

Apple's September 2019

Series 11 Launch

Deemed "the most powerful and most advanced iPhones we have ever built, with a stunning design," by Apple CEO Tim Cook, the 11 series packs more punch than...well, a punch!



Powerfully Fast, Powerfully Efficient

With Apple's new A13 Bionic chip, the iPhone 11, 11 Pro, and 11 Pro Max boast an optimized CPU, GPU, and third-generation Neural Engine—simply the best machine learning platform in any smartphone.



Better Battery for Long Life

The iPhone 11 lasts up to one hour longer than the iPhone XR, the iPhone 11 Pro lasts 4 hours longer than the iPhone Xs, and the iPhone 11 Pro Max lasts up to 5 hours longer than the iPhone XS Max.



Pro-Level Camera Capabilities

The iPhone 11 features a dual-camera system with an additional 12-megapixel ultra-wide camera, while the iPhone 11 Pro and 11 Pro Max feature a triple-camera system with a 1.8 aperture wide lens, a 2.0 aperture telephoto lens, and an ultra-wide lens with a 120° field of view.



Sleeker Displays, Protected from a Spill or Splash

The iPhone 11 features a 6.1" Liquid Retina HD display, while the 11 Pro features a 5.8" Super Retina XDR display or 6.5" OLED display for 11 Pro Max. While the housing varies for different levels of durability, all models are IP68-rated for water resistance.



Vamping Up Video

The entire iPhone 11 series enables 1080p HD and 4K video recording, audio zoom, stereo recording, and Slo-mo video support.