Lightning enabled devices. There's perhaps the largest digital audio connection in the world and there are speakers and headphones designed to take advantage of it and they do great things.

Here is one example. This is from JBL. This is the Reflect Aware workout headphone. It's light weight, it's affordable, provides active noise cancellation. In fact, with an app on your iPhone it's adaptive and you can adjust how much exterior noise you want to let in or not and it does it all without batteries and charging, because it works directly over that Lightning connector, simply not possible in just an analog cord. So we're taking the headphones in iPhone 7 and 7 Plus to Lightning and we're including them in a box with each device.

Now we know there are people in the world who do have some analog old connected devices out there. So we've also made this. It's an adapter, Lightning-to-mini phono audio adaptor and we're going to include that in the box with every iPhone 7 and 7 Plus as well.

Now some people have asked: Why we would remove the analog headphone jack from the iPhone? I mean it's been with us a really long time. I'm sure you know that the source of this phono, mini phono jack is over 100 years old, used to help quickly exchange in switchboards. Well, the reason to move on — I am going to give you three of them but it really comes down to one word: courage. The courage to move on, do something new that betters all of us. And our team has tremendous courage.

So first, we've shown that we can use Lightning for our inbox headphones and to adapt also all the older devices through analog interfaces. And it is a great connector for doing that and is a very large base of users who can all take advantage of it. But second, and this is really important. Our smartphones are packed with technologies and we all want more. We want bigger, just brighter displays. We want larger batteries, we want faster processors, we want stereo speakers, we want Taptic Engines, we want all of that and it's all fighting for space within that same enclosure. And maintaining an ancient single purpose analog big connector doesn't make sense because that space is at a premium.

And third, and I think this is most important of all. When you have a vision of how the audio experience can be, you want to get there as fast you can and make it as great as it can be. And we do have a vision for how audio should work on mobile devices and that takes us to our next feature: Wireless.

Up till now no one has taken on the challenge to really deliver the audio experience wirelessly between your mobile device and your headphones in a way that takes advantage of the opportunities to do something new and do something great. And up till now no one has taken on the challenge of fixing the things that are difficult to do in those wireless experiences and made it easy so that we all want to enjoy them. And it makes no sense to tether ourselves with cables to our mobile devices but until someone takes on these challenges. That's what we do.

All our team at Apple has worked so hard to create something new that delivers on the opportunity of how good a waterless experience can be. And they worked hard to deal with the challenges that have been left there and no one has taken on. So that is why today we are so excited to show you a new product from Apple called Apple AirPods.

Congratulations to the team that's worked so hard on this. It is a breakthrough design. The AirPods deliver truly an Apple magical experience. When you try it, you're just going to be blown away. How do you set them up? You simply put a pair of [AirPods](#) in your iPhone and open the case. The user interface pops up and says *connect* and you tap Connect and that's it. There's no step two, there's nothing else to do. You simply connect. And that one step also connects you with your Apple Watch. So you're automatically set up for both your iPhone and your Apple Watch, you can start listening and as you have playback on either device, [AirPods](#) automatically switch to whatever device you are using. In fact, we also use iCloud to propagate that set-up across your iPads and your Macs as well. So one step set-up across all your devices. It's that easy.

They are incredible audio experience and listen to beautiful music in stereo, or if you want to use one, just to talk to Siri or make a phone call it automatically routes the audio across whatever you choose to do. There's no buttons, there's no switching, there's no pairing, there's no unpairing, those things are of the past. And it all started with a brand new chip W1 chip, Apple's first wireless chip and there's so much technology packed into each AirPods. There's the chip, there's dual accelerometers, optical sensors, beamforming microphones, antennas, batteries. It is a technical [toward a force] in this minute little AirPods. They deliver a great battery life, 5 hours each. And there's a battery and charger built into its case. So you can recharge directly from the battery in the case for up to 24 hours of listening and then plug in Lightning once you want to charge the case and the AirPods together at once. And they're so small you want to carry them around with you everywhere. Here they are alongside our wired EarPods. They really are small and comfortable.

So that is the breakthrough AirPods. Based on our W1 chip and at the same time Beats is coming out with a new line of headphones while also taking advantage of this W1 chip and doing the same great work with our software to make the experience easy to use. So today Beats is launching the new [Beats Solo3 wireless](#), incredible audio quality to 40 hours of listening time using our W1 chip, and for workouts, Beats Powerbeats 3 wireless, the best active headphones and now they use our W1 chip as well for incredible sound and battery life, and an entirely new line BeatsX. This is affordable, light, comfortable headphones for all throughout your day. Those three plus the new AirPods mean there is now a brand new wireless experience for everyone with the kind of style of headphone you want to wear, and that's wireless.

Apple Pay

Nine. Let's talk about Apple Pay. Our customers love using Apple Pay and this is amazing. In the US merchants tell us that over 90% of wireless transactions and contactless payment are now made with Apple Pay. It is a huge hits, and with the advances in iOS 10 it gets even easier to keep all your credit cards, your loyalty cards safely in your Apple Wallet on your iPhone. We're trying to bring it as round the world as quickly as we can and the team is launching new countries this fall. I want to talk about one of them: Japan. We go to who right out here: Japan.

You may know that in Japan, there is a different version of NFC called FeliCa. So for the iPhone 7 and 7 Plus that we're bringing to Japan, we're including FeliCa technology, as well as Apple Watch Series 2 will also include FeliCa technology. And with that in place, then we can roll out Apple Pay in Japan. We're going to do that in October. At the same time, the Apple Maps team is going to

roll out transit in Japan because that's the perfect fit. Transit in Maps, the ability to figure out what's going to cost to get on your route and to be able to pay it automatically with your apple Watch or your iPhone. So that's Apple Pay.

And that takes us to Number 10. And honestly I'm almost embarrassed that we have this one to the last, because this easily could have been the first. It is performance. And if you're paying attention, you know Apple's chip team is killing it in performance. What they're doing year after year is remarkable. Every year the iPhone is the fastest smartphone in the market. And that's continued even to this day. But what's happening today with iPhone 7 and 7 Plus blows that all away, because we have a new generation chip in the iPhone 7 and it's called A10 Fusion.

A10 Fusion is a 64-bit, four-core processor with over 3.3 billion transistors. It is a rocket ship. First, it has two cores that are high performance cores. These high performance cores run a full 40% faster than the A9 chip in iPhone 6s and 6s Plus and if you're coming from an iPhone 6 or 6 Plus, it's twice as fast as the A8.

Here is what the team has been doing over the years. The A10 Fusion is now 120 times faster than the original iPhone and look at the last three years, from the 5s to 6, to 6 to 6s, to now the 7, the jumps in performance are just staggering. I said there are four cores. The other two are what we call high efficiency cores. They run at one-fifth the power of the high performance core. So when you're doing something that isn't performance limited by the CPU, like checking your email that can run on the high efficiency core and get longer battery life.

So how do we decide what runs on which core? There's a new Apple design performance controller that in real time make sure the correct processors are running for maximum performance or maximum battery life. In addition, we've got amazing graphics in the A10. It's a new GPU, it's a six-core graphics chip that is 50% faster than the A9 and 3 times faster than the A8. This is remarkable and it does it again with efficiency in mind. Two-thirds the power of the A9, half the power of the A8 of graphics. You've got to bring this chart up as well. 240 times faster than the original iPhone, the graphics performance year over year here is staggering. If you combine the CPU performance, the graphics performance all running efficiently and there is absolutely no question A10 Fusion is the most powerful chip ever in a smartphone.

More importantly for all of us A10 Fusion is going to enable apps and titles that were simply not possible in mobile devices before. For example, games. This is from Codemasters. It's a new racing game: F1 2016. This is console level gaming on an iPhone because of A10 — takes advantage of the GPU, it also delivers graphics that use the wide color gamut of the display, takes advantage of the stereo speakers and utilizes the Taptic Engine for a new level of feel when you're driving. This is a breakthrough racing game running on iPhone 7 and 7 Plus.

Pro apps benefit as well. This is Adobe Lightroom. Adobe Lightroom running an A10 Fusion delivers 90% of the features for RAW editing of the Desktop version and that's incredible. Adobe Lightroom on a phone in your pocket doing RAW editing. It's simply incredible.

I want to give you one example of a game running live on the A10 Fusion to show you what it's capable of. So I'm very excited to bring up Heather Price, co-founder of This Game Studio. Heather?

Heather Price – Co-founder of This Game Studio

Thanks, Phil. As mobile game developers we could not be more excited about the horse-power of the iPhone 7. It's allowing us to create cinematic gameplay experiences that were simply not possible before. This is our new title [Oz: Broken Kingdom](#), an action packed role playing game. Now this isn't the Oz you know. A great darkness has overtaken this once peaceful land. Here we're on the bridge to the Witch's Castle battling a scarecrow. Our version of Oz is a very powerful maze. We're able to do things visually on the iPhone 7 that were simply not possible before. Note the real time reflection, whether if that's all stunning and expensive from a CPU standpoint, but running flawlessly on the iPhone 7. And when Scott casts an earthquake, you will see we even have been able to add some really cool environmental destruction. OK, Scott, let's finish this monkey captain off. The Witch has a ton of reinforcements. With the power of Metal and A10 chip, we're able to render over 400 flying monkeys on a flawless, flawless frame rate.

One of the features we're truly excited about is the wide color display. It is allowing us to create extremely stunning visual effects. Now although it looks pretty good on the screen, you really have to see it on the iPhone 7 to see how beautiful the game works. During the epic moments, the Haptic Feedback is allowing us to actually feel big hits and the stereo sound is pulling us even further into the environment, all leading to an even more visceral connection with our gameplay. Scott, let's cast a Tornado and knock her back. OK, I think it's time to finish her off with Arcane Nova, one of Scarecrow's most powerful abilities.

Join us in the epic journey to cast back the darkness when [Oz: Broken Kingdom](#) launches in the App Store with iPhone 7. Thank you.

Phil Schiller – SVP of Worldwide Marketing at Apple

Nothing proves performance like 400 flying monkeys. Well, our A10 Chip delivers performance and incredible efficiency. But here's the battery life numbers on iPhone 7 and 7 Plus. Great battery life numbers across the board. Wi-Fi browsing 14 and 15 hours, LTE browsing 12 and 13 hours. Most importantly a customer is going to be so excited to learn that the iPhone 7 and 7 Plus are the longest battery life ever in an iPhone.

And here's another way to think about battery life. If you're upgrading from an iPhone 6s to an iPhone 7, on average you can expect to get about 2 more hours into your day on your battery life, and that's a meaningful difference. That's on average. Some customers many more than that. And if you're coming from an iPhone 6s Plus, which already had great battery life you will find that iPhone 7 Plus delivers at least an hour more battery life on average and for some customers again much more than that. So real battery life improvements that you can feel throughout every single day.

So here is iPhone 7. It is packed with unbelievable technologies — the 12 megapixel camera, the large 4.7-inch Retina HD display with wide color gamut, optical image stabilization, a 7 megapixel FaceTime HD camera, a new Home Button, that's solid state and pressure sensitive, it's water and dust resistant, IP67, stereo speakers delivering twice the audio volume, incredibly fast A10 Fusion chip, faster wireless as well, more bands and LTE Advanced up to 450 megabit per second. The longest battery life ever in an iPhone and all running iOS 10. This is an incredible new iPhone.

Add to that, iPhone 7 Plus which is everything iPhone 7 has, plus longer battery life, plus a larger display and that's dual-camera that provide zoom and depth of field. All of our iPhones are made in the most environmentally friendly manner as possible, they're highly recyclable and without these harmful materials.

iPhone 7 is the best phone we've ever made and we've got a short video to sum it up for you. There is a complete line of accessories, all new Apple design accessories for iPhone 7 and 7 Plus, new cases, new battery cases, new charging docks and of course incredible new AirPods.

So what will iPhone 7 cost? Well, we're really excited to tell you that iPhone 7 costs the same as the iPhone 6s that it replaces, just \$649. And it comes in silver, gold, rose gold, black and the new jet black. In these configurations – No, not these — we've doubled all the storage configurations. So now it's 32GB, 128GB, and 256GB. And jet black specifically comes at 128GB and 256GB sizes.

iPhone 7 Plus starts at \$769. It also comes in 32GB, 128GB and 256GB, and again jet black specifically on 128GB and 256GB. So now this is our new iPhone lineup. It starts with iPhone SE. We move to 6s and 6s Plus down to the middle of the line and at the top of the line, the new iPhone 7 and 7 Plus. We're going to keep two configurations of the 6s and 6s Plus around. We're going to do something we haven't done before. We're going to upgrade the storage in those as well, the 32GB and 128GB.

We think customers of that price range are going to really appreciate that. Now we know many of our customers purchase their phones today on installment plan. So here's the pricing with a typical 24 month U.S. carrier installment plan. iPhone SE starts at \$17 a month. iPhone at \$27 a month.

Last year we introduced a new program from our Apple stores here in the U.S. It's called the [iPhone upgrade program](#). It's a great way to get your iPhone new every year and unlock phone with Apple care at an affordable price. So I will make a shout-out first of all to everybody who bought this program last year because you're becoming eligible this year to get your new iPhone. For everyone else when you think about getting an iPhone this year, realizing the opportunity these people have taken advantage of, you may want to do the same thing. So you can get a new iPhone every single year. We're expanding the program to not only the U.S. but also the UK and China as well.

So when can you order the new iPhone 7 or 7 Plus? Orders start this Friday on September 9. It will start shipping one week later on September 16. The team is working hard to get it to as many customers around the world as possible. On September 16, we're going to begin with this list of 28 geographies. I hope you find your favorite country there and one week later, thirty more. So again the team is working very hard to bring these out quickly around the world.

iOS 10 becomes available on September 13. I know we're all going to be upgrading to that as well. And last, the new AirPods will ship in late October and priced at just \$159. So that's our news on iPhone. Thank you.

Tim Cook – CEO, Apple Inc.

Thanks, Phil. What a morning! I hope that you can get a sense from all the details that we've shared, the level of care that we put into the products. This is what we love to do. You've seen

some incredible products. iPhone 7: The most advanced iPhone ever. It makes all the things you do so much better.

AirPods, helping usher in the future of wireless audio, providing effortless and magical listening experience. And the new Apple Watch Series 2 built-in GPS, incredible water resistance and a powerful dual-core performance. It's the ultimate device for a healthy life.

Now I'd like to take a moment and recognize everyone from Apple that worked so hard to bring these products to market, please stand up.

It is an inspiration — it's an inspiration and a privilege to have the opportunity to work with all of you.

The Bill Graham Auditorium is a legendary music venue. Music is at the core of our DNA. It deeply inspires and moves us. So stay right where you are, because today we are honored to have an amazing artist join us. She is not only a remarkable and talented singer but she's an incredible songwriter writing for both herself and for many other artists. She's been headlining the biggest music festivals all over the world and she is currently topping the charts holding number one on AirPlay.

Her new song and video premiered on Apple Music earlier this week and she is here to perform it live for the very first time. Please join me in welcoming Sia. Ladies and gentlemen, Sia! You guys are wonderful. You are so wonderful.

Members of the press, there is an unbelievable hands-on area to your right. Please check it out and get your hands on these products Thank you.

Source:

Apple "Apple Events - Keynote September 2016." Apple. Apple, 7 Sept. 2016. Web. 10 Sept. 2016.

TSP "Apple iPhone 7 Keynote – September 2016 Launch Event (Full Transcript)." The Singju Post. The Singju Post, 9 Sept. 2016. Web. 10 Sept. 2016.