

Lineup iPhone



Learn about the iPhone lineup and help customers understand the different offerings

iPhone is incredible for taking stunning photos and videos, checking email, browsing the web, watching movies, making video calls, playing games, and so much more. And the iPhone family is now better than ever, so you can help customers find the iPhone model that's right for them.

Every iPhone features an iconic design, gorgeous display, incredible performance, advanced iSight and FaceTime cameras, HD video recording, fast wireless technologies, Touch ID, great battery life, iOS 9, and access to more than 1.5 million apps on the App Store—many of which are free. And with iTunes and Apple Music, you get easy access to the latest music, movies, books, and more.



iPhone 6s Plus

iPhone 6s Plus has all the great features of iPhone 6s and more—including a higher-resolution 5.5-inch Retina HD display with 3D Touch, longer battery life, landscape mode for key apps, and optical image stabilization for photos and video.



iPhone 6s

iPhone 6s introduces 3D Touch, an entirely new way to interact with iPhone, and Live Photos, turning photos into unforgettable living memories. It features the 4.7-inch Retina HD display, 12MP iSight camera with 4K video, 5MP FaceTime HD camera with Retina Flash, new A9 chip, faster LTE and Wi-Fi, and second-generation Touch ID—with all-new materials.



iPhone 6 Plus

iPhone 6 Plus has all the great features of iPhone 6 and more, with its higher-resolution 5.5-inch Retina HD display, longer battery life, landscape mode for key apps, and optical image stabilization for even better photos.



iPhone 6

iPhone 6 features a stunning 4.7-inch Retina HD display, A8 chip with 64-bit desktop architecture, LTE wireless, Touch ID, and 8MP iSight camera with Focus Pixels and advanced video capabilities, all in a seamless design that feels great to hold and use.



iPhone SE

iPhone SE features a 4-inch Retina display, 12MP iSight camera with 4K video, Live Photos, FaceTime HD camera with Retina Flash, A9 chip, Touch ID, and fast Wi-Fi and LTE. Light and compact, it fits comfortably in a hand or pocket.

Note: iPhone 5s may still be available for sale in your area.

Discover your customers' interests to recommend the iPhone that's right for them

Customers may know they want iPhone but need more information or reassurance before they're ready to buy. Others may be trying to decide between iPhone, an Android phone, or another phone. Either way, let customers know that all iPhone models provide an exceptional experience that only Apple can deliver. Then ask questions about what they want to do with iPhone, so you can help them choose the model that's best for them.

Here are some examples of customer needs and values that you might discover and benefits you could share.

Fiona wants to upgrade her daughter's smartphone

You discovered she...

- Gave her old Android phone to her 16-year old daughter when she upgraded to iPhone 6s
- Her daughter prefers a smaller phone and would love to upgrade her phone to iPhone
- She loves taking photos and likes to share them with family and friends via apps like Snapchat
- She is always texting, browsing the web, playing games, and using other apps



Based on that, you recommend iPhone SE, and here's why:

- *iPhone SE is compact and light, beautifully crafted out of aluminum, sapphire, and glass, and comes in Silver, Space Gray, Gold, and Rose Gold metallic finishes.*
- *With the great iSight camera, it's easy to capture amazing photos and Live Photos. Plus, built-in photo editing makes it easy to perfect those moments.*
- *iOS includes features like iCloud Photo Library, iCloud Photo Sharing, and Family Sharing for easy sharing.*
- *The powerful A9 chip makes games and apps incredibly rich and immersive. And browsing the web, taking photos, playing games and using apps is even faster.*
- *The Move to iOS app makes it easy to switch from her Android phone. With just a few steps, she can migrate her content automatically and securely.*



Stephan is looking at iPhone 6s and iPhone 6

You discovered he...

- Regularly takes selfies when he's with friends
- Likes to travel and wants to stay connected
- Lives in New York and commutes to school on the subway
- Wants a phone that's fashionable and also protected



Based on that, you recommend iPhone 6s, and here's why:

- *The 5MP FaceTime HD camera and the new Retina Flash make it easy to snap great selfies, even when the lighting isn't great. And with Live Photos, you can capture moments before and after a shot.*
- *iPhone 6s supports more LTE bands for access in more places, so you can stay connected wherever you are.*
- *With 3D Touch on iPhone 6s, you can do things more quickly. From the Quick Actions menu in Maps, you can quickly search nearby for food, drinks, or shopping. And Maps also offers a combination of trains, subways, buses, and walking info.*
- *iPhone 6s has the most durable cover glass of any iPhone. And it comes in four beautiful finishes. There are also a large selection of colorful leather or silicone cases for added protection with style.*



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Jennifer is switching from another smartphone with a large display

You discovered she...

- Manages her own business and wants to know more about how iPhone 6s Plus can help her be more productive
- Relies on her smartphone so she wants it to be fast and last all day
- Is excited to switch to iPhone but unsure about how to move her content



Based on that, you recommend iPhone 6s Plus, and here's why:

- *The 5.5-inch Retina HD display is great for seeing all your email, messages, and websites. And 3D Touch senses how deeply you press the display, so you can do all kinds of essential things more quickly and simply—like sending a message or making a phone call.*
- *Since the A9 chip is designed specifically for iPhone, it's responsive to how you really use iPhone—so you get high performance and long battery life.*
- *The Move to iOS app makes it surprisingly simple to move all your important stuff to your new iPhone—such as your contacts, calendars, and mail accounts.*



Cynthia wants to switch to iPhone

You discovered she...

- Is ready to switch to iPhone, but is also concerned about having to find her favorite apps and games again
- Doesn't feel like she needs all the latest technology, but she wants great features
- Is a doctor at a hospital, is constantly on her feet, wants a nice display, and likes the convenience of holding her phone with one hand



Based on that, you recommend iPhone 6, and here's why:

- *iPhone 6 comes with advanced technology and a gorgeous 4.7-inch Retina HD display. It feels great to hold and use with one hand, and easily fits in your pocket.*
- *The App Store has more than 1.5 million apps and games—and many are free. And you can search by categories like gaming, travel, shopping, and more. So it's easy to find your favorite apps and games, and discover new ones.*
- *iOS updates are free, and they're available wirelessly the moment they're released. Your iPhone even alerts you when an update is available, so you can be sure you always have the latest features.*



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Patrick travels a lot, and he's ready for his first smartphone

You discovered he...

- Loves taking photos of wildlife when he travels
- Wants to easily review business reports and spreadsheets while he's on the road
- Has recently found it more difficult to read smaller text
- Always seems to be misplacing his phone, especially at home



Based on that, you recommend iPhone 6 Plus, and here's why:

- *With optical image stabilization, you can take beautifully detailed nature and wildlife photos, even in low light.*
- *The 5.5-inch Retina HD display has great resolution, brightness, and contrast, making your photos vibrant and clear.*
- *The larger display makes it easy to review documents, and with Zoom Display, you'll see larger text and controls for easier reading.*
- *Find My iPhone makes it easy to locate a lost phone from across the city or across the room. And you can play a sound to help find a nearby iPhone, even when it's switched to silent.*



Compare iPhone models at apple.com/iphone/compare

George wants to buy his first smartphone

You discovered he...

- Just started college and took a job in the campus bookstore
- Wants something affordable, but doesn't want to sacrifice features
- Is concerned about his personal information if he loses his phone on campus
- Wants to keep in touch with his family back home, especially his sister and her new baby boy
- Prefers a smaller phone, so it fits more easily in his pocket



Based on that, you recommend iPhone SE, and here's why:

- *With the A9 chip, you can run powerful apps and games, and get performance once found only in desktop computers and game consoles—all at the most affordable price.*
- *iPhone SE features fast wireless, so you can easily stay connected and play games with friends from wherever you are. And you can use it to do quick research while on the job.*
- *The 4-inch Retina display fits easily in your hand, your pocket, or your backpack.*
- *With Touch ID, you'll know your information is secure because your password is your fingerprint.*
- *With FaceTime video, you can chat with your sister any time, and you'll catch more of those special moments as your nephew grows.*
- *iPhone 5s is also an alternative, providing great features at an affordable price.*



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