

Apple offers a range of iPhones, from \$450 to \$1,100

October 23 2018, by Anick Jesdanun



This Monday, Oct. 22, 2018, photo shows the iPhone XR, left, that has a single lens, and the iPhone XS Max that has two lenses, in New York. (AP Photo/Richard Drew)

Apple's new iPhone XR has most of the features found in the top-of-the-line iPhone XS Max, but not its \$1,100 price tag. The XR offers the right trade-offs for just \$750.

For something cheaper, you'll need to look in the iPhone history bin. Older models are still quite good. If you're shopping for a new phone, it pays to think hard about what you really want and what you're willing to pay for it. Improvements over the previous generation tend to be incremental, but can add up over time—and so do the sums you'll pay for them.

IPHONE 7 (\$449)

The big jump in iPhone cameras came a generation earlier with the iPhone 6S, when Apple went from 8 megapixels to 12 megapixels in resolution. With the iPhone 7, the front camera goes from 5 megapixels to 7 megapixels, so selfies don't feel as inferior.

The iPhone 7 is Apple's first to lose the standard headphone jack. Headphones go into its Lightning port, which is used for both charging and data transfer. It's a pain when you want to listen to music while recharging the phone. For that, you need \$159 wireless earphones called AirPods. Apple no longer includes an adapter for standard headphones; one will set you back \$9 if you need it.

IPHONE 7 PLUS (\$569)

This larger version of the iPhone 7 has a second camera lens in the back, allowing for twice the magnification without any degradation in image quality. It also lets the camera gauge depth and blur backgrounds in portrait shots, something once limited to full-featured SLR cameras. The dual-lens camera alone is a good reason to go for a Plus, though the larger size isn't a good fit for those with small hands or small pockets.



This Monday, Oct. 22, 2018, photo shows from left the iPhone 8, iPhone 8 Plus, and the iPhone XR in New York. The new XR phone has a larger display and loses the home button to make room for more screen. (AP Photo/Richard Drew)

IPHONE 8 (\$599)

New color filters in the camera produce truer and richer colors, while a new flash technique tries to light the foreground and background more evenly. Differences are subtle, though. The year-old model, similar in size to the iPhone 7, restores a glass back found in the earliest iPhones. That's done so you can charge it on a wireless-charging mat, which also solves the problem of listening to music while charging. But with more glass, it's even more important to get a case and perhaps a service plan.

IPHONE 8 PLUS (\$699)

Again, the Plus version has a larger screen and a second lens. For those shots with blurred backgrounds, a new feature lets you add filters to mimic studio and other lighting conditions.

IPHONE XR (\$749)

The display on Apple's latest model, which comes out Friday, lacks the vivid colors, contrast quality and resolution of the pricier iPhone XS and XS Max. As with the XS models, though, you'll still get a display that largely runs from edge to edge. Gone is most of the surrounding bezel along with the home button. Many tasks now require swipes rather than presses. The fingerprint ID sensor is replaced with facial recognition to unlock the phone. There's more display than the regular XS, but the phone itself is also larger—just not as large as the Max.

The camera continues to improve, with better focus and low-light capabilities. Many shots now blend four exposures rather than two for better lighting balance in suboptimal conditions. The XR doesn't have the dual-lens camera, though it can offer some of the blurred-background effect with software.



This Monday, Oct. 22, 2018, photo shows from left, the iPhone XS, iPhone XR, and the iPhone XS Max in New York. The XR falls between the top-of-the-line XS models in size, but is lower in price. (AP Photo/Richard Drew)

IPHONE XS (\$999)

As with the iPhone X it replaces, the new XS also has an edge-to-edge display. The display has about the same surface area as the iPhone 7 Plus and 8 Plus, while the phone itself is only slightly larger than the regular iPhone 7 and 8. Improved display technology means vivid colors and better contrasts, including black that is black rather than simply dark. You also get a dual-lens camera.

IPHONE XS MAX (\$1,099)

This is essentially the "Plus" version of the iPhone XS. The phone itself

is about the size of the Plus, but with more room for the display. This phone won't feel big for existing Plus users, but think twice if you have small hands or small pockets.

WHILE SUPPLIES LAST

Apple no longer sells the iPhone SE , which is essentially a three-year-old iPhone 6S, packed in a body that's smaller but thicker than the iPhone 7 and 8. Though the trend in phones has been to go bigger, some people preferred the smaller size—and the \$350 price tag. You can try to get it from some wireless carriers and other retailers, at least for now.

ALL IN THE MEMORY

If you get an SE, 7 or 7 Plus, consider spending another \$100 to quadruple the storage. Those phones come with a paltry 32 gigabytes, just half of what's standard these days. If you don't upgrade, you risk filling up your phone quickly with photos, video, songs and podcasts.

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