







**A**pple unveiled the iPhone 17 Pro and iPhone 17 Pro Max. These aren't minor refreshes — they're some of the most dramatic updates we've seen to the Pro line in years. Apple has re-engineered the design from the inside out, moving back to a new aerospace-grade aluminium unibody that houses an Apple-designed vapour chamber. That might sound like a detail only engineers care about, but it translates into something we all notice: better sustained performance, cooler operation, and space for a bigger battery. The result is a phone that not only runs faster but stays fast, and lasts longer on a charge.

The new A19 Pro chip is at the heart of it all. It's the most powerful silicon Apple has ever shipped in an iPhone, and it doesn't just flex in benchmarks. The combination of a faster CPU, a redesigned GPU with neural accelerators, and a beefed-up Neural Engine makes the device a serious tool for mobile gaming, editing, and even running local AI models. Add to that the new N1 networking chip with Wi-Fi 7 and Bluetooth 6, and you can feel Apple positioning the iPhone not just as a phone, but as the hub of everything wireless.

Photography and video get equally transformative upgrades. The rear system now features three 48-megapixel "Fusion" cameras, including a new telephoto lens with an 8x optical-quality zoom — the longest ever on an iPhone. Apple is clearly chasing the pro crowd with features like ProRes RAW, Apple Log 2, and even genlock support for multi-camera shoots. But what struck me was how much attention





they've also given to the front camera. The new 18-megapixel Centre Stage system uses a square sensor with a wider field of view, so group selfies, vlogs, and even video calls look better and feel more natural. For the first time, the front and back cameras can capture simultaneously, a feature creators are going to love.

The display is brighter and tougher too. Ceramic Shield 2 not only protects the front glass but now extends to the back, promising three times better scratch resistance and four times better crack resistance compared to previous models. In everyday use, that should mean fewer micro-scratches from pockets and bags, and a phone that feels pristine for longer. The Super Retina XDR display now peaks at 3000 nits outdoors, which is staggering — imagine reading your messages under direct sunlight without squinting.

Apple is also leaning hard into aesthetics, with new finishes in deep blue, cosmic orange, and silver. These colours feel fresh, and coupled with the new TechWoven cases and crossbody straps, there's a sense that Apple wants the iPhone to be both a high-performance tool and a personal fashion statement.

Pricing lands about where you'd expect for Pro devices in 2025. The iPhone 17 Pro starts at £1,099/AU\$1,999.00 in the UK, while the larger Pro Max begins at £1,199/AU\$2,199.00. For those who need serious storage, the lineup climbs all the way up to a 2TB option at £1,999.00/AU\$3,799.00. It's a steep climb, but Apple is betting the performance, camera capabilities, and creative features will make it worth it for power users.



**A**pple has just taken the wraps off a brand-new member of the iPhone family, and it's unlike anything we've seen before. The iPhone Air, announced on September 9 with pre-orders opening today and availability set for September 19, is being billed as the thinnest and lightest iPhone ever made. At just 5.6mm and weighing 165 grams, it's almost impossibly sleek, but Apple insists that this ultra-thin form hasn't come at the expense of performance or durability.

The iPhone Air is built from grade-5 titanium with a high-gloss mirror finish, paired with an all-new "plateau" design on the back that neatly houses the cameras, speaker, and Apple silicon. Apple has also extended its Ceramic Shield technology, previously reserved for the front glass, to the back of the phone for the first time. The new Ceramic Shield 2 offers three times the scratch resistance of earlier iPhones and four times the crack resistance, all while exceeding Apple's usual bend strength standards. This makes the Air not just thin and light, but arguably the toughest iPhone to date.

Front and centre is a gorgeous 6.5-inch Super Retina XDR display, capable of reaching an eye-popping 3000 nits of brightness outdoors. The screen supports ProMotion with adaptive refresh rates up to 120Hz, while scaling down to just 1Hz for efficiency when the phone isn't in use. Combined with new anti-reflection coatings, the display promises to look crisp, clear, and easy to use in just about any lighting condition.

Under the hood, Apple has introduced the A19 Pro chip, its



most advanced smartphone processor yet. With a six-core CPU, five-core GPU, and integrated Neural Accelerators, the iPhone Air delivers the kind of pro-level performance usually reserved for Apple's flagship "Pro" models. Apple has paired this with the new N1 wireless chip, enabling Wi-Fi 7, Bluetooth 6, and Thread, plus the C1X modem for lightning-fast cellular performance with much better efficiency. All of this, Apple says, makes the iPhone Air the most power-efficient iPhone ever produced, with all-day battery life even in such a slender form factor.

Photography takes an interesting turn with the Air. Instead of multiple rear lenses, Apple is leaning on a new 48-megapixel "Fusion" main camera that can mimic the effect of four different lenses, including an optical-quality 2x telephoto. The front camera is equally innovative, debuting an 18-megapixel "Centre Stage" sensor that automatically adjusts its framing and even allows for dual capture with both front and back cameras at the same time. Video capabilities are top-notch, with support for 4K Dolby Vision, Action Mode, and Spatial Audio recording.

The iPhone Air ships in four finishes — space black, cloud white, light gold, and sky blue — and starts at £999.00/ AU\$1,799.00 for the 256GB model, with higher storage options available up to 1TB. Accessories have also been designed to complement its slim profile, including a new translucent MagSafe case, colourful bumpers, and a cleverly designed crossbody strap. There's even a MagSafe battery pack that can extend usage to as much as 40 hours of video playback.

**T**his year's new iPhone 17, gains some much need upgrades. At first glance, the 6.3-inch Super Retina XDR

display makes the biggest impression. It's brighter than ever, peaking at 3,000 nits outdoors, and now features ProMotion across the lineup for smoother scrolling, gaming, and video playback. The bezels have been shaved down for a sleeker look, while Ceramic Shield 2 debuts with a tougher, anti-reflective coating that Apple claims offers three times the scratch resistance of the previous generation. It's an iPhone meant to be looked at—and meant to be used hard without worry.

Cameras remain the defining feature of the iPhone, and the iPhone 17 rethinks both the front and rear systems. For the first time, all rear cameras are 48 megapixels, with a Fusion Main camera that doubles as an optical-quality 2x telephoto, paired with a Fusion Ultra Wide that delivers dramatically more detail and improved macro photography. Apple is also expanding how users capture themselves. The new Centre Stage front camera uses an 18MP square sensor to allow landscape or portrait selfies without rotating the device, while AI automatically adjusts framing for groups. For video, the front camera now supports ultra-stabilised 4K HDR, and Dual Capture lets users record on the front and rear cameras at once. Cinematic mode, Action mode, and spatial audio remain central to Apple's pitch that iPhone video is in a class of its own.

Under the hood, the A19 chip powers everything with Apple's third-generation 3-nanometer process, promising a 1.5x faster CPU and more than 2x faster

GPU compared with the A15 from just a few years ago. The Neural Engine gets its own performance boost, underpinning Apple Intelligence features in iOS 26, from on-device translation to new visual recognition tools. Battery life also benefits, with Apple claiming up to 30 hours of video playback, aided by a new Adaptive Power Mode that learns daily usage patterns. Charging is quicker as well: up to 50 percent in 20 minutes with Apple's new 40W USB-C adapter.

Design refinements are subtle but deliberate. A contoured edge and slimmer borders make the device feel more modern, while five colours—black, lavender, mist blue, sage, and white—lend it personality. Accessories like a crossbody strap crafted from recycled yarns add new ways to wear and use the device. Sustainability is also front and centre: 30 percent of materials are recycled, including 100 percent recycled cobalt in the battery, and the enclosure is made from 85 percent recycled aluminium. Apple continues to push toward its 2030 carbon-neutral goal while maintaining its emphasis on durability and repairability.

Together with iOS 26, which introduces Apple Intelligence, Live Translation, and a redesigned system interface, the iPhone 17 feels like a device built for the next chapter of mobile computing. It's brighter, smarter, tougher, and more versatile, designed for both creators and everyday users who simply want a phone that lasts. Pre-orders are now open, with availability beginning September 19. Prices start at £799.00/AU\$1,399.00







**T**he latest Apple Watch is here and it's crazy to think this product has been going for so long. Series 11,

refines Apple's most popular wearable into a thinner, more comfortable device that doubles down on health, connectivity, and design. At the heart of this release is a groundbreaking new capability: hypertension notifications. Using the optical heart sensor, advanced algorithms, and machine learning trained on massive datasets, the watch can passively monitor vascular responses and notify users if it detects consistent signs of chronic high blood pressure. Hypertension is the leading modifiable risk factor for heart attack and stroke, and with so many cases going undiagnosed, Apple aims to make detection part of daily life by simply wearing the watch. Complementing this is sleep score, a new feature in watchOS 26 that goes beyond tracking time in bed to measure quality across sleep stages, consistency, and duration. Each morning, users receive a clear score and breakdown in the Sleep app, giving them practical insight into how to rest better.

Durability and endurance see major gains. Series 11 keeps the same slim profile, but battery life now stretches to 24 hours on a single charge, and just 15 minutes of fast charging provides up to eight hours of use. The aluminium models are upgraded with a strengthened Ion-X glass display treated with a ceramic coating that doubles scratch resistance, while the titanium versions continue to feature sapphire crystal, the toughest material Apple has ever used to cover a display. These refinements make the watch more reliable in daily wear, whether at the gym, in

the pool, or while sleeping overnight.

Apple is also taking connectivity forward with the introduction of 5G. Downloads are faster, streaming is smoother, and calls are more reliable, even in areas with weaker coverage thanks to a redesigned antenna system that boosts signal strength when needed. Combined with emergency calling capabilities, this makes Apple Watch a device users can increasingly depend on when their iPhone isn't nearby.

watchOS 26 adds a layer of intelligence and personality. Workout Buddy, powered by Apple Intelligence, acts as a personalised coach, delivering spoken motivation based on real-time metrics like pace, heart rate, and distance. The Workout app has been rethought to make customisation easier, while Liquid Glass introduces a vibrant, expressive new interface across faces, widgets, and navigation. New watch faces such as Flow and Exactograph offer fresh visual styles, while gestures like wrist flick make the watch more intuitive to use. Live Translation brings seamless language support into Messages, and features like Hold Assist and Call Screening reduce friction in everyday communication.

Apple Watch Series 11 is available in aluminium finishes of space gry, jet black, rose gold, and silver, and in polished titanium in natural, gold, and slate. Hermès and Nike continue their collaborations, introducing colourful new bands.

Pre-orders are live now, with availability beginning September 19. Pricing starts at £369.00/AU\$679.00.



**A**pple Watch Ultra 3 is here, and it's most advanced smartwatch yet — a device that blurs the line between powerful sports gear, everyday connectivity, and a personal health companion. Ultra 3 arrives with built-in satellite communications, giving users the unprecedented ability to text emergency services and share their location even when far off the grid. This leap in safety and independence is paired with the largest display ever on an Apple Watch, a brighter and more efficient screen powered by LTPO3 and wide-angle OLED technology, and battery life that stretches up to 42 hours, or 72 in Low Power Mode.

In many ways, Ultra 3 is as much about endurance as it is about intelligence. The always-on display now refreshes once per second, making complications more practical and timekeeping more precise. Athletes and adventurers will find the watch ready for every challenge — from runners gaining the most accurate GPS in a sports watch, to cyclists tapping into advanced metrics, to swimmers, divers, hikers, and even golfers who can now track performance with greater detail than ever. Workout Buddy, powered by Apple Intelligence, takes coaching further with real-time spoken motivation, creating a deeply personal training experience right from the wrist.

Health remains at the heart of the new Apple Watch. Ultra 3 debuts hypertension notifications, a groundbreaking tool that can alert wearers to signs of chronic high blood pressure, a condition often undiagnosed yet responsible for serious long-term risks. Developed with extensive

clinical research and validated in large-scale trials, this feature has the potential to notify over a million people within its first year of use. Alongside it, the new sleep score helps users better understand the quality of their rest, distilling complex data into simple, actionable insights. These features join an already robust set of health tools, from ECG and Blood Oxygen to irregular rhythm alerts and sleep apnea detection.

Connectivity also takes a significant step forward. With 5G cellular and a redesigned antenna system, Ultra 3 ensures stronger reception and faster throughput, whether for calls, streaming, or downloading apps. But its satellite system is what sets it apart: emergency services, crash detection, fall detection, and even secure text messaging can all work beyond the reach of cellular networks, offering peace of mind to anyone venturing into remote places.

Design refinements further elevate the experience. Ultra 3 is offered in natural or black titanium, paired with a refreshed lineup of bands, from a reflective Trail Loop to new Ocean Band and Alpine Loop colours, and additions to the Hermès collection that fuse luxury with rugged versatility. True to Apple's environmental commitments, the watch is built with 100 percent recycled titanium and cobalt, crafted through a new 3D printing process that reduces material use by half, and manufactured entirely with renewable energy.

The Apple Watch Ultra 3 is available to pre-order now and arriving September 19. Pricing starts at £749.00/AU\$1,399.00.





**A**pple has lifted the curtain on AirPods Pro 3, a major evolution of the world's most popular headphones. With this new generation, Apple has redefined what in-ear audio can deliver, combining remarkable sound quality, the most powerful noise cancellation yet, and groundbreaking new health and intelligence features. AirPods Pro 3 arrive with a redesigned fit that's smaller, more stable, and more comfortable, making them as well-suited for high-intensity workouts as for quiet listening at home. And for the first time, they're equipped with sensors that can measure heart rate, track workouts, and even power real-time translations in conversation.

The listening experience itself has been re-engineered from the ground up. A new multiport acoustic system and Adaptive EQ expand the soundstage, sharpen vocal clarity, and enrich bass response across music, movies, and calls. Transparency mode has become more natural, while Active Noise Cancellation now silences twice as much sound as the previous generation, and four times as much as the original AirPods Pro. Together with improved foam-infused tips, these changes create a deeper, more immersive audio environment whether you're in transit, at the office, or winding down at the end of the day. And battery life is longer than ever, offering up to eight hours of continuous playback with ANC enabled.

Beyond sound, AirPods Pro 3 are pushing into new territory. With Apple's custom infrared heart rate sensor and a

redesigned fitness experience in the iPhone's Fitness app, users can now track over 50 workout types directly from their earbuds. Apple Intelligence powers Workout Buddy, a first-of-its-kind coaching experience that provides motivational insights in real time, tailored to each user's fitness history. For Fitness+ subscribers, metrics like heart rate, calorie burn, and progress toward Move goals now appear live onscreen, making AirPods an integral part of the workout itself.

Another breakthrough is Live Translation, which brings seamless communication across languages directly into AirPods. Using Apple Intelligence, conversations can be translated in real time, with spoken translations delivered straight to the earbuds and transcriptions displayed on iPhone. At launch, the feature supports English, French, German, Portuguese, and Spanish, with more languages rolling out later this year.

True to Apple's sustainability commitments, AirPods Pro 3 are made with 40 percent recycled materials, including 100 percent recycled cobalt in the battery and 65 percent recycled plastic in the case. They're built with renewable electricity, shipped in fibre-based packaging, and designed to last — a step forward in Apple's 2030 plan to achieve carbon neutrality across its products and supply chain.

AirPods Pro 3 are available to pre-order now and launch September 19 priced £219.00/ AU\$429.00.