First Look
iPhone SE

iPhone SE delivers exceptional performance in a compact and light 4-inch design. It’s powered by A9, the same chip in iPhone 6s, and packed with advanced technologies including the 12-megapixel iSight camera with 4K video, Live Photos, FaceTime HD camera with Retina Flash, Touch ID, fast wireless capabilities, and iOS 9. Available in four gorgeous metallic finishes, iPhone SE is ideal for first-time smartphone owners, switchers, or those looking for a small, yet powerful iPhone.

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<th>iPhone SE</th>
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<tr>
<td>Capacity</td>
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<td>Finish</td>
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### Key messages

**Design**
- Made from beautiful, high-quality materials
- Bead-blasted aluminum for a satin-like finish with an inset stainless steel Apple logo, color matched to metallic finishes
- With chamfered matte edges, this light and compact phone with 4-inch Retina display is designed to fit comfortably in your hand

**A9 chip with 64-bit architecture**
- With up to 2x faster CPU and 3x faster graphics performance than iPhone 5s, your favorite games and apps are incredibly rich and immersive
- Integrated M9 motion coprocessor for fitness tracking and always-on “Hey Siri”

**12MP iSight Camera with 4K video**
- State-of-the-art sensor with advanced pixel technologies for higher resolution photos
- 4K video recording for up to 4 times the resolution of 1080p HD video

**Live Photos**
- Live Photos lets you relive your favorite memories by capturing a photo and the moments just before and after
- Tap and hold on a photo and it comes to life with movement and sound
- Share a Live Photo with other Apple devices

**FaceTime HD camera with Retina Flash**
- The Retina display acts as a flash for the FaceTime camera, and flashes 3 times brighter for great looking selfies
- FaceTime video calls keep you connected with friends and family

**Touch ID**
- A fast, easy, and secure way to unlock your iPhone and log into apps using your fingerprint
- Approve purchases from iTunes, App Store, and iBooks Store

**Advanced wireless**
- Up to 3x faster Wi-Fi and 50 percent faster LTE than iPhone 5s
- Supports up to 19 LTE bands for access in more places, even while roaming
- Wi-Fi calling and VoLTE support

**iOS 9**
- More intelligent and proactive with powerful search and improved Siri
- Great built-in apps with new features, including password-protected Notes and Night Shift
- Improvements to performance, battery life, software updates, and security

**Great battery life**
- Up to 14 hours of 3G talk time, and up to 13 hours of LTE browsing and 13 hours of Wi-Fi browsing

**Apps, books, movies, and more**
- Over 1.5 million apps and games in the App Store—many of them are free
- Download your favorite movies, music, and more from the iTunes Store

**Essential additions**
- iPhone SE Leather Case
- iPhone Lightning Dock
- AppleCare+ for iPhone or AppleCare Protection Plan for iPhone

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1 Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for more details.
2 Supported by select carriers.
3 The App Store, iBooks Store, and iTunes Store may not be available in all countries. To download content from these stores, customers will require an Apple ID.
4 AppleCare+ for iPhone is available in Austria, France, Germany, Ireland, Italy, Netherlands, Sweden, Switzerland, UK, UAE. AppleCare Protection Plan for iPhone is available in India and Spain.

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Quick demos

Use these demos to show customers key product features, then invite them to try for themselves.

Design

Show how beautifully crafted, light, and compact it is
- Hand iPhone SE to the customer.
- Point out the satin finish, the stainless steel logo, and chamfered edges.
- Note that iPhone SE is light and compact, and with its 4-inch Retina display is designed to fit comfortably in the palm of your hand.

Touch ID

Quickly and securely unlock iPhone using your fingerprint
- Tap Touch ID demo app.
- Hand iPhone SE to the customer.
- Follow the on-screen instructions to set up a fingerprint.
- Show how the fingerprint that was used with the Touch ID demo app is accepted.
- Show how other fingerprints are rejected.

Live Photos—View a photo

Relive favorite moments with motion and sound
- Tap Photos, tap Albums, tap Favorites, and swipe through the Live Photos. Point out the subtle movement.
- Touch and hold on a Live Photo to view it.

4K Video Recording

Shoot high-resolution 4K video
- Tap Photos, tap Albums, tap Videos, then tap a 4K video.
- Play the video, and pinch to zoom in to show the level of detail.