

Beat: Technology

Cupertino Debuts Slew of Models in New iPhone 13 Range in Latest Iterative Drop

What's Old is New Again for the iPhone

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USPA NEWS - Another year, another batch of new iPhones hits the Internet to dampened-yet-still-feverish hype in the era of COVID-19. And, as always, some of us are sitting around wondering, "What's the big deal?"

Of course, if you're a huge Apple fan, you probably appreciate Cupertino's iterative approach to product development. After all, why mess up a good thing for no real reason?

Such seems to be the thinking behind the FOUR new iPhone 13 models, ranging from an iPhone 13 Mini to the Pro Max (the latter sounding like a throwback to 1996 product naming conventions but we digress).

Of course, each one is distinguished from the other by the size of both the body itself, screen, and price tag. As you can imagine, the Pro Max will do just that to your available credit card balance yet that model might actually be worth it compared with some of the others that, frankly, have more of a rewarmed iPhone 12 air about them.

So what are we getting with the new iPhone 13? The iPhone 13 Mini and iPhone 13 will both have Cupertino's bespoke A15 Bionic Chip, a pair of front cameras, a 6.1 and 5.4 inch Super Retina XDR display, and an adequate 128GB storage. Colors will be "starlight," "midnight," blue, pink, and, naturally, (PRODUCT)RED. As for pricing, the lower end of the iPhone 13 totem starts at \$799 with a street date of September 24.

The upper echelon of the iPhone 13 family sees an impressive augmentation of the smartphone's camera system in the form of a bunch of new photo modes. Storage goes up to 1TB and new ultrawide cameras promise better capabilities all around in that department.

"The new pro camera system offers even more pro photography capabilities like improved telephoto zoom, macro photography, Photographic Styles, Cinematic mode, as well as ProRes and Dolby Vision video. The Super Retina XDR display with ProMotion is our best display ever; it intelligently responds to the content on your screen, offers fantastic graphics performance, and is perfect for any viewing experience," Apple's Greg Joswiak commented of the iPhone 13 Pro and Pro Max.

Body colors include graphite, gold, silver, and sierra blue with the Pro and Pro Max pricing at \$999 and \$1099.

All of these will utilize Apple's next-gen operating system, iOS 15 which itself promises a host of cool features for content creators and others.

In terms of what models to be excited about, it's hard to deny that the Pro and Pro Max up the power and capabilities of the iPhone segment without changing too much else. That said, they're still pretty similar to last-gen and that's pretty much to be expected at this point (as we alluded to in the introduction).

If you're looking to upgrade your older iPhone handset for something new and improved it is hard to deny that these are currently the best iPhones on the market.

Sources:

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