



First Look iPhone 5

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iPhone 5 is the thinnest and lightest iPhone ever, completely redesigned with a stunning new 4-inch Retina display, faster A6 chip, ultrafast wireless, and even better battery life.

iPhone 5 comes with iOS 6, with over 200 new features including: the all new Maps app with turn-by-turn navigation, Facebook integration, Passbook, and even more Siri languages and features.

Apple Price (U.S.)¹	\$199	\$299	\$399
Capacity	16GB	32GB	64GB
Color	Black & slate, white & silver		
Wireless	World phone for GSM and CDMA networks Supports advanced wireless technologies—HSPA+, DC-HSDPA, and LTE ²		

Note: An iPhone 4S 16GB model in black or white is available for \$99 (U.S.), and an iPhone 4 8GB model in black or white is available for free. A new two-year contract is required for both models.

Key Messages

Thinnest and lightest iPhone

- 18 percent thinner and 20 percent lighter than iPhone 4S
- Highly precise design with a new anodized aluminum enclosure and polished beveled edges cut by a crystalline diamond

4-inch Retina display

- 1136-by-640-pixel resolution at 326 ppi—18 percent more pixels than iPhone 4S
- See more of web pages, apps, calendar events and email on the Home screen
- Designed for one-handed ease of use—same width as iPhone 4S

Ultrafast wireless

- Supports fast networks including HSPA+, DC-HSDPA, and LTE²
- Faster Wi-Fi with dual-band 802.11n

A6 chip

- Up to 2x faster CPU and graphics performance are up to twice as fast as compared to the A5 chip in iPhone 4S
- Even better battery life—up to 8 hours 3G talk time, and up to 8 hours 3G or LTE browsing time

8MP iSight camera

- Shoot panorama photos up to 28MP
- Up to 40 percent faster photo capture, improved noise reduction, and better low-light performance
- HD video recording includes face detection, still photo capture while recording, and improved video stabilization
- FaceTime HD camera records 720p HD video and enables FaceTime over Wi-Fi and cellular (FaceTime over cellular availability depends on carrier policies)

All-New EarPods and improved audio

- EarPods feature a breakthrough design for a comfortable fit and high-quality sound
- iPhone 5 includes new beamforming mics and a noise-canceling earpiece

Lightning Connector

- Smaller connector has an all-digital, 8-signal design
- Reversible nature allows the connector to be plugged in either way
- Lightning to 30-Pin Adapter is available for existing accessories

iOS 6 and iCloud

- Over 200 new features, including Maps, new Siri features, Facebook integration, Passbook, and more³
- New iCloud features include Shared Photo Streams and iCloud Tabs

Quick Demos

Showcase new design and display

- Let the customer hold iPhone 5 to experience how thin and light it is and how easy it is to use one handed
- Highlight details such as the aluminum enclosure, polished beveled edges, and Lightning connector

Showcase panorama photos

- Tap the Camera icon, then Options, and tap Panorama. Capture photo by slowly moving across a wide horizontal scene
- Tap the Photos app to show examples of panorama photos

Demonstrate iOS 6 features

- *Flyover:* In Maps, type "Transamerica Pyramid, SF", curl up the bottom-right corner, and select Satellite mode. Zoom in, then swipe up with two fingers to see a different angle
- *Passbook:* Tap the Passbook icon. Flick through the passes with your thumb and pause to show one in depth
- *Safari:* In Safari, go to a local news site to show how much more you can see of the page on the new display. Turn iPhone 5 horizontally, and tap the arrow button on the bottom right to show full-screen landscape mode

Essential Additions

- Lightning to 30-Pin Adapter
- Apple TV
- AppleCare+ for iPhone

Additional Resources

- On Apple.com:
 - [iPhone 5](#)
 - [iPhone 5 Tech Specs](#)
 - [iPhone Compare](#)
- On Apple Sales Web:
 - [iPhone Product Page](#)

¹ Price listed is with carrier contract ² Supported by select carriers ³ Some features not available in all regions; refer to www.apple.com/ios/feature-availability for more details