

From: Richard Kahn <[REDACTED]>
To: "jeffrey E." <jeevacation@gmail.com>
Subject: Fwd: New iPhones, Apple Watch & Wireless Headphones
Date: Mon, 12 Sep 2016 20:40:42 +0000

Richard Kahn
HBRK Associates Inc.

[REDACTED]

Begin forwarded message:

From: james ce | personal genius <[REDACTED]>
Subject: New iPhones, Apple Watch & Wireless Headphones
Date: September 10, 2016 at 9:47:49 PM EDT
To: Rich Kahn <[REDACTED]>
Reply-To: james ce | personal genius <[REDACTED]>

Hello Again!

Apple held their annual iPhone event on Tuesday (9/7), revealing the anticipated iPhone 7 & 7 Plus, Apple Watch series 2 and new wireless headphones. An overview of the new features follows.

Apple did NOT announce any new iPads or Macs; if Apple does push updates to either of these lines, I will send another installment of this newsletter.

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Availability

- New iPhones became available for pre-order on Friday, September 9th. The first shipments will arrive on September 16th (limited in-store stock is expected).
- Apple's new AirPods wireless headphones will become available in late October.

- Beats' new Solo³, Powerbeats³ & Beats^X wireless headphones are available for pre-order now from the Apple website and are shipping on September 16th as well.
- Pre-orders for the new Apple Watch series 2 also started on Friday, September 9th. The first orders should arrive on September 16th as well, except for Apple Watch Hermes shipping in "late September" and Apple Watch Nike+ shipping in "late October". As of this writing, most varieties of Apple Watch are backordered 2-3 weeks.
- iOS 10 and watchOS 3 are releasing on Tuesday, September 13th.

iPhone 7 & 7 Plus

Appearance

The new iPhones feature a refreshed look with subtler antenna seams, smoother cutout for the camera and two new colors, a shiny "Jet Black" and a matte "Black" finish (those that are bothered by fingerprints or micro-scratches showing are cautioned away from the "Jet Black" models).

Cameras

The star of the iPhone announcement is the new camera. The camera on the 4.7-inch iPhone 7 now has:

- Optical image stabilization (previously limited to the 5.5-inch Plus models)
- f/1.8 aperture
- 6-element lens
- 60% faster and 30% more energy-efficient 12-megapixel sensor
- new Quad-LED True Tone flash
- new image signal processor with twice the throughput of Apple's earlier ISP, and
- 7-megapixel front-facing camera

The 5.5-inch iPhone 7 Plus, gets all of this "PLUS"[sic] a SECOND 12 megapixel rear camera that allows 2x hardware zoom and 10x digital zoom and a special depth-of-field / bokeh effect that will be available in a software update later this year.

Display & Home Button

The new Retina HD displays are 25% brighter than the screens on last year's iPhones.

The Home Button (the button on the front of the screen) is no longer a separate piece, but rather now part of the glass of the screen itself. It uses the same taptic feedback that Apple uses for its new trackpads to similar the clicky feel of an actual physical button press.

This new virtual home button — along with the removal of the headphone port — enabled Apple to finally waterproof* the phone. The new models are rated at IP67 for dust and water resistance (this means that the phone should be able to be submerged for up to thirty minutes in less than 3 feet of water without sustaining permanent damage).

Performance

Apple included their new quad-core "A10 Fusion" processor, that they've designed to dynamically switch between 2 high-performance cores when extra power is needed and 2 high-efficiency, lower-power cores when the extra oomph isn't required. This gives computing power unheard of in a mobile chipset, while reducing draw on battery life. Apple claims the iPhone 7 & iPhone 7 Plus have the best battery life of any iPhone ever made.

The Controversy

It wouldn't be an iPhone announcement without some drama. This year's hoo-haw is, as expected, Apple removed the headphone port.

They gave three reasons for this: space constraints, the headphone port itself is over 100 years old technology — new connections (lightning & Bluetooth) allow for better audio and extended functionality &

improved water and dust resistance.

To ease the pain of this change, there's now stereo speakers (at the top and bottom of the phone) that are 50% louder, and Apple is including BOTH lightning cabled EarPods and a lightning to headphone port adapter in every iPhone box.

Wireless Headphones

Apple announced new Bluetooth earbuds called AirPods. The design is based off their existing EarPods design, with longer posts (and no wires, obviously). The AirPods are expected to play for 5 hours on a full charge. They charge (and pair with your devices) via their carrying case, which has a built-in battery backup holding enough power for 24 hours of playback time.

They created their own Bluetooth chipset (called the W1) for this, allowing them to improve battery life and ease the pain of pairing with Apple devices running the latest Operating Systems (iOS 10, watchOS 3 & macOS Sierra). Once you pair with one of your devices, all your iCloud associated devices are paired as well, and the AirPods will automatically switch between the devices based on which ones are playing.

Apple included this same W1 chipset in the Beats' Solo3 (over-the-ear headphones), Powerbeats3 (in-the-ear sports earphones with over-the-ear hooks) & BeatsX (compact in-the-ear earphones). All three will offer the same painless pairing as the AirPods.

Apple Watch series 2

Apple has dropped their "Sports" designation for the low-end Aluminum Apple Watch series 2 (starting at \$369), and the Apple Watch Edition series 2 is now made of a white ceramic at a much more reasonable starting price of \$1250.

The new watch features improved waterproofing, making it "swim-proof", a new built-in GPS and a processor that's twice as fast. Apple is keeping the original Apple Watch Sport in the line-up (with an improved processor), renamed as the "Apple Watch series 1", which lowers the entry price for the line to \$269.

Their partnership with Hermes continues, with new Apple Watch Hermes versions (starting at \$1149), including new bands and colors. Apple announced a new partnership with Nike in the form of the Apple Watch Nike+, which is based on the aluminum Apple Watch series 2 and features Nike-customized software, bands and design targeted at runners (starting at \$369).

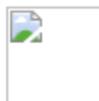
The stainless steel case material does return for the Apple Watch series 2 as well, with it starting at \$549.

iOS 10

iOS 10 brings major updates to Siri, Messages, Photos and interface usability. It is a free update for iPhone 5 and newer, iPad 4 and newer, iPad mini 2 and newer & the current iPod touch. It will be available for download on Tuesday, September 13th (As always, I recommend backing up before upgrading the system.)

Macintosh

If you've been keeping score, the 12" retina MacBook is the only Mac to see an update so far in 2016. Tim Cook did recently tease upcoming updates for Macs tho, and the rumor sites seem to have formed a consensus that we'll see new MacBook Airs and MacBook Pros in early October.



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