

Apple's upcoming product launch: What to expect

Apple has recently confirmed a new product launch event on September 7, according to some news outlets. International tech journalists were invited by Apple to an in-person event at the Steve Jobs Theatre at Apple's Cupertino campus. With the tagline 'Far out', the event is highly rumoured to be the official announcement of the iPhone 14.

Is the iPhone 14 coming?

Rumour mills are currently rife with discussions regarding the iPhone 14 launch. Speculations suggest that Apple will introduce four new models to the latest series of iPhones, with two 6.1-inch and two 6.7-inch phones. Most likely, the 6.1-inch phones will be the iPhone 14 and its Pro version, while the 6.7-inch phones will most probably be the iPhone 14 Max and Pro Max.

A Mini version of the iPhone 14 will possibly not be launched, according to rumours. However, since Apple has not confirmed any specific product details yet, all these speculations are still up in the air.

Expected features of the iPhone 14

Reports suggest that a slew of new features are expected in the speculated iPhone 14 models. Most prominently, a big notch on the front of the standard and Max versions is expected, along with a punch-hole display for the Pro versions.

Earlier reports suggest that iPhone 14 will be powered by the same Bionic A15 processor as iPhone 13, which does suggest similar performance. However, other reports state that a faster LPDDR5 RAM might be present, which should noticeably boost the new models' performance. The newly announced A16 processor, however, might be used in the



iPhone 14 Pro and Pro Max.

As Apple has already shown a preview of its latest operating system, iOS 16, it is heavily expected that the iPhone 14 models will have iOS 16 pre-installed in them. Similar to existing iPhones, the new ones should also have flat edges. Rumours suggest the back will be made of glass, encased in an aluminium frame.

As for the display, the standard iPhone 14 variants are expected to come with a 6.1-inch OLED 90Hz display, while the Pro variants should have a 6.7-inch LTPO 120 Hz display.

To note, these device specifications and features are still rumours and yet unconfirmed by official sources. However, with the iPhone 14 expected to be

revealed in under two weeks, we should get our confirmations soon.

What else might be coming?

Apple might also announce their latest Apple Watch models in the upcoming September 7 event, with the Apple Watch Series 8, SE and Pro possibly unveiled officially.

As per previous reports by renowned Apple analyst Mark Gurman, Apple Watch Series 8 will come with the new S8 chip and a temperature sensor. Apple Watch SE might come with the S8 chip as well, with the same display size as the current SE. The rumoured Apple Watch Pro is expected to feature a 2-inch display made of metal over rubber, with speculated prices ranging from \$900 to \$999.

Apple enthusiasts are also expecting the release of AirPods Pro 2 in the upcoming Apple event. While no official information exists regarding these speculated devices, the sequel of AirPods Pro is expected to feature improved audio quality and better motion sensors.

Last but not least, we can reasonably expect to see more of iOS 16 in this much anticipated Apple event. From existing previews, we know that iOS 16 comes with a bunch of new features such as editing and unsending messages, repositioning notifications and customising the lock screen. More details regarding the latest Apple operating system, including an official release, are expected soon.

