

Apple releases iPhone 11, iPhone 11 Pro, and Apple Watch series 5



Enlarge / The iPhone 11 Pro and iPhone 11 Pro Max.
Samuel Axon

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Today, Apple shipped units of the iPhone 11, iPhone 11 Pro, and iPhone 11 Pro Max handsets to customers who ordered online, and the phones went on sale in stores around the world. Apple also launched a new Apple Watch, the series 5, today.

Ship times for online orders are already getting long, though. Consumers might have trouble finding the phones in stores today if they hadn't already pre-ordered or stood in line at stores this morning. The US Apple Store website indicates that most configurations of the iPhone 11 Pro will deliver between October 11 and 18 if ordered today. The iPhone 11 looks like it will have a little bit more availability; estimates for delivery are around October 2.

Apple also reopened its Fifth Avenue Apple Store in New York City to considerable fanfare today, with executives in attendance for the product launches.

Below: The iPhone 11, from our hands-on earlier this month.

- The iPhone 11, with a newly centered Apple logo and a new camera system in view.

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- Here's the front. It looks just like the XR from this angle, and there's still a notch.

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- Here's a close-up of the camera on a black model.
- The camera bump from the side—it's not too severe.
- iPhone 11: Lightning returns.

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- The top of the device is still very clean, with no identifiable marks or features.

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- The volume controls and the like are all the same as before.

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- Now time for some colors! Here's white.

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- And black.

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- Samuel Axon

- Samuel Axon

- Finally, Product (RED).

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Apple announced the three new phones on September 10 at an event at its Cupertino campus. The phones are iterative upgrades over last year's iPhone XS, XS Max, and XR, with the 11 following the XR and the 11 Pro offering two sizes to follow the XS and XS Max.

Across the line, the emphasis is on improved photography. The iPhone 11 has two cameras now, up from one in the XR. The added camera is a wide-angle lens that allows taking photos that capture more of the scene, and Apple has developed some clever software solutions for seamlessly switching between modes before and after taking a photo.

The iPhone XS phones already had two cameras, but now the 11 Pro phones have three, as they've also received that wide-angle lens. They also have improved displays with higher brightness and a slight hardware redesign with a new treatment of the glass on the back of the phones that feels quite different from the X or XS.

All three phones have Apple's A13 system-on-a-chip, which the company claims is up to 20% faster at most tasks than the A12 in last year's phone. They also each claim improved battery life over their successors, thanks both to larger batteries and a more efficient chip.

Below: The iPhone 11 Pro and 11 Pro Max, from our hands-on earlier this month.

- The iPhone 11 Pro. The finish on the back is noticeably different from what we saw in the XS.

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- A close-up of the camera array.

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- It still has a notch, of course.

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- And it still has a Lightning port, not USB-C.
- The sides are the same as the XS. Here are the volume controls on one side.

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- And here's the other side.

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- Now on to the iPhone 11 Pro Max.

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- Here's the front.
- The screen is still glossy and reflective, but the higher max brightness might help.

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- A close-up of the camera on this one.

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- The bump is quite narrow from the side, though.

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- Lightning's back.

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- It's got the new black finish we just saw in the smaller unit, too.

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iPhone 11 prices range from \$699 to \$849, depending on storage options (64GB, 128GB, and 256GB). The iPhone 11 Pro line starts at \$999 and ranges up to \$1,449 based on size and storage. We are in the process of testing and reviewing all three iPhones and the Watch and plan to publish all of those reviews next week.

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