

News

New Apple CEO unveils latest iPhone lineup, including a foldable model called Duo

CUPERTINO, California (AP) — Apple on Wednesday unveiled its latest generation of iPhones, including a widely anticipated foldable version called Duo.

The company's new CEO, John Ternus, who took over from Tim Cook on Sept. 1, introduced the latest lineup at the company's Cupertino, California headquarters.

After cycling through other updates to the iPhone, the Apple Watch and AirPods, Ternus told the audience inside the Steve Jobs Theater that "actually there is one more thing," in a nod to the trademark phrase from Jobs that the company's legendary late founder himself borrowed from the 1970s detective show "Columbo."

The foldable phone has the "largest display ever on an iPhone, yet fits into your pocket," Ternus said.

The phone opens to a 7.6 inch display that is 80% larger than the newest iPhone 18 Pro. It will let people use an Apple Pencil on the phone, a capability previously reserved for iPad users.

Duo, Ternus said, "will

redefine the experience of using a foldable phone."

The Duo lets users split the screen to use two different apps on the device, or two windows of the same website for things like comparison shopping. With a starting price of \$1,999, it is the most expensive iPhone yet.

The Duo "was always going to eclipse Apple's other announcements at the event," said Ben Wood, chief analyst at CCS Insight. "The device adds a distinctive new design to the iPhone lineup and marks the company's entry into the niche foldable smartphone category."

Wood said that while there is certain to be demand for the Duo, which costs less than some analysts had anticipated, foldables still account for less than 5% of the overall smartphone market.

New iPhone 18 models

The iPhone 18 Pro and 18 Pro Max, Ternus said, bring improvements to the battery, camera, and performance. They will start at \$1,199 and \$1,299, respectively. Customers can pre-order the phones starting

on Sept. 12 and they will be available on Sept. 18, although the Duo will be available on Oct. 23.

The new models feature a long battery life — 45 hours of video playback for the Pro Max — and faster charging. The camera offers what Apple called "cinematic effects" from regular video captured on the phone, as well as new options for manual controls

and "smart focus tracking," which lets users focus on a single moving subject, such as a kid during a soccer game.

Apple is also focusing on Siri's new AI capabilities with the new phones, emphasizing privacy and security to stand apart from rivals who are further along in incorporating AI.

Many of Apple's biggest rivals, such as Samsung, Motorola and Google, have already come out with foldable smartphones. But Apple is not one to rush on new technologies.

"The foldable launch is straight out of Apple's playbook: Wait for the product to work out its kinks and for the market to offer glimpses of viability, then enter and shape the category," said Forrester analyst Dipanjan Chatterjee. But, he added, the question will be whether it can expand demand for what's still a niche product category.

Compared with earlier generations, the iPhone 18 costs about \$100 more due partly to a global memory chip shortage. The iPhone 17's price ranges from \$799 to \$1,999 depending on the model.

Earlier this year, Apple unveiled artificial intelligence advances, including upgrades to its Siri assistant, emphasizing a focus on privacy and day-to-day use as the company tries to catch up with rivals on AI.

Ternus takes center stage

The keynote address for Ternus was his opportunity to set the tone for his vision of Apple's fu-

ture, Chatterjee said.

"John Ternus inherits perhaps the most successful consumer technology juggernaut in modern times. That is both a boon and a burden for him. Tim Cook's perfected execution, scale, and monetization set a high bar, and Ternus must extend that run," Chatterjee said. "But he must sustain that momentum while positioning Apple to disrupt itself in the near future, when the iPhone, or any smartphone for that matter, will cease to be the consumer's primary conduit to the world."

Wood noted that, with all the excitement around the Duo, the official arrival of Ternus as CEO "felt like less of a story" than he'd expected.

"This event marks a seamless transition from Tim Cook, and its timing to coincide with the iPhone Duo was undoubtedly planned," Wood said. "However, despite the media frenzy about this new device, it is the broader strength of Apple's hardware, software and services that will drive the company forward."

ALCOHOL, WHEY AND MOTORCYCLES ARE IN THE CROSSHAIRS OF THE US IMPORT BAN ON CANADA PRODUCTS



Prime Minister Mark Carney speaks about Canada's response to new U.S. tariffs during a news conference on Parliament Hill in Ottawa on Saturday, Aug. 22, 2026.

PATRICK DOYLE/THE CANADIAN PRESS VIA AP

NEW YORK (AP) — The trade war between the U.S. and Canada escalated again this week as the U.S. announced import bans on most alcoholic beverages from Canada, along with other products including whey, molasses and motorcycles.

The U.S. had already imposed 50% tariffs on about \$20 billion in Canadian products — about 5% of the \$381.92 billion worth of products that the country sent to the U.S. last year. The import bans announced late Tuesday target some of those products.

Exporting products to the U.S. with a 50% levy would have been difficult for Canadian businesses. But the import bans, set to be implemented on Sept. 29, are designed to increase the pain even more.

Import bans are "extremely unusual as a artifact of trade policy," said Jonathan Doh, professor of international business at Villanova University. "I can't remember any action in the modern era that involved an absolute ban."

But he said they are, "in terms of the material impact, not that great overall," except in specific categories like alcohol.

Here's a look at the prod-

ucts in the cross-hairs of the import bans.

Alcohol brands under pressure

The trade war has escalated boycotts on American alcohol in Canada, as some provincial liquor boards and stores started taking U.S. labels off store shelves beginning in 2025.

"What that effectively meant was that U.S. liquor, wine, beer, was banned from the Canadian market," Doh said. "And I think this perhaps appears to have stimulated the U.S. trade policy officials to think, 'Well, you're gonna ban some of our imports, we're gonna ban some of yours as well.'"

The U.S. import ban covers a wide array of categories: beer made from malt, certain types of wine, and spirits like bourbon, whiskey, gin, vodka and others.

In 2023, 17.5 million 9-liter (2.4-gallon) cases of Canadian whiskey were sold in the United States, worth about \$2.3 billion in revenue for distillers, according to the trade group the Distilled Spirits Council of the U.S.

Overall, the U.S. imported about \$846.1 million of the products on the import ban list in 2025, per U.S. trade data.

"I see this very much in

the spirit of kind of tit-for-tat," Doh said.

Protein-additive whey is a target

The dairy import ban focuses on whey, a byproduct of cheese-making that can be used to add protein to products.

The demand for products with added protein has skyrocketed, causing shortages of food-grade whey protein and pushing prices to new records.

According to U.S. trade data, almost half of the \$73.6 million in general whey and modified whey that the U.S. imported in 2025 came from Canada, although the whey products included in the ban are a smaller fraction of that.

Eight different types of whey, including protein concentrates and modified whey, are included in the current ban.

Some molasses products are also included in the ban.

Most Canadian motorcycles will be banned

The import ban includes motorcycles and mopeds with larger engines, which make up the vast majority of motorcycles imported to the U.S. from Canada.

But it isn't a big percentage of U.S. imports of motorcycles overall. Of the \$943.7 million in motorcy-

cles imported by the U.S. in 2025, the type of motorcycle under the ban that came from Canada made up less than 9% of that, or about \$80.6 million, according to U.S. trade data.

Other products will be removed from tariff list

The changes made to the tariff list weren't all bans. Several products — including cement, toilet paper, bedsheets and fishing rods — will be struck from the tariff list.

Republican U.S. Sen. Susan Collins of Maine, who is locked in a tough fight for reelection, had urged the administration to spare cement and paper from the tariffs, saying last month that the levies "could jeopardize" the viability of Maine companies and "the jobs that they support."

Barry Appleton, co-director of the New York Law School's Center for International Law, said the administration's latest moves — banning products and adding key products like steel and aluminum to the tariff list — risk provoking further Canadian retaliation.

"None of it is beneficial in terms of economic efficiency or affordability," he said. "It's going to reduce consumer choice. It's going to mess up supply chains."

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