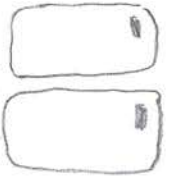


Design



New black and jet black finish



splash and

water resistant



New Home button

Software

iOS 10.

It's why there's nothing else like on iPhone 7.

This is 7.

A10 Fusion Chip

2X

faster than iPhone 6



Longest battery life ever in an iPhone

Audio



New stereo speaker system

2X

louder than iPhone 6s



EarPods with

Lightning Connector AirPods



Interlocking

Wi-Fi and Cellular

450 Mbps

3x faster LTE than iPhone 6



Up to 25 bands



Answer WhatsApp and other third-party calls

Camera

12MP



Optical image stabilization

7MP

FaceTime

HD camera



Quad-LED

True Tone flash

Retina HD Display



25%

Wide color gamut

brighter

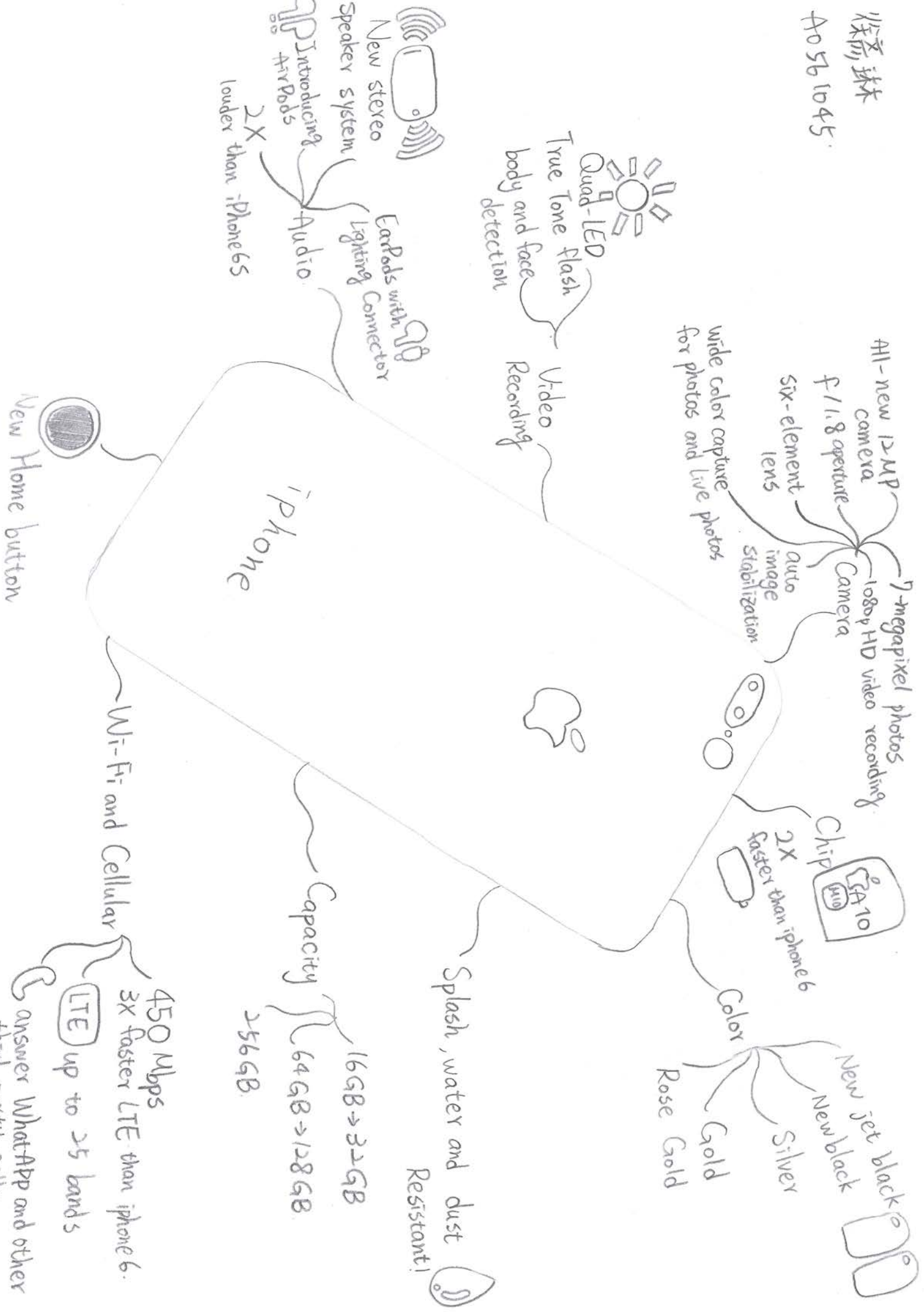


3D Touch

AirPods

Wireless, Effortless, Magical

徐嘉, 琳
A0561045



450Mbps
3x faster LTE
than iPhone 6

LTE
Up to 25 bands

Wi-Fi

and

Answer WhatsApp and
other third-party calls
Cellular
New Home button

Design
New black and
jet black finishes

iOS 10

Audio
introducing
Airpods
EarPods with
Lightning Connector

2x
New stereo
speaker system

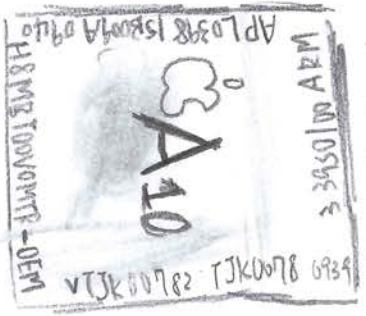
Splash and
water resistant

Plus
12MP
Optical zoom
at 2x
Digital zoom
up to 10x

7MP
Optical image
stabilization
Camera
FaceTime
HD camera
True Tone flash
Quad-LED
True Tone flash

12MP

Wide-angle and
telephoto cameras



Longest battery life
ever in an iPhone
A10 Fusion Chip

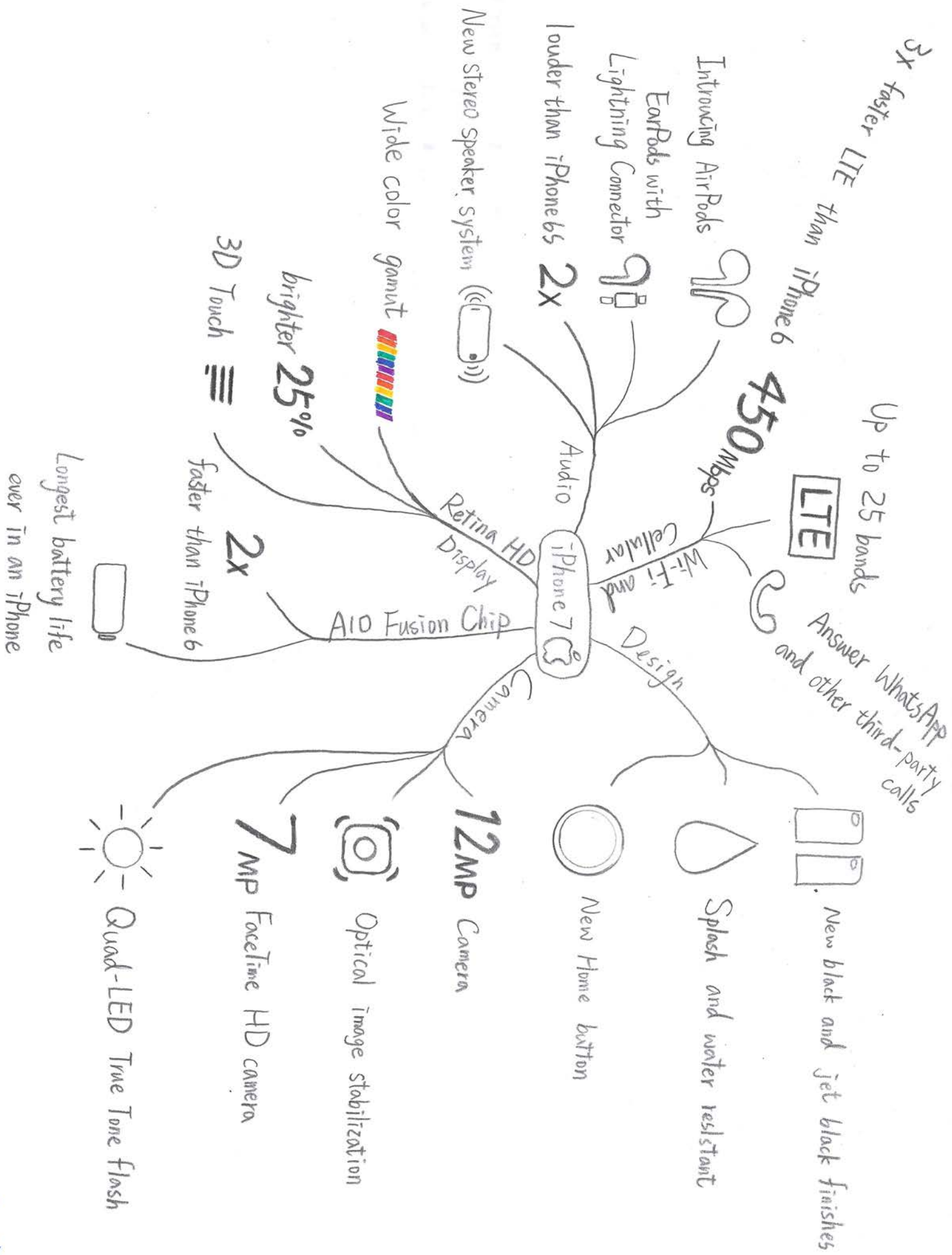
2x
Faster than
iPhone 6

Designed by Apple in California
Assembled in China

資-9
A0561041
吳孟庭

Retina
Wide color gamut
25%
brighter

HD
3D Touch
Display



New stereo speaker system

Longest battery life ever in an iPhone

Retina HD Display -> 25% brighter
3D touch

A0561079
陳哲明

louder than iPhone 6s

EarPods with Lightning connector

Introducing AirPods

faster than iPhone 6

A10 Fusion chip

Apple iPhone 7

Design

New Home button

Splash and water resistant

New black and jet black finishes

WiFi and LTE up to 25 bands

3x faster LTE 450 Mbps than iPhone 6

Cellular

Answer WhatsApp and other third-party call

12MP Wide-angle and telephoto cameras

iPhone 7 Plus

Camera

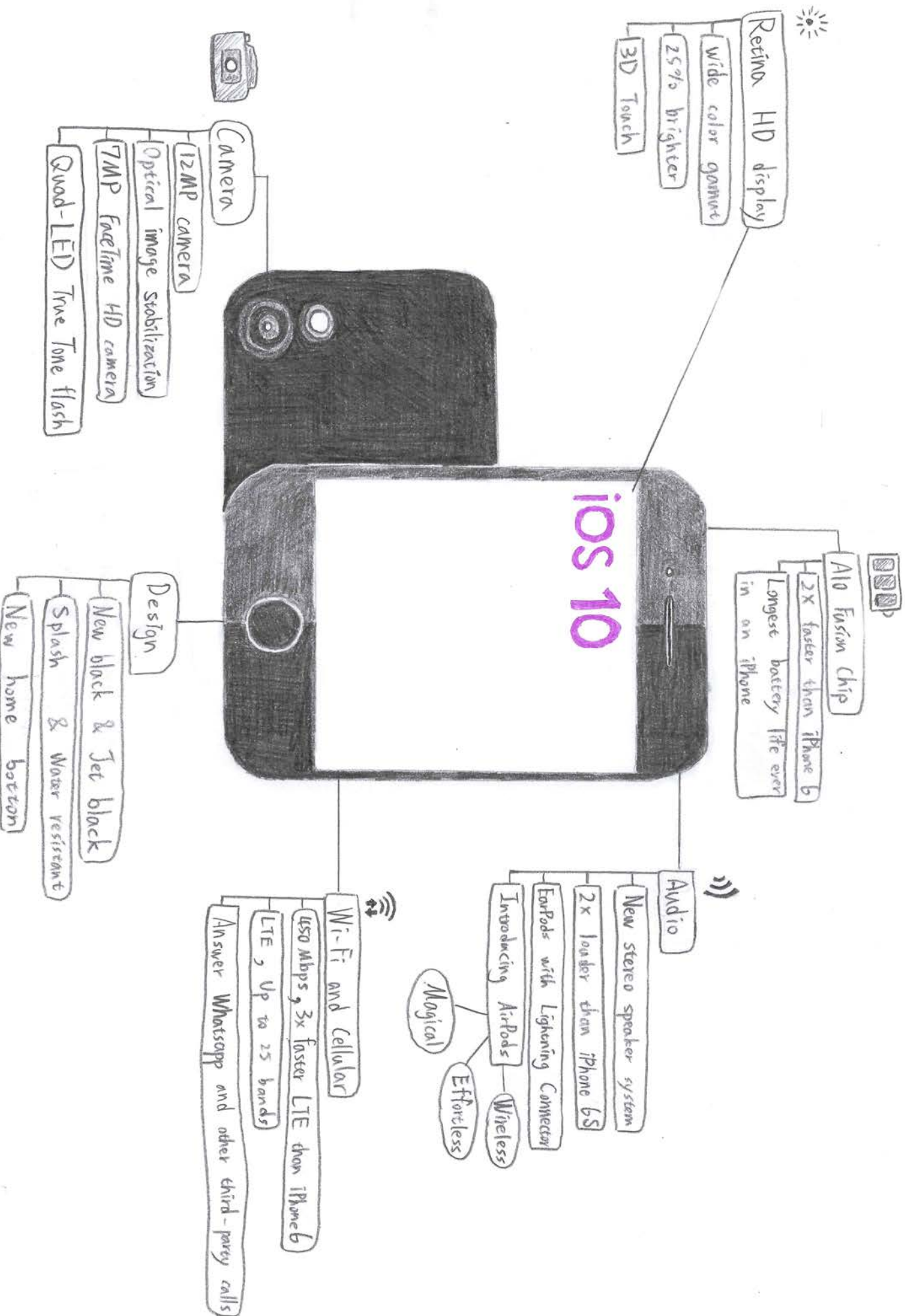
12MP camera

iPhone 7 optical image stabilization

Quad-LED True Tone flash

7MP HD camera FaceTime

Optical zoom at 2x Digital zoom up to 10x



louder than iPhone 6s
EarPods with Lightning Connector

2x



Introducing AirPods
New stereo speaker system



450Mbps

3x faster LTE than iPhone 6



Up to 25 bands



Answer WhatsApp and other third-party calls

Audio

WiFi and Cellular

25%



Retina HD Display

Design



splash and water resistant



New black finishes



New home button

12MP camera



Optical image stabilization

Camera



Quad-LED

True Tone flash

7MP

FaceTime HD camera

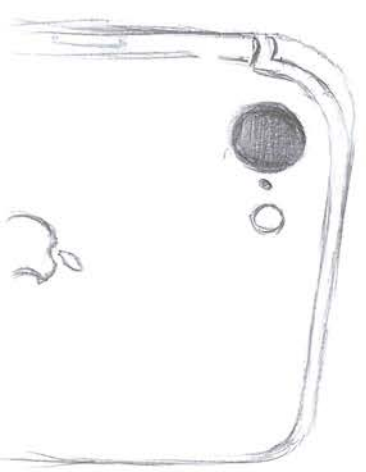
A10 Fusion Chip

2x faster than iPhone 6

+

Longest battery life

ever in an iPhone



An entirely new camera enters the pic.

Camera

Camera 12MP

Optical Image Stabilization

7MP Facetime HD camera

Quad-LED True Tone Flash

A10 Fusion Chip

Faster than iPhone 6
2x

The most powerful chip ever in a smartphone

Longest Battery life ever in an iPhone

Wi-Fi and cellular

450Mbps
3x faster LTE than iPhone 6
up to 25 bands LTE

Faster LTE with the best worldwide roaming


Answer WhatsApp and other third-party calls

Software

iOS 10. It's why there's nothing else like an iPhone

Designed by Apple in California Assembled in China

iPhone



This is 7.

Make a splash
Takes a splash

Design

New Black and Jet Black finishes

Splash and water resistant

New home button

Retina HD Display

The brightest, most colorful

brighter
3D touch
25%
wide color gamut

Audio

iPhone. new in stereo

Introducing Earpods with Lightning Connector
speaker louder than iPhone 6s
new stereo system

Airpods

Wireless. Effortless. Magical.

Learn more >

Free shipping And free returns.

Learn more >

Pick up at the Apple Store today

Learn more >

Special financing

Get help buying

Learn more >

12 MP • Wild-angle and telephone cameras

• Optical zoom at 2X
• Digital zoom up to 10X

• 12 MP camera

• Optical image stabilization

• 7 MP

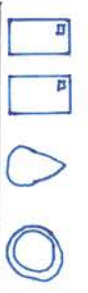
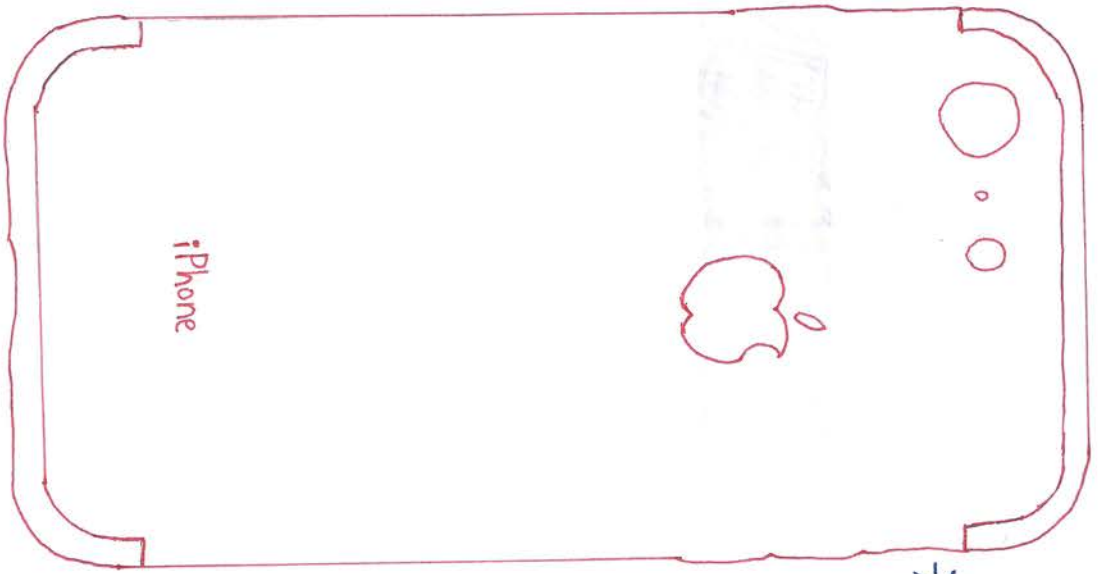
Facetime

HD camera

• Quad-LED

Ture Tone

Flash



• New black and jet black finishes
• splash and water resistant
• New Home button

450Mbps

• 3X faster LTE than iPhone 6
Up to 25 bands

• Answer WhatsApp and other third-party calls



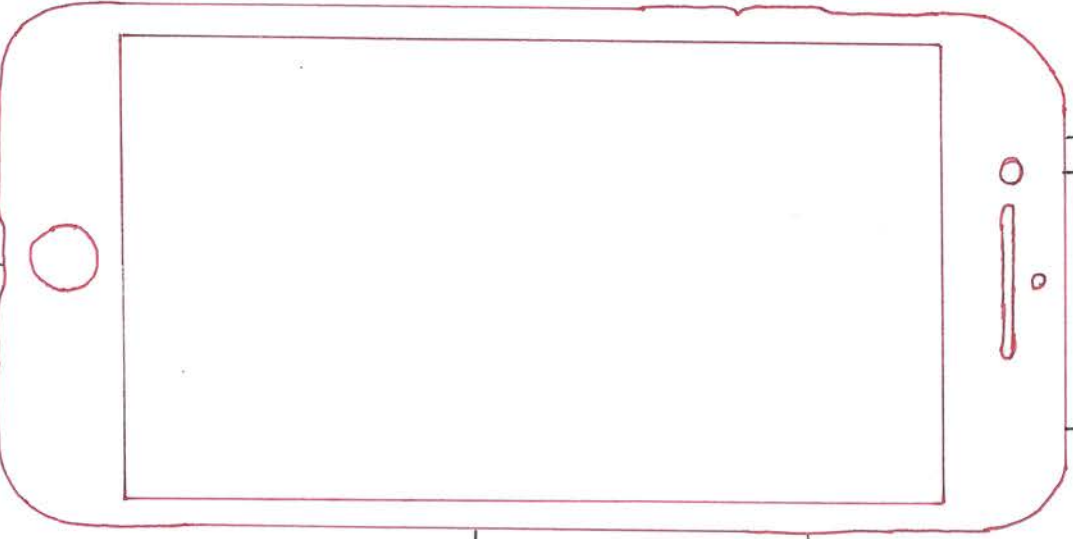
• Wild color gamut

25% • 25% brighter



• 3D touch

IPHONE 7



• New stereo speaker system

• EarPods with Lightning Connector

Introducing AirPods



64 yuan A10 Fusion chip architectures

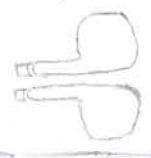
• M10 motion sensors embedded coprocessor

• The new black and Obsidian black appearance

• 32/128/256 GB

Directly answer Whats App and third-party App calls

AirPods new debut



EarPods with Lightning connector



Lightning connector

450Mbps

4G speed up to 3 times the LTE iPhone 6's

The new stereo speaker system



• speed faster than the iPhone 6

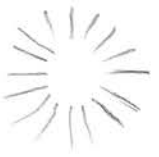
• the volume larger than iPhone 6s

2 times



iPhone has always been the most lasting battery life.

Wide color gamut



3D Touch

25%

more beautiful

10x digital zoom

2x optical zoom

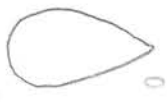
iphone 7



LTE

Up to 25 bands

Anti-splash water resistant

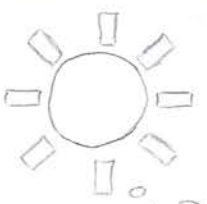
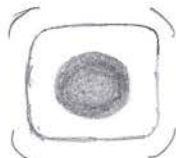


(New home) button

1200 & 700

• 12 million pixel wide-angle and telephoto lens camcorders

• 7 million pixel FaceTime HD video camera



Four LED True Tone flash

Optical image stabilization

Function
功能

✓ 防潑抗水
splash and water resistant
⇒ spills, splashes, dust...

✓ Apple Pay → same as iPhones

✓ Touch ID
⇒ highly advanced fingerprint sensor as ever.

✓ 相機 ⇒ Two cameras shoot as one
Camera

✓ 12 MP.
✓ Optical image stabilization

✓ 7mp Facetime HD
✓ Quad-Led True Tone flash

Retina HD Display

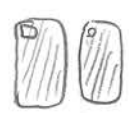
✓ The brightest, most colorful iPhone display yet

✓ Wide color gamut
✓ 25% brighter
✓ 3D Touch

A10 Fusion Chip

✓ The most powerful chip ever
✓ 2x faster
✓ longest battery life

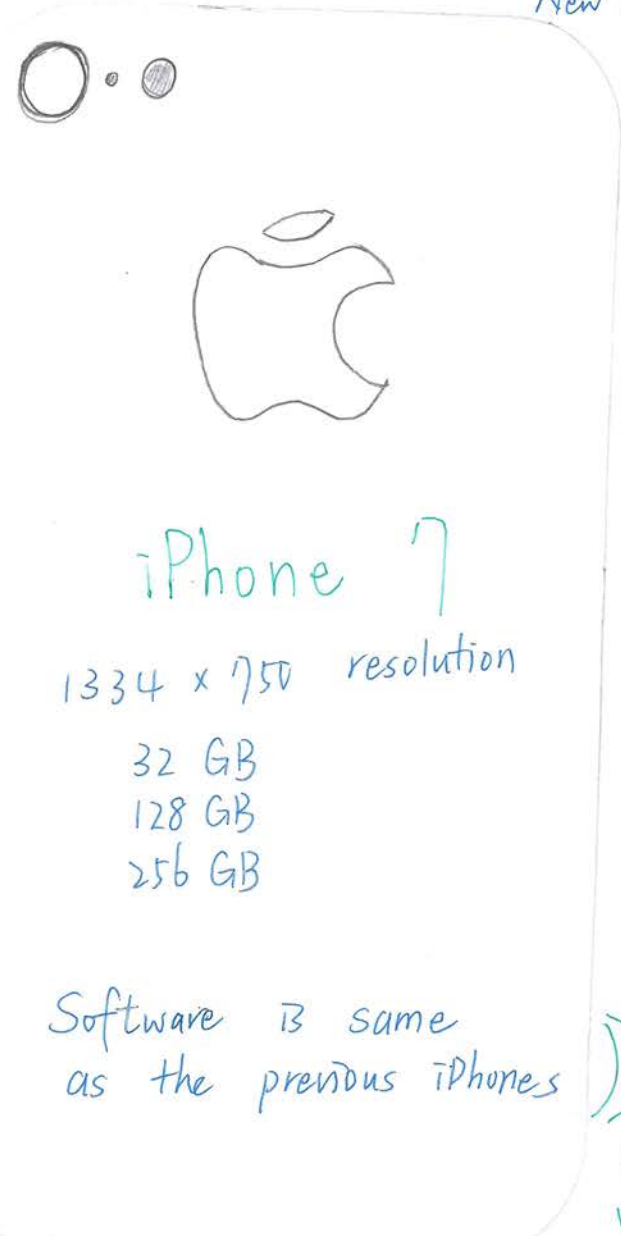
Looks
外觀



✓ 顏色 → Jet Black 曜石黑, Rose Gold 玫瑰金, Gold silver 金銀, Black 黑

✓ 大小 → 4.7吋 (iPhone) & 5.5吋 (iPhone 7 plus)
Display

✓ 全新主畫面按鈕 ⇒ durable, responsive, pressure sensitive
New Home Button



✓ 7000 Series aluminum

✓ AirPods
wireless, Effortless, magical

✓ Accessories
Bold complement



← front look of iPhone 7

front look of iPhone 7 Plus



← back look of iPhone 7 Plus

Wifi and Cellular

✓ 450 Mbps; 3x faster LTE
✓ LTE up to 25 bands
✓ answer WhatsApp & other third-party calls

Audio

✓ new stereo speaker system
✓ 2x louder than iPhone 6
✓ EarPods with Lightning Connector
✓ Introducing AirPods



iPhone 7

Design



New black and jet black finishes


Splash and water resistant


New Home button

iPhone 7 Plus Camera

12 MP
wide-angle and telephoto cameras


Optical zoom at 2X
Digital zoom up to 10X

A10 Fusion Chip

2x
faster than iPhone 6


Longest battery life ever in an iPhone

Audio


New stereo speaker system

2x
louder than iPhone 6S


EarPods with Lightning Connector


Introducing AirPods

Wi-Fi and Cellular


450 Mbps
3x faster LTE than iPhone 6


Up to 25 bands

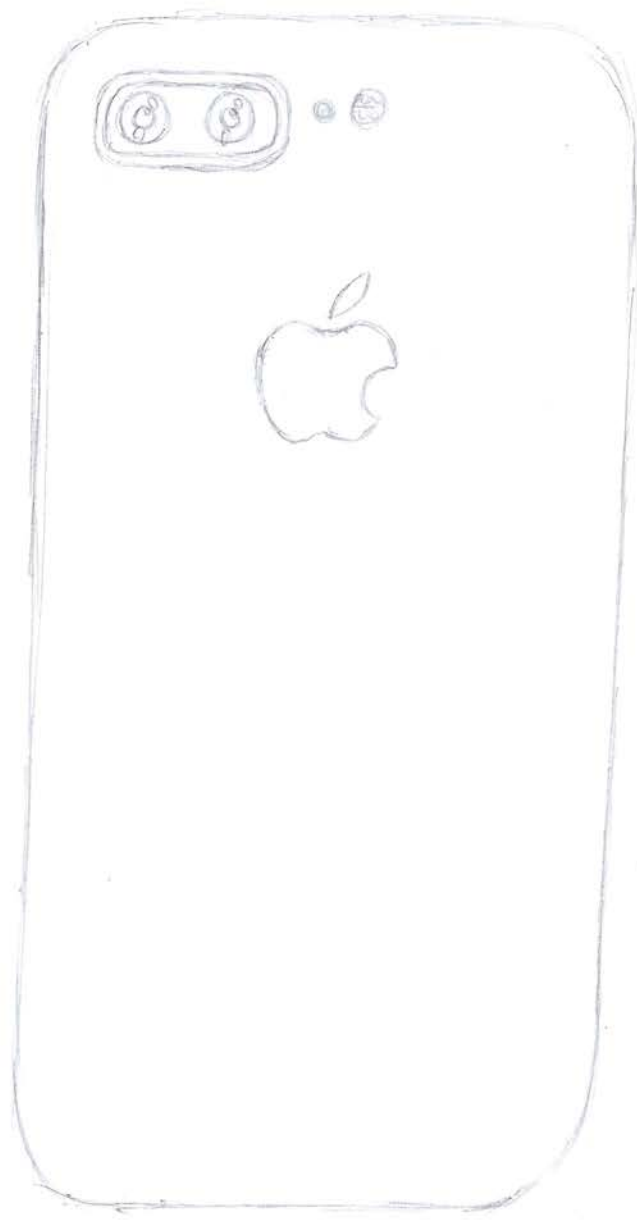

Answer WhatsApp and other third-party calls

Retina HD Display


Wide color gamut
25% brighter


3D Touch

www.apple.com/iphone-7/



12 MP
camera

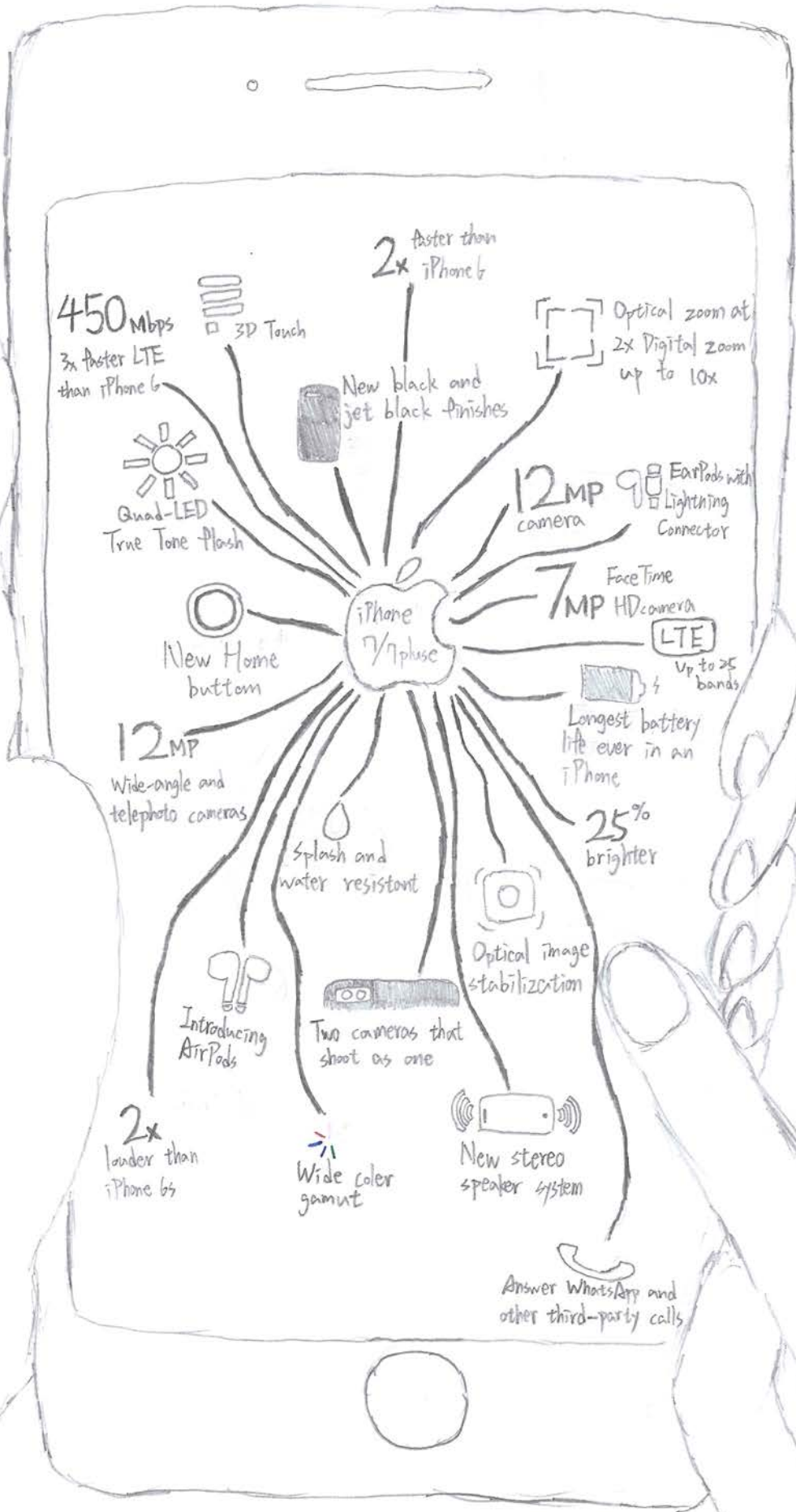

Optical image stabilization

7 MP
FaceTime HD camera


Quad-LED True Tone flash

iPhone 7 Camera

日資一甲
A0561035
葉德順



450 Mbps
3x faster LTE
than iPhone 6

3D Touch

2x faster than
iPhone 6

Optical zoom at
2x Digital zoom
up to 10x

New black and
jet black finishes

12MP
camera

EarPods with
Lightning
Connector

Quad-LED
True Tone Flash

7MP
FaceTime
HD camera

New Home
button

LTE
Up to 25
bands

12MP
Wide-angle and
telephoto cameras

Longest battery
life ever in an
iPhone

25%
brighter

Splash and
water resistant

Optical image
stabilization

Introducing
AirPods

Two cameras that
shoot as one

New stereo
speaker system

2x
louder than
iPhone 6s

Wide color
gamut

Answer WhatsApp and
other third-party calls

iPhone
7/7plus

i Phone 7

1200萬像素攝錄鏡頭
 光學影像穩定功能
 700萬像素 FaceTime HD攝錄鏡頭
 四合一-LED True Tone閃光燈

Wi-Fi 及行動網路
 更快的4G LTE，最佳的全球漫遊體驗。

450 Mbps
 4G LTE速度快達 iPhone 6 的3倍
 LTE 多達251個頻段

直接接聽 Whats App 及第三方 APP 來電

軟體
 有 iOS 10，讓 iPhone 如此獨一無二。

AirPods
 無線，無繁瑣，無比驚艷。

Retina HD 顯示器
 歷來最亮麗、最鮮豔的 iPhone 顯示器。

A10 Fusion 晶片
 歷來最強大的智慧型手機晶片。

2倍速度比 iPhone 6 更快
 iPhone 歷來最持久電池續航力

音訊

iPhone，立體聲呈現。

全新立體聲揚聲器系統

2倍音量比 iPhone 6s 更大

9.5mm EarPods 具備 Lightning 連接器

9.5mm AirPods 全新登場

