



FAST TAKE

Apple Special Event
September 9, 2015

On September 9, 2015 the world was eagerly tuned in to see Apple's announced new releases. From the leaks that had already surfaced, it was clear that a number of big announcements would be made. This is MEC's summary of the main points and their implications for brands.

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Apple Watch

What's new:

- 10,000 watch apps are now available in the app store
- Watch OS2 is coming soon – this provides huge improvements to native app capabilities and opens new hardware APIs
- Hermes is launching an exclusive Apple Watch (cost unknown!)
- New Gold Aluminium and Rose Gold Aluminium cases and straps

Read more: <http://www.apple.com/watch/>

iPad

What's new:

- Announcing the iPad Pro that is designed to take on the laptop/business market
- A giant 12.9" screen size makes it bigger than some MacBooks
- Accessories include a connected keyboard and a smart stylus (Apple Pencil)
- It has double the processing and graphic power of the iPad Air 2
- It comes with four stereo speakers built into the base
- Launching is scheduled for November, ahead of the holiday season

Read more: <http://www.apple.com/ipad-pro/>

Apple TV

What's new:

- Apple TV has a new OS and will enable third party apps like other products
- Full voice activation throughout, with Siri able to recommend what to watch and search within dedicated Apple TV apps like Netflix
- New touch surface on the remote control to enable swipe based navigation
- Full integration of Apple Photos and Apple Music services
- Games apps will be available at launch, including Activision Guitar Hero
- Games apps will support multi device stop-start across Apple devices
- Shopping apps like Gilt enable beautiful, large screen eCommerce
- The new tvOS is available to developers immediately
- The new Apple TV will be available in October

Read more: <http://www.apple.com/tv/>

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iPhone

What's new:

- The iPhone 6S and 6S Plus were announced
- A new 'force touch' feature called 3-D Touch enables new types of in-app navigation and the ability to peek into things
- HD Video camera has been updated to shoot 4K quality
- New Live Photos capture video 1.5 seconds before and after a picture is taken to provide movement in static photos (Facebook will allow the new format)
- Siri is now available by voice command and offers a proactive assistant
- New iPhone upgrade program starting in US will allow users to get the latest iPhone every year from \$32 per month – airtime is added on separately
- Pre-orders start on September 12

Read more: <http://www.apple.com/iphone-6s/>

iOS9

- Apple News launches in the new OS
- Maps get transit information and 'nearby' recommendations
- Multi-task split view available for iPad
- Siri proactive assistant now makes intelligent recommendations
- Available globally from September 16

Read more: <http://www.apple.com/ios/whats-new/>

Conclusions, thoughts implications for brands

Following all the talk and discussion about **ad blocking** in iOS9, Apple mentioned nothing new about this at the event. It makes you realise how Apple has the power to disrupt an entire industry with a topic that is nothing but a side show to Apple itself.

The **Watch OS2** will really allow Apple Watch to develop and push forward into new territories. The health demos shown at the event were impressive, and any brand with a utility offer must now consider the watch, glances and notifications as part of the communications toolset.

The new **Siri** proactive assistant further suggests that notifications and alerts will be a major driving force for future mobile services – even more than apps themselves. Brands that notify their customers of relevant and contextual information, will really win in this space.

Bigger, clearer **screens** on the new iPads and iPhones continue to highlight the need for beautiful apps and mobile experiences. Very high resolution **images** are now the new normal, and the use of low resolution images or pixelated ads will be damaging to how the consumers view a brand.

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The new creative features like **4K video** and **Live Photos**, further show how quality content can be created and edited directly from the iPhone. Live Photos look like high quality beautiful GIFs and it will be interesting to see how brands will work with this new creative form across mobile and social. Facebook has announced that it will enable the new format soon, but we expect this to be restricted to mobile devices as it requires a force push to enable. The rise of social-mobile continues...

The **iPhone** upgrade program is great for consumers but bad news for mobile operators who will need to find a new way to differentiate their commoditised airtime plans. These plans will suddenly become more transparent, comparable and remove the need for a long term contract.

With its new **TV** offering, Apple is making another play for the living room and becoming a threat to the traditional games consoles. With mobile games on an incredible rise and with declining console unit sales, it's not hard to envisage a world where games reside within the same consumer ecosystem as everything else, e.g. Apple and Google. In fact, Apple is already allowing developers to extend their mobile games to TV and enable the stop-start action between TV, iPhone and iPad.

Retail brands will now be able to take their apps to a large screen, enabling a full lean back sofa experience. The demos at the event showed the advantage of curating retail experiences in apps, and Apple clearly believes that this provides the very best experience whatever the screen. This is further evidence that the screen is simply becoming 'dumb glass' and it's the consistent cloud services and apps that run on the glass that is the real differentiator.

As we dive into this multi-screen world, the need to understand and connect **identity** becomes more important than ever to marketers. With a new 'device ID' or 'user' on the TV, we are getting closer to the concept of programmatic advertising across digital screens, buying channel agnostic audiences as and when they appear on each screen. The holy grail in this new world would see the mobile device become the 'data listener' – picking up relevant personal information about each consumer and then delivering a full screen personalised TV ad to the user based on that information. Now wouldn't that be nice.

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