

# What's New for Business

September 2023

With lightning-fast performance and advanced capabilities, the iPhone 15 lineup accelerates productivity everywhere. Apple Watch Series 9 and Apple Watch Ultra 2 take it even further with powerful custom Apple silicon and brighter displays for better insights at a glance. And for IT, MDM for Apple Watch and improved software update management bring new levels of control for deploying and managing devices at scale.



## Products

**iPhone.** The new iPhone 15 lineup powers productivity with more durable designs, faster chips, upgraded cameras, and all-day battery.<sup>1</sup>

The Dynamic Island is coming to iPhone 15 for all-new app interactions. With a 48MP Main camera, A16 Bionic chip, and a new contoured design, iPhone 15 is a great choice for everyday business users. Compared with iPhone 11, iPhone 15 is up to 70 percent faster, offers 3 more hours of battery life, and has fast 5G.

iPhone 15 Pro is built to last. It comes in an aerospace-grade titanium design that's incredibly strong and lightweight. And a new internal design makes iPhone 15 models more repairable.

Next-generation Apple silicon, A17 Pro — the first 3-nanometer chip in a smartphone — powers iPhone 15 Pro. Featuring a Neural Engine that's now twice as fast and a pro-class GPU, iPhone pushes the boundaries for productivity and mobile pro workflows. Compared with iPhone 11 Pro Max, iPhone 15 Pro Max is up to 70 percent faster, has up to 9 more hours of battery life, and has fast 5G and Wi-Fi 6E.

iPhone 15 Pro features a customizable Action button for Ring or Silent, launching Camera, turning on accessibility settings, or using Shortcuts for more options. iPhone 15 Pro Max introduces an innovative Telephoto camera with 5x optical zoom, offering the equivalent of seven pro lenses for incredible versatility.

USB-C comes to the iPhone family for charging and data transfer. And Emergency SOS via satellite extends support for Roadside Assistance to help keep users safe.<sup>2</sup>

**Apple Watch.** A number of new Apple Watch innovations simplify everyday tasks. Now powered by the S9 SiP, the new Apple Watch lineup is faster, brighter, and more capable than ever. S9 SiP is Apple's most powerful chip in a smartwatch, featuring a dual-core CPU, a 30 percent faster GPU, and a 2x faster Neural Engine — all with 25 percent more power efficiency.

The new double tap gesture offers a fast, easy, and convenient way to control your watch, so you can scroll through a Smart Stack, answer a call, pause timers, and more with just one hand.

With brighter displays, Apple Watch is even easier to read in different lighting environments. Apple Watch Series 9 is twice as bright as Series 8. And Apple Watch Ultra 2 has the brightest display Apple has ever created — up to 3000 nits. Apple Watch Ultra 2 has incredible battery life, with up to 36 hours of normal use and up to 72 hours on Low Power Mode.<sup>1</sup>

Apple Watch is Apple's first carbon neutral product, a result of drastically cutting emissions from materials, electricity, and transportation. A carbon neutral option is available across the entire Apple Watch lineup. By 2030, all Apple products will be carbon neutral.

## Platforms

**iOS 17.** With big updates to communication, sharing, and productivity, iOS 17 makes everyday business activities even better.

Communication and sharing among team members is more seamless than ever with iOS 17. Messages offers improved search and replies. And with AirDrop, users can easily share contact information simply by bringing their iPhone near someone else's iPhone or Apple Watch.

Live Voicemail allows users to see a live transcription for immediate context of a call. And widgets are now interactive right on the Home Screen, giving users more flexibility to get work done.

New systemwide PDF features allow business users to quickly mark up documents, fill in forms, and email documents. Users can also collaborate on PDFs in Notes.

**watchOS 10.** With an entirely new watchOS 10 design and comprehensive app redesigns, it's easier than ever for users to view timely, relevant information at a glance.

## Management

Updates for IT make Apple IDs more manageable, add new controls for software updates, and introduce management for Apple Watch.

Managed Apple IDs support Continuity and more iCloud services, like Wallet and passkeys. And custom identity provider support allows for easy creation and federation.

Managed software updates have been enhanced with declarative management, providing new options for when and how updates should be enforced.

iPhone is more versatile in specific workflows, with cellular management of private 5G and LTE networks, as well as a new Return to Service feature to quickly reset a shared device.

Apple Watch can now be enrolled and managed by MDM when paired to a supervised iPhone, allowing IT admins to configure settings, enforce a passcode, install apps, and even remotely erase a watch if it goes missing.

**Resources:** [iPhone](#) | [Watch](#) | [iOS 17](#) | [watchOS 10](#) | [Apple Events](#)

<sup>1</sup>All battery claims depend on network configuration and many other factors; actual results will vary. Battery has limited recharge cycles and may eventually need to be replaced. Battery life and charge cycles vary by use and settings. See [apple.com/batteries](#) and [apple.com/iphone/battery.html](#) for more information. <sup>2</sup>Connection and response times vary based on location, site conditions, and other factors. See [support.apple.com/kb/HT213885](#) for more information.

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