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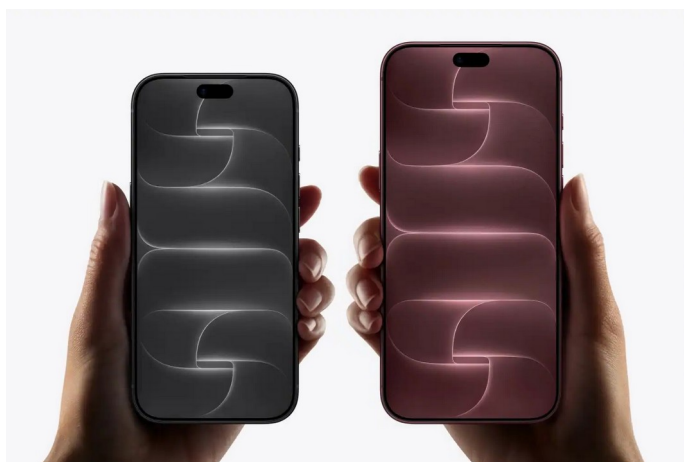
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Apple's iPhone 18 Pro brings first variable-aperture iPhone camera and Siri AI to Seataalk Mobile stores

New Pro camera controls, photo authenticity tools and a faster A20 Pro chip out now

SEATTLE, Wash. - Sept. 20, 2026 - Seataalk Mobile is now selling Apple's iPhone 18 Pro and iPhone 18 Pro Max at all of its Washington stores and online at seataalkmobile.com, giving Pacific Northwest customers access to the first iPhone with an adjustable camera aperture. Both models went on sale nationwide Friday, Sept. 18. The iPhone 18 Pro starts at \$1,199 and the iPhone 18 Pro Max at \$1,299, according to [Apple's product announcement](#).

Apple unveiled the phones Sept. 9 at its headquarters in Cupertino, California. The biggest change is the camera. Every iPhone Pro since the iPhone 14 Pro has used a main lens fixed at f/1.78, [according to BGR](#). The new 48-megapixel Fusion main camera instead uses a physical iris made of six laser-cut blades that moves among four settings, from f/1.48 to f/4. Apple said the design improves low-light photos and keeps more of a scene in focus, such as the back row of a group photo.



The iPhone 18 Pro and iPhone 18 Pro Max in Apple's new burgundy finish. Photo courtesy of Apple.

Apple also added Pro controls to the Camera app, allowing manual adjustment of aperture, shutter speed and white balance alongside a live histogram, features that previously required third-party apps. A new opt-in feature, Apple Reference Image, has the camera sensor digitally sign each pixel so viewers can compare a photos and see what was edited. Apple marketed the tool for journalists and others concerned about identifying AI images.

The phones run iOS 27, which launched Sept. 14 with a beta of Siri AI which is a rebuilt version of Apple's voice assistant. Siri AI can draw on personal context from messages, email and photos. It can also take action on what is displayed on the screen and answer questions about what the camera sees through a new Siri mode in the Camera app. Both phones use Apple's A20 Pro chip, built on a 2-nanometer process, which Apple said doubles on-device AI processing power compared with last year's A19 Pro.

Key iPhone 18 Pro features:

- **Variable aperture:** 48-megapixel Fusion main camera with four aperture settings, from f/1.48 to f/4.
- **Pro controls:** Manual aperture, shutter speed, white balance and a histogram all built into the Camera app.
- **Apple Reference Image:** Opt-in photo verification that shows whether an image has been edited.
- **Siri AI beta:** Onscreen awareness, personal context and a Siri mode in the Camera app.

- **Battery:** Up to 36 hours of video playback on iPhone 18 Pro and 45 hours on iPhone 18 Pro Max for eSIM-only models, according to Apple.

Greg Joswiak, Apple's senior vice president of worldwide marketing, said in the company's announcement that the new camera makes it easy for anyone "to capture stunning photos and videos using variable aperture."

"We received feedback from customers noting a high quality camera is an important factor when purchasing phones," said Jane Name, director of customer experience at Seataalk Mobile. "Our staff can walk shoppers through the new settings in person, so they leave knowing how to use the features they paid for."

Both models come in black, silver, glacier and a new burgundy finish, with storage options from 256GB to 2TB. Starting prices are \$100 higher than last year's Pro models, according to BGR.

Seataalk Mobile will host free 30-minute iPhone 18 Pro camera and Siri AI demonstrations at each store on Saturdays through Oct. 31. Customers can reserve a spot, compare carrier pricing and check trade-in values at seataalkmobile.com/iphone18pro. Full technical specifications are available on [Apple's iPhone 18 Pro page](#).

About Seataalk Mobile

Seataalk Mobile is an independent wireless retailer headquartered in Seattle, with 14 stores across Western Washington. Founded in 2009, the company sells smartphones, accessories and service plans from major carriers, and offers in-store device setup, repair and technology education. Learn more at seataalkmobile.com or follow @SeataalkMobile on Instagram and X.

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