

What's New for Business

September 2026

Introducing powerful new products advancing AI workflows, productivity, and creativity at work: iPhone Duo brings a new foldable form factor for multitasking, while iPhone 18 Pro and iPhone 18 Pro Max deliver the best performance, camera, and battery life yet. Apple Watch provides advanced health intelligence with accurate insights, and AirPods 5 bring immersive audio and Active Noise Cancellation for hands-free intelligence. iOS 27, Apple Intelligence¹, and Siri AI² make work smarter across Apple devices with expanded IT management capabilities for greater deployment control.



iPhone Duo, a new way to work on the go

The biggest display that fits in a pocket. With a display that's 50% larger than iPhone 18 Pro Max³, iPhone Duo is compact enough to carry anywhere — it's even thinner than iPhone Air when open. The 7.6-inch inner display with nano-texture reduces glare for a more expansive, uninterrupted view of dashboards, spreadsheets, and CRMs.

Powerful performance for productivity anywhere. iPhone Duo has the same chip as iPhone 18 Pro models: A20 Pro, the most powerful iPhone chip ever optimized for on-device AI. The new C2 cellular modem provides up to 50% faster uploads than C1X while consuming 15 percent less energy.

A reimagined iOS built for multitasking. iOS 27 offers unparalleled versatility for iPhone Duo. Controls now appear on the side to maximize vertical space for content, and Split View enables multitasking with two apps side by side, supporting drag-and-drop interactions. Teams can open iPhone Duo to read large-format documents, close it for calls and scrolling notifications, or partially fold it for video calls and content capture.

iPhone 18 Pro and iPhone 18 Pro Max, taking pro further

Advanced on-device AI performance. With a faster CPU and GPU and a new Dual 16-core Neural Engine, A20 Pro offers double the compute of A19 Pro for on-device AI workloads. Teams can run vision models on production lines or use Siri AI to write tailored emails matching their tone. A20 Pro delivers 50% more memory bandwidth than A19 Pro and 2x the sustained performance of iPhone 16 Pro and older.

Unrivald pro-quality capture. The new 48MP Fusion Main camera with variable aperture delivers improved low-light photos and impressive depth of field, so teams can capture professional-quality content anywhere. By default, the camera intelligently sets the aperture. With new Pro controls, creative pros can take command — adjusting aperture, white balance, and shutter speed just like a dedicated camera. Pro controls extend to video.

All-day battery life. iPhone 18 Pro Max has the largest increase in battery life ever on iPhone, with up to 30 hours of usage on a full charge. iPhone 18 Pro delivers up to 24 hours.⁴ Both support fast charging — up to 50% in around 15 minutes.⁵

Apple Watch with advanced health intelligence

Accurate health insights and confidence to take on the day. Delivering the most accurate heart rate sensing in a wearable,⁶ the latest generation of Apple Watch features the new S11 chip and Health Sensing System to unlock even more insights and help employees balance performance and recovery. Audio Intelligence, arriving later this year, helps employees stay aware of conversations around them while keeping raw audio private and secure.⁷ Apple Watch Series 12 brings this intelligence to everyday wellness, while

Apple Watch Ultra 4 extends it to the most demanding field conditions with rugged durability and the longest battery life in Apple Watch — up to 50 hours on a single charge.⁸

AirPods 5, unlocking hands-free intelligence

Intelligent audio, immersive sound. AirPods 5 deliver the industry's best Active Noise Cancellation in an open-ear design,⁹ removing up to 50% more external noise than AirPods 4, so conversations stay clear in open offices or on the road. Next-generation Adaptive EQ brings more immersive sound for richer audio. Paired with iPhone and Siri, AirPods 5 bring hands-free intelligence. Employees can start Live Translation, capture notes with Dictation, or get answers grounded in personal context and broad world knowledge, without lifting a finger.

iOS 27, Apple Intelligence, and Siri AI, powering a smarter workday

iOS performance and design upgrades. Experiences across iOS are faster and more reliable, keeping teams moving wherever work happens. App launches are up to 30% quicker¹⁰ and AirDrop transfers up to 80% faster.¹¹ A rearchitected search index in Mail surfaces messages instantly, helping employees get to the task at hand more efficiently. Smoother transitions between Wi-Fi and cellular keep them connected at the office or stepping off a plane. Liquid Glass design refinements bring sharper app icons and exceptional readability.

Work smarter with next-generation Apple Intelligence and Siri AI.

Powered by a bold new architecture integrating the latest Apple Foundation Models, Apple Intelligence brings an entirely new Siri, renamed Siri AI. More capable and conversational, Siri AI understands personal context across the apps teams use every day, draws on broad world knowledge for up-to-date answers, and takes action and responds to what's onscreen.

Frameworks to bring AI models to apps. New intelligence features for developers, like the Foundation Models framework and Core AI, make it easy to integrate powerful AI models from Apple and others into enterprise apps and software for on-device inference.

Advanced IT management

Expanding security and device management capabilities. Enhancements to declarative device management bring new credential management capabilities, enhanced logging for AppleCare support cases, and fleet monitoring. IT teams can manage privacy settings for apps and websites through a simplified permissions page. Granular controls enable IT to manage specific Siri AI and Apple Intelligence features.

Resources: [iPhone](#) | [Apple Watch](#) | [AirPods](#) | [iOS 27](#) | [watchOS 27](#) | [Apple Intelligence](#)

¹Apple Intelligence is available with Siri settings and device language set to Chinese (simplified), Chinese (traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is rolling out in beta with iOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English to start. Siri AI will not be initially available in the EU on iOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, intelligent photo editing tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. Expanded access to such features will be available for a fee in the future. Use of these features is subject to Apple Intelligence terms and conditions. Learn more at [apple.com/apple-intelligence](#). Siri AI is not available to users under 13. ²Siri AI will not be available initially in the EU on iOS, iPadOS, and watchOS. Features that rely on Siri AI will also not be available in the EU on iOS, iPadOS, and watchOS. Apple is working hard to find a path forward that preserves its users' privacy and security. ³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangular shape. When measured as a standard rectangular shape, the screen is 5.36 inches (iPhone Duo outer display), 6.27 inches (iPhone 18 Pro), 6.86 inches (iPhone 18 Pro Max), or 7.58 inches (iPhone Duo inner folding display) diagonally. Actual viewable area is less. ⁴Testing conducted by Apple in August 2026 using preproduction iPhone 18 Pro and iPhone 18 Pro Max units and software, subscribed to LTE and 5G carrier networks, using a representative usage profile. Typical use is based on the median usage values across iPhone users and reflects a combination of passive and active use of a variety of applications, including but not limited to messaging, photos, music, social media, video streaming, games, web browsing, and navigation. Battery life varies by use, configuration, cellular network, signal strength, and other factors; actual results may vary based on usage. ⁵Testing conducted by Apple in July 2026 using preproduction iPhone 18 Pro and iPhone 18 Pro Max units and software, and either USB-C Charge Cable or Apple MagSafe Chargers (1-meter Model A3502 and 2-meter Model A3503), both with Apple 40W Dynamic Power Adapter with 60W Max (Model A3351). Wired fast charge supported with 60W-capable USB-C cable and USB PD 3.1 (or better) power adapters with Adjustable Voltage Supply (AVS). Fast-charging testing conducted with drained iPhone units. Times measured from the appearance of the Apple logo as the unit started up. Charge time varies with adapter, settings, usage, and environmental factors; actual results will vary. The 60W-capable adapter or higher with AVS (available separately) must be paired with a USB-C charging cable, and the 35W adapter or higher must be paired with a MagSafe Charger (both available separately). ⁶Based on data from an Apple-conducted study of heart rate accuracy during July and August 2026, utilizing commercially available bestselling wearables available as of June 2026. For more information, visit [apple.com/heartaccuracy](#). ⁷Audio Intelligence includes Live Rewind, Siri Recap, Sound Recognition, and faster Shazam and requires Apple Watch Series 12 or Apple Watch Ultra 4. Live Rewind and Siri Recap will be available in beta in late 2026 and require an Apple Intelligence-enabled iPhone 16 or later (excluding iPhone 15e). Will be available in English to start and will not initially be available in the EU. Certain Audio Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Live Rewind and Siri Recap. For more information, visit [support.apple.com/148354](#). ⁸Multi-day battery life testing includes: 630 time checks, 190 notifications, 30 minutes of app use, two 60-minute workouts with music playback from Apple Watch via Bluetooth, and 12 hours of sleep tracking over the course of 50 hours; Apple Watch Ultra 4 usage includes a total of 10 hours of cellular connection and 40 hours of connection to iPhone via Bluetooth over the course of 50 hours. Battery life testing in Low Power Mode includes: 1100 time checks, 330 notifications, 55 minutes of app use, two 60-minute workouts with music playback from Apple Watch via Bluetooth, and 18 hours of sleep tracking over the course of 84 hours; Apple Watch Ultra 4 usage includes on-demand cellular connection and 68 hours of connection to iPhone via Bluetooth over the course of 84 hours. Testing conducted by Apple in July and August 2026 using preproduction Apple Watch Ultra 4 paired with an iPhone; all devices tested with pre-release software. Battery life varies by use, configuration, cellular network, signal strength, and many other factors; actual results will vary. ⁹Testing conducted by Apple in July 2026 using AirPods 5 paired with iPhone 17 with pre-release AirPods firmware and iOS 27. Noise reduction was tested in accordance with IEC 60268-24. Comparison made against the bestselling wireless open-ear headphones commercially available at the time of testing. Performance depends on device settings, environment, and many other factors. ¹⁰Testing conducted by Apple in August 2026 using iPhone 11 Pro Max with iOS 26.6 and pre-release iOS 27. App launch performance measured after many cycles of device usage. Performance varies based on configuration, settings, content, usage, software versions, environmental conditions, and other factors. ¹¹Testing conducted by Apple in July 2026 using iPhone 16 Plus with iOS 26.6 and pre-release iOS 27. AirDrop tested by transferring multiple photos totaling 30MB between nearby contacts while not associated with a Wi-Fi network. Performance varies based on configuration, settings, content, usage, software versions, environmental conditions, and other factors. TM and © 2026 Apple Inc. All rights reserved.