iPhone 17 Pro Max — full specs and what Apple announced

Apple has officially unveiled its new flagship as part of the 2025 iPhone lineup. This model represents the peak of Apple's smartphone technology at the moment — with major upgrades in display, camera, battery life, performance, and overall design philosophy. Below is a detailed breakdown of everything Apple announced about iPhone 17 Pro Max, based on official specs and reliable reports. The goal is to give you a clear, precise understanding of what this device offers — and whether it may be worth upgrading to.

Design & Build: aluminum unibody, tougher glass, refined finish

iPhone 17 Pro Max introduces a redesigned build. Instead of a titanium frame, Apple went back to an aluminum unibody construction, but with significant improvements: both the front and back are now protected with the latest version of Ceramic Shield. The front uses "Ceramic Shield 2" which Apple says offers about three times better scratch resistance; the back side gets a Ceramic Shield treatment too, advertised as up to four times more crack-resistant compared with older iPhone glass backs.

The device is available in three finishes: Silver, Deep Blue, and Cosmic Orange.

Display: huge OLED panel with Pro features and sun-ready brightness

iPhone 17 Pro Max sports a 6.9-inch "Super Retina XDR" all-screen OLED display. The resolution is 2868×1320 pixels at ~460 ppi.

The screen supports Dynamic Island, Always-On display, ProMotion up to 120 Hz, HDR, True Tone, Wide color (P3), Haptic Touch, and more.

On the brightness front, this OLED panel hits up to 3000 nits of peak outdoor brightness — making it one of the brightest smartphone screens on the market. It also includes anti-reflective and fingerprint-resistant coatings, plus improved contrast and reduced glare for outdoor use.

Performance: A19 Pro chip, plenty of RAM, future-ready connectivity

Under the hood, iPhone 17 Pro Max is powered by Apple's new chip. According to Apple, this chip features a 6-core CPU configuration (2 performance cores + 4 efficiency cores), a 6-core GPU, and a 16-core Neural Engine — delivering significantly improved performance over previous generation.

RAM has also been increased: the Pro Max — as well as the rest of the Pro lineup — comes with 12 GB RAM.

On the connectivity side, the device includes a newly designed wireless chip, the , which enables Wi-Fi 7, Bluetooth 6, Thread, and upgrades like an updated Ultra Wideband chip, NFC, and full support for 5G (sub-6 GHz and mmWave) with 4x4 MIMO.

Camera system: triple 48 MP + powerful telephoto, improved video and photography

The rear camera system on iPhone 17 Pro Max is completely revamped. All three lenses — Main, Ultra Wide, and Telephoto — are now 48 MP "Fusion" cameras.

Here's how they break down:

- **Main (Fusion Main):** 24 mm focal length, ƒ/1.78 aperture, second-generation sensor-shift optical image stabilization, support for high-resolution photos (24 MP and 48 MP), 100% Focus Pixels.
- **Ultra Wide (Fusion Ultra Wide):** 13 mm, ƒ/2.2 aperture, 120° field of view, Hybrid Focus Pixels, allowing 48 MP wide-angle photos.
- **Telephoto (Fusion Telephoto):** multiple modes — 100 mm (4× zoom) and 200 mm (8× optical zoom), both offering sensor-shift stabilization, autofocus, tetraprism lens design. This represents a major upgrade over previous models' telephoto capabilities.

Beyond raw specs, Apple introduced more advanced photography and video features: ProRes RAW and Apple Log 2 support, genlock for multi-camera video syncing, Spatial photos, macro photography (48 MP), Night mode, Deep Fusion, Smart HDR 5, Portrait with depth control, Portrait Lighting (six effects), panorama up to 63 MP, and much more.

Digital zoom extends up to 40×, and users can choose a custom default lens (e.g. Main, Telephoto) if desired.

On the front, iPhone 17 Pro Max features an 18 MP camera with support for the new — enabling automatic framing and tracking during video calls and selfies. This marks a significant improvement in front-facing camera quality.

Battery, charging and thermal design: longer life and better heat management

Battery capacity is substantial: the official energy labels reveal that iPhone 17 Pro Max uses a 5,088 mAh battery — an increase compared with the previous generation.

According to Apple, this provides the longest battery life of any iPhone yet — with up to 39 hours of video playback per charge.

Additionally, the internal design now incorporates a vapor chamber cooling system, which helps dissipate heat more efficiently during heavy workloads such as gaming or video editing.

Charging and connectivity remain modern: the phone uses a USB-C connector (with support for charging, DisplayPort output, and USB 3 at up to 10 Gb/s), MagSafe wireless charging up to 25 W, and Qi2 wireless charging also up to 25 W.

Storage, SIM, sensors and other hardware details

iPhone 17 Pro Max offers storage options from 256 GB, 512 GB, 1 TB, and — for the first time in iPhone history — up to 2 TB.

Importantly, Apple has moved to a dual-eSIM-only model on Pro devices in several markets, which means there is no physical SIM tray. This allows the extra internal space to be used for the larger battery.

Hardware sensors: along with the usual Face ID, LiDAR scanner, accelerometer, gyro, barometer, proximity sensor, dual ambient light sensors — the new model also brings an upgraded Ultra Wideband chip, NFC, dual-frequency GPS (with support across GPS, GLONASS, Galileo, QZSS, BeiDou, NavIC), digital compass, and iBeacon micro-location support.

External controls include an "Action button," which can be assigned a variety of functions: Silent Mode, Focus, Camera activation, Visual Intelligence, Flashlight, Voice Memo, Music recognition, Translate, Magnifier, shortcuts, or accessibility features.

Why iPhone 17 Pro Max matters — and who it's for

With iPhone 17 Pro Max, Apple is clearly targeting users who demand the absolute top performance, camera flexibility, and battery life from a smartphone. Several categories of people will benefit the most:

- **Photographers and content creators.** The triple 48 MP system with 8× optical zoom, ProRes RAW + Apple Log 2, macro, spatial photos and advanced video capabilities make this device a powerful tool for mobile photography and video shooting — suitable even for creators who shoot professional content on-the-go.
- **Power users and heavy multitaskers.** With the A19 Pro chip, 12 GB of RAM, and the massive storage options (up to

2 TB), the Pro Max is designed to handle heavy workloads: large apps, pro-level video editing, gaming, or running AI-powered features.

- **Frequent travelers or business users.** Support for dual-eSIM (no physical SIM), extensive global GPS support, fast connectivity (5G, WiFi 7, Thread, Ultra Wideband), plus strong battery life — these make it ideal for productivity, video calls, navigation, and seamless usage abroad.
- **Anyone who wants a premium iPhone with top battery life and a large, bright display.** For those who consume lots of media, play games, or simply want the best possible screen and battery performance, iPhone 17 Pro Max delivers clear gains over previous generations.

Conclusion: iPhone 17 Pro Max sets a new flagship standard

The iPhone 17 Pro Max is, without exaggeration, the most capable iPhone Apple has ever built. From its redesigned aluminum unibody with ceramic shielding, to the upgraded 6.9-inch OLED display with 3000-nit peak brightness, from the powerful A19 Pro chip and 12 GB RAM, to the versatile triple 48 MP camera array and long-lasting 5,088 mAh battery — this device represents a significant leap forward across nearly every dimension.

For users seeking maximum performance, creative flexibility, and future-proof hardware, iPhone 17 Pro Max will likely remain a top choice for years. For those coming from older iPhone models (or even recent ones), the upgrades in display, camera, battery, and storage may well justify the investment. In short — Apple raised the bar once more, and for many users, this Pro Max stands out as a flagship smartphone benchmark in late 2025.