What's New for Business

Fall 2018

Take advantage of powerful new features for business. With new hardware and software, employees have even more powerful tools to choose from. New features make it easier than ever for IT to manage devices. And new platform technologies open up more opportunities for developers to build great apps for business.

New iPhone lineup

The new iPhone lineup provides business users with even more options to do their best work. iPhone Xs and iPhone Xs Max feature an all-screen design with Super Retina displays, advanced Face ID, A12 Bionic, and more powerful cameras. And iPhone XR features an all-screen design with a Liquid Retina display—the most advanced LCD in a smartphone.

New iPad Pro

The redesigned iPad Pro features an all-screen Liquid Retina display in 11″ and 12.9″ sizes, a powerful A12X Bionic chip, and USB-C connection. A new Apple Pencil and Smart Keyboard Folio also make it easier than ever to work with iPad Pro.

Redesigned Apple Watch

Apple Watch Series 4 features a complete redesign and watchOS 5 makes it easy to stay connected with Walkie-Talkie, the Siri watch face, and interactive notifications.

Performance improvements in iOS

iOS 12 makes iPhone and iPad faster and more responsive for everyday activities, like launching apps, typing, swiping, and scrolling. This improvement applies to all supported devices, going all the way back to iPhone 5s and iPad Air.

Siri Shortcuts

Siri can now intelligently pair daily routines with third-party apps to suggest convenient shortcuts right when users need them. Users can run shortcuts with their voice and also use the new Shortcuts app to create personalized shortcuts that combine multiple steps, including those provided by third-party apps.

Additional productivity enhancements in iOS

In addition to productivity features above, iOS 12 introduces Group FaceTime, Screen Time, Do Not Disturb, and streamlined notifications, to help business users understand how they're spending their time, focus, and limit distraction. CarPlay also now supports third-party navigation apps.

Updated MacBook Air and Mac mini

The new MacBook Air features a brilliant Retina display, Touch ID, the latest-generation keyboard, and a Force Touch trackpad. And the Mac mini has been re-engineered to be more powerful than ever.

Productivity features in macOS Mojave

macOS Mojave introduces Dark Mode to help users stay better focused on their work. Employees can automatically organize files using Stacks, take and edit screenshots easily, and share photos seamlessly between iPhone and Mac with Continuity Camera. The redesigned Mac App Store now makes it easy for users to discover and learn more about new apps.

Security and privacy updates

macOS Mojave requests permission when an app wants to access a user's Mac camera, microphone, or sensitive data. New features in Safari on macOS and iOS also make it harder for sites to identify and track users.

IT enhancements

Apple Business Manager, now available in 64 countries, is a simple, web-based portal that lets IT administrators manage people, device enrollment, and content all from one place.

Other enhancements include streamlined device configuration with the option to skip certain Setup Assistant screens, as well as new Quality of Service keys in Cisco Fastlane. App Store apps can now be distributed through MDM to Apple TV.

Developer opportunities

ARKit 2 introduces persistent and shared augmented reality experiences. Core ML 2 and Create ML let developers train existing models or create their own models on Mac. And the Shortcuts API allows developers to open up their app to users with Siri Shortcuts.

Coming in 2019, UIKit frameworks will be adapted to macOS, making it easier for developers to bring iOS apps to Mac.