

Apple launch roundup: iPhone 8, iPhone 8 Plus, iPhone X, and more



By [Ilse van den Berg](#)

13 Sep 2017

Yesterday, 12 September 2017, saw Apple reveal the iPhone 8, iPhone 8 Plus and iPhone X. In addition, it also revealed the Apple Watch Series 3 and the new 4K Apple TV.



iPhone X, iPhone 8, iPhone 8 Plus

The main star of the event was the iPhone X, which reportedly has the most advanced technology ever available in an iPhone. It features an edge-to-edge display and a glass body with no more home button, new facial recognition capabilities that replace Touch ID, an A11 Bionic chip, and inductive wireless charging, among other new features and improvements.

The iPhone 8 and iPhone 8 Plus are similar in design to the iPhone 7 and the iPhone 7 Plus but they too feature glass bodies that enable wireless charging and an A11 Bionic chip.

Apple Watch Series 3, Apple TV

Apple Watch Series 3 looks like the Apple Watch Series 2, but it features a faster processor and has built-in cellular. With this LTE functionality, it allows it to operate independently of the iPhone for the first time.

The 4K Apple TV features the addition of 4K HDR. 4K brings more resolution, while HDR brings more colours and dynamic range. There's also a new A10X Fusion processor in the new Apple TV.

Mac Rumours produced a short video that summarises all the new products in just five minutes:

ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work [here](#) and [here](#). Contact Ilse through her website [here](#).

- #StartupStory: Aura security app to aid beleaguered Uber drivers - 13 Jul 2018
- #StartupStory: BlockMesh - 12 Jun 2018
- Taking telecoms to the next level: Who needs a long-term contract? - 4 Jun 2018
- Nokia makes a comeback in South Africa with new phones - 24 Apr 2018
- New Cape Town/Brazil subsea cable to boost SA broadband - 18 Apr 2018

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>