What to expect from Apple’s ‘It’s Glowtime’ iPhone 16 event

Apple is getting ready to announce the iPhone 16, which will surely be its most powerful and best-camera-having phone yet (at least for the Pro models). It’s also expected to be the first iPhone to launch with Apple Intelligence across the board.

In addition to the iPhone 16 lineup and a slate of new watches and AirPods, Apple is expected to show more AI features, like the ability to understand what’s onscreen, along with features it introduced at WWDC in June, which include an upgraded Siri, image generation, AI rewrite, and call recording and transcription abilities.

The word “glowtime” is likely a reference to the glow effect that appears around the edges of the screen when Siri is activated in the latest developer betas of iOS 18. According to *Bloomberg*’s Mark Gurman, “glow” is also the internal name for macOS Sequoia, which will likely release after the event at around the same time as iOS 18.

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a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-

franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>New processors for all that AI

Apple Intelligence will require powerful processors. Apple’s trend in the last couple of years was to give the previous generation’s top processor to the base-model iPhone and introduce a new, stronger chip for the Pro. The iPhone 15 Pro’s A17 Pro processor is the only A-series chip right now that supports Apple Intelligence, but rumors suggest all iPhone 16 models will get a new A18 chip. Beyond that, we expect new Apple Watches and additions to the AirPods lineup.

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>iPhone 16 Pro and Pro Max finally match up

The iPhone 16 Pro might finally have the same cameras as the Pro Max, one of several things Google dinged Apple on at the Pixel 9 event. Both models may get the 5x “tetraprism” telephoto lenses that are currently exclusive to the 15 Pro Max. Rumors suggest that the ultrawide camera in the new Pros will also have significant quality improvements thanks to a larger 48MP sensor.

For the Pro models, we’re expecting a new rose finish and a Zune-brown “bronze” titanium finish, and both the regular and Max models are expected to have slightly larger screens than their iPhone 15 counterparts. Gurman says the Pro’s display will go from 6.1 inches to 6.3 and that the Pro Max will jump from 6.7 to 6.9 inches.

The iPhone’s side buttons may change to new pressure-sensitive ones and could include a DSLR-like feature where you can focus with light pressure and take the picture by pressing harder. It’s a Pro feature that could also come to the regular 16.

Overall, the iPhone 16 models won’t be much of a design change. We’re already seeing rumors that the next model, the iPhone 17, will get a slimmer redesign.

a:hover]:shadow-highlight-franklin dark:[&>a:hover]:shadow-highlight-franklin [&>a]:shadow-underline-black dark:[&>a]:shadow-underline-white”>AirPods on the double

The new headphone lineup is expected to include new entry and midtier AirPods and possibly a new USB-C version of the over-the-ear AirPods Max, which might also get new colors, adaptive audio, and better noise cancellation.

The new AirPods models will replace the second- and third-generation versions, according to Gurman, with two new models. The midtier model is rumored to have a Pro-style design with noise cancellation, plus speakers in the charging case for Find My support.

Apple’s third-gen AirPods reportedly haven’t sold as well as the second-generation models. The third generation’s higher price tag and an awkward combination of the AirPods Pro shape without removable ear tips might be to blame. The two new models still won’t get ear tips, but their USB-C charging cases will complete Apple’s transition from Lightning for iPhone accessories.