

It's time for the regular iPhone to shine



People aren't buying phones like they used to, so Apple's really gotta put the squeeze on us every upgrade cycle. And recently, that has meant pushing more people toward the Pro iPhone, rather than the regular one. Every year for the past few years, Apple has withheld more and more features for its Pro phones, bring them down to the standard iPhone at a drip. But that might be changing this year, if the rumors are true, and to that I say: it's about damn time.

In the past couple of cycles only the "Pro" models have gotten the latest Bionic chipset. That doesn't just mean that the Pro models are more powerful – it also means that the regular iPhone won't be eligible for the same feature updates that the Pro models get over the coming years. The iPhone 15 Pro models are eligible for Apple Intelligence while the standard models aren't.

This year could look different. Rumors suggest that the whole iPhone 16 series would get an A18 chipset, though Apple may still reserve the most powerful version for the 16 Pro models.

Even if that's the case, it's very likely that all of the iPhone 16 models will be able to run Apple Intelligence, which Apple is hoping will be a big upgrade driver.

Other rumors also point out that the regular iPhone might get not one but *two* new buttons this year: the action button introduced on last year's Pro models and the capture button we're expecting to see on the iPhone 16. More buttons! In this economy! It's still possible that the capture button will be a Pro-only feature, but I think that would be a real shame. You don't need to be a professional phone user (what even is that) to appreciate a dedicated shutter button.

By all accounts, this could be a year where the regular iPhone catches up a little to the Pro, and that's music to my ears. Personally, I'd love to see Apple do even more for the regular iPhone, starting with the dang screen refresh rate. It's 2024 and Apple still charges \$799 for a phone with a 60Hz screen. That's probably going to hold true for another year too. Looks pretty shabby when Android phones up and down the budget spectrum offer 120Hz displays.

At the very least, it looks like Apple is about to bring a little more balance back with the iPhone 16 series. I think that's how it should be – the Pro iPhone should feel like you're getting something extra, not being cornered into paying more for an essential feature. All Apple has to do is bring back the Mini; then all of my hopes and wishes for the regular iPhone will come true. I can dream, right?

<https://www.theverge.com/2024/9/7/24237732/apple-glowtime-event-2024-iphone-16-launch>