



AT&T to Offer All-New iPhone 14, iPhone 14 Plus, iPhone 14 Pro, iPhone 14 Pro Max, Apple Watch Series 8, Apple Watch SE, Apple Watch Ultra, and AirPods Pro (2nd Generation)

The iPhone 14 lineup, AirPods Pro (2nd Generation), Apple Watch Series 8, Apple Watch SE, and Apple Watch Ultra are available to pre-order starting on Friday, September 9

New and Existing Customers Get Our Best Deals on EVERY iPhone, including the New iPhone 14 on Us¹

DALLAS, Sept. 7, 2022

AT&T* will offer the most advanced iPhone lineup ever with [iPhone 14](#), [iPhone 14 Plus](#), [iPhone 14 Pro](#) and [iPhone 14 Pro Max](#), all with a durable and sophisticated design, superfast 5G, impressive camera upgrades, and vital new safety capabilities; Apple Watch Series 8 and new Apple Watch SE, with groundbreaking technology and performance; Apple Watch Ultra with a new bold design and a wide range of features built for endurance, exploration, and adventure; and the second generation of AirPods Pro, the most advanced AirPods yet.

iPhone 14 lineup and iPhone 14 Pro

iPhone 14 and iPhone 14 Plus introduce new technologies and groundbreaking new safety capabilities, featuring two sizes — 6.1 inches and 6.7 inches.² The powerful camera system brings impressive upgrades and huge improvements to low-light photos, thanks to the enhanced image pipeline, Photonic Engine. Offering stunning video quality, both models also include a new Action mode for incredibly stable video, and Cinematic mode, now available at 4K at 30fps and 4K at 24fps. New vital safety capabilities — Emergency SOS via satellite and Crash Detection — help connect iPhone users with emergency assistance when they need it most, and with the A15 Bionic chip with 5-core GPU, gorgeous Super Retina XDR display, amazing battery life, industry-leading durability features, and superfast 5G, this lineup is more advanced than ever before. iPhone 14 also activates with eSIM, an easier and more secure alternative to a physical SIM card that allows users to connect or quickly transfer their existing plans digitally. iPhone 14 and iPhone 14 Plus come in five beautiful colors — midnight, blue, starlight, purple, and PRODUCT(RED).³

Powered by A16 Bionic, the fastest chip ever in a smartphone, iPhone 14 Pro and iPhone 14 Pro Max introduce intuitive new ways to experience iPhone, a new class of pro camera



system, and groundbreaking new safety capabilities. Featuring the first-ever 48MP Main camera on iPhone, new Ultra Wide camera, Telephoto camera, and new TrueDepth front camera with autofocus, the pro camera system is even more advanced, and with Photonic Engine, represents the biggest camera leap ever. iPhone 14 Pro and iPhone 14 Pro Max also introduce a new interactive way to experience notifications and alerts with Dynamic Island, and the Always-On display. Available in 6.1-inch and 6.7-inch sizes in four gorgeous finishes — deep purple, gold, silver and space black — iPhone 14 Pro and iPhone 14 Pro Max also include superfast 5G, Emergency SOS via satellite and Crash Detection, all while offering all-day battery life. Customers will be able to pre-order all iPhone models on Friday September 9, with iPhone 14, iPhone 14 Pro, and iPhone 14 Pro Max availability on Friday, September 16, and Friday, October 7 for iPhone 14 Plus.

“We’re excited to offer the most advanced iPhone lineup ever with iPhone 14 and iPhone 14 Pro, so our customers have the latest breakthrough innovations and upgrades for the products they love,” said Jeni Bell, senior vice president of wireless product marketing, AT&T. “We’re proud to still be the first and only carrier to offer our customers the best deals for everyone on every iPhone – including the iPhone 14 Pro on us. We believe that everyone, whether you’re switching to AT&T or have been a loyal customer, equally deserves to share in the excitement.”

Apple Watch Series 8 and Apple Watch SE

Apple Watch Series 8 and new Apple Watch SE bring groundbreaking technology and performance, and important safety innovations to the two best-selling smartwatches. Apple Watch Series 8 maintains the current beloved design with a large, Always-On Retina display, 18-hour battery life, and a new Low Power Mode that can extend battery life to reach up to 36 hours⁵, while building on best-in-class health and safety features like the ECG app and Fall Detection by introducing temperature-sensing capabilities, retrospective ovulation estimates⁶, and Crash Detection and international roaming⁷. With international roaming, available later this year, users can stay connected to a cellular network while traveling abroad by adding Apple Watch to their iPhone roaming plan. Apple Watch Series 8 is available in two sizes, 41mm and 45mm, across a range of case finishes and colors including starlight, midnight, silver and PRODUCT(RED).³

The new Apple Watch SE delivers the core Apple Watch experience including Activity tracking, high and low heart rate notifications, Emergency SOS and Crash Detection all at a more affordable price. SE features a completely redesigned back case that perfectly matches the three classic case finishes. Apple Watch SE is available in 40mm and 44mm aluminum cases, in midnight, starlight, and silver finishes, and is compatible with all bands. Customers can pre-order Apple Watch Series 8 and Apple Watch SE on Friday, September 9, with availability beginning Friday, September 16 at att.com.

Apple Watch Ultra



The most rugged and capable Apple Watch yet, Apple Watch Ultra brings a new bold design and wide range of features built for endurance, exploration, and adventure along with three new bands — Trail Loop, Alpine Loop, and Ocean Band — which provide a secure and comfortable fit for every environment. Apple Watch Ultra is an incredible tool for endurance athletes or those who aspire to push beyond their limits, featuring the most accurate GPS of any Apple Watch to date and up to 36 hours of battery life during normal use. With the bigger, brighter display and durable design, Apple Watch Ultra is the perfect technical tool for adventurers and explorers. A new low-power setting is ideal for multi-day experiences, and can extend battery life to reach up to 60 hours.⁸ Apple Watch Ultra comes with a 86dB audible siren designed for emergencies should users become lost or injured. To support water sports, including recreational scuba diving to 40 meters with the new Oceanic+ app coming later this fall, Apple Watch Ultra is certified to WR100 and EN13319, an internationally recognized standard for dive accessories, including depth gauges that are relied upon by recreational divers around the world.⁹ A new Depth app displays time, current depth, water temperature, duration under water, and max depth reached. [With international roaming, available later this year, users can stay connected to a cellular network while traveling abroad, and, with an international roaming plan, you can add Apple Watch with your iPhone].⁷ Customers can pre-order Apple Watch Ultra on Friday, September 9, with availability starting Friday, September 23 at att.com.

AirPods Pro (2nd Generation)

The second generation of AirPods Pro unlock breakthrough audio performance, including major upgrades to Active Noise Cancellation and Transparency mode, all powered by the new H2 chip. With Personalized Spatial Audio, the AirPods Pro listening experience is even more immersive, and with Touch control, customers can now directly adjust volume with a quick swipe up or down on the stem. Users can enjoy up to six hours of listening time with Active Noise Cancellation, and up to 30 hours when using the case for additional charges.¹⁰ Customers can order AirPods Pro (2nd generation) online on Friday, September 9, with availability in stores on Friday, September 23.

How much can I get the new iPhone 14 lineup for at AT&T?

Get the new iPhone 14 Pro (128GB), iPhone 14 Plus (128GB or 256GB) and iPhone 14 (128GB or 256GB) on us, or get the new iPhone 14 Pro Max for up to \$1,000 off, when you buy on a qualifying installment plan with an eligible AT&T unlimited plan and trade-in an eligible smartphone¹.

What about AT&T Business customers?

AT&T Business customers can also take advantage of our best deals on every iPhone! Plus, customers can save \$150 on every new line they activate on an installment plan with an eligible AT&T Business Unlimited plan¹¹. And starting Sept, 9, 2022, AT&T Business customers can pre-order the iPhone 14 for \$199.99 with a two-year service commitment¹².



For more details, visit att.com/smallbusiness/wireless or, for larger customers, att.com/premier or business.att.com.

What about AT&T PREPAID and Cricket Wireless customers?

Coming soon, [Cricket Wireless](#) customers can experience the new iPhone 14 on Sept. 16. AT&T PREPAID customers will also be able to purchase and activate iPhone 14 at their local authorized AT&T store.

How can I shop for the new iPhone 14 lineup at AT&T?

At AT&T, we make it easy for you to shop the way you want:

- **Live Shopping Assistance:** One of our live virtual experts¹³ can walk you through all the cool features of the new iPhone 14 lineup starting Sept. 16. The best part is that you can see them, but they can't see you. They can also help you place your order and update your wireless plan, just like if you were in a store. Visit att.com/shop-live.
- **AT&T Right To You:** For a more personal, white glove delivery and expert setup service, try AT&T Right To You¹⁴ – you can pick when and where you want to receive your device. You can also enjoy free shipping with flexible returns, as well as same day pick-up, either in-store or curbside¹⁵.
- **myAT&T app:** Download our free app with updated features like pre-order date calendar reminders to even simpler navigation that gets you to the new iPhone 14 faster. Text myATT to 556699 for the link.

To make things easier, you can now upgrade up to 5 eligible lines on your account at the same time as you're shopping for the new iPhone 14 on att.com.

What are the latest AT&T wireless plans like?

With [Unlimited Your WaySM](#), you can pick the perfect unlimited plan for each member of your family. For a family of four, plans start at \$35/mo. per line¹⁶. All plans include AT&T 5G access, mobile hotspot data, as well as [AT&T ActiveArmorSM](#) – which provides built-in 24/7 network protection, plus a free app with spam call blocking and more. Whether you choose our Starter, Extra or Premium plan, you'll always get our best deals, too.

And for a limited time, existing eligible wireless customers who add new Fiber internet service (300M+) can receive a \$300 reward card¹⁷.

For more details on pricing and data plans, please visit att.com.

For more details on Apple products, please visit www.apple.com.

¹ **AT&T may temporarily slow data speeds if the network is busy. Limited time offer. Offers vary by device.** Req's purch. on installment plan & elig. svc (min. \$75/mo. before discounts). Well-



qualified customers. Price after monthly credits over term of the installment plan. Trade-in must be in good condition with min. \$230 trade-in value. **If svc cancelled, credits stop & device balance due. For new lines, if svc on other lines cancelled w/in 90 days credits stop.** No credit for optional \$6/mo. Next Up upgrade feature. \$35/ Activ./Upgrade, add'l fees, taxes & other charges, & restr's apply. See att.com for more details.

² The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches (iPhone 14), or 6.68 inches (iPhone 14 Plus) diagonally. The actual viewable area is smaller.

³ Every (PRODUCT)RED purchase now contributes directly to the Global Fund to combat pandemics like COVID-19 and AIDS.

⁵ with iPhone present.

⁶ The Cycle Tracking app should not be used as a form of birth control. Data from the Cycle Tracking app should not be used to diagnose a health condition.

⁷ International roaming is available on Apple Watch SE, Apple Watch Series 8, and Apple Watch Ultra, and all cellular models from Series 5 onwards running watchOS 9.

⁸ Low Power Mode temporarily disables select features, including the Always-On Retina display, workout autostart, heart health notifications, and more.

⁹ Apple Watch Ultra has a water resistance rating of 100 meters under ISO standard 22810. Apple Watch Ultra may be used for recreational scuba diving (with a compatible third-party app from the App Store) to 40 meters, and high-speed water sports. Apple Watch Ultra should not be used for diving below 40 meters. Water resistance is not a permanent condition and can diminish over time. For additional information, see support.apple.com/en-us/HT205000.

¹⁰ Battery life varies by use. See apple.com/batteries for details.

¹¹ Wireless is min. \$85/mo. before discounts. **Limited time offer.** Avail. only to qual. business customers. Limit 5 lines per online order. Req's new line(s). Up to \$150 in bill credits (per line) applied over term of the installment plan; starts w/in 3 bills. **If svc cancelled, credits stop.** Fees, taxes, charges, & restr's apply.

¹² Available to qualified business customers. Wireless service is required and is extra. \$50 Upgrade, early termination fee, other fees, taxes, charges & restr's apply.

¹³ Virtual experts are available Mon. - Fri. 7am-11pm CT, Sat. 8am-9pm CT, and Sun. 9am-8:30pm CT

¹⁴ AT&T Right To YouSM:

Same-day delivery subject to availability. Select areas only. See att.com/righttoyou for details.

¹⁵ Curbside or In-store pickup subject to availability.



¹⁶ Price requires AT&T Unlimited Starter, autopay & paperless bill. Taxes and fees extra. **AT&T may temporarily slow data speeds if the network is busy.** Compatible device for 5G, and AT&T ActiveArmor app access. Download of app req'd. 5G may not be available in your area. For coverage details, see att.com/5Gforyou. Add'l charges, usage, speed & other restr's apply. See att.com/unlimited for details.

¹⁷ Reward card redemption required. Terms and conditions apply.

***About AT&T**

We help more than 100 million U.S. families, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at about.att.com. Investors can learn more at investors.att.com.

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