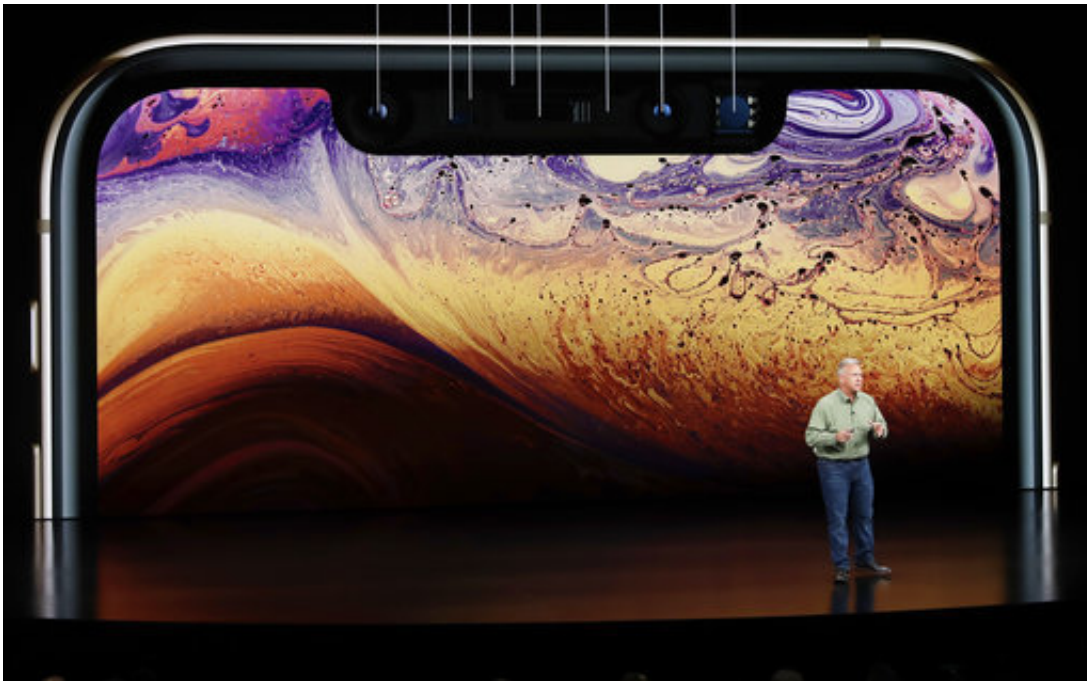


Bigger, pricier iPhone shown at Apple event Wednesday

September 12 2018, by Michael Liedtke



Phil Schiller, Apple's senior vice president of worldwide marketing, speaks about the Apple iPhone XS at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)

Apple unveiled three new iPhones on Wednesday, including its biggest and most expensive model yet, as the company seeks to widen the product's appeal amid slowing sales.

CEO Tim Cook showed off the Apple XS, which has a bigger screen than the one on last year's dramatically designed model , the iPhone X. A bigger version will be called the iPhone XS Max, which looks to be about the size of the iPhone 8 Plus, though the screen size is much bigger.

As with the iPhone X, the new phone has a screen that runs from edge to edge, an effort to maximize the display without making the phone too awkward to hold. The screen needs no backlight, so black would appear as truly black rather than simply dark.

This even-bigger iPhone represents Apple's attempt to feed consumers' appetite for increasingly larger screens as they rely on smartphones to watch and record video, as well as take photos wherever they are.

The iPhone X also got rid of the home button to make room for more screen and introduced facial-recognition technology to unlock the device.

By making more expensive iPhones, Apple has been able to boost its profits despite waning demand as people upgrade phones less frequently. iPhones fetched an average price of \$724 during the April-June period, a nearly 20 percent increase from a year earlier.



Phil Schiller, Apple's senior vice president of worldwide marketing, speaks about the Apple iPhone XS and Apple iPhone XS Max at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)

Worldwide [smartphone](#) sales grew just 2 percent during that period, according to the research firm Gartner Inc. During the second quarter, which is typically slow for Apple, China's Huawei Technologies surpassed Apple as the second-largest seller of smartphones, based on Gartner's calculations. Samsung remained in the lead.



Phil Schiller, Apple's senior vice president of worldwide marketing, speaks about the Apple iPhone XS at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)



Apple CEO Tim Cook speaks about the Apple iPhone XS at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)



Jeff Williams, Apple's chief operating officer, speaks about the Apple Watch Series 4 at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)



Jeff Williams, Apple's chief operating officer, speaks about the Apple Watch Series 4 at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)



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Apple CEO Tim Cook speaks at the Steve Jobs Theater during an event to announce new Apple products Wednesday, Sept. 12, 2018, in Cupertino, Calif. (AP Photo/Marcio Jose Sanchez)



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