

## iPhone 17 Pro Max—Full Specs, Release Date and What's New in 2025

The new from is the company's latest flagship smartphone as of late 2025. This model brings together powerful hardware, improved design, and enhanced camera and display capabilities — placing it among the most advanced phones on the market. Below you will find a detailed breakdown of what iPhone 17 Pro Max offers, when it became available, and how it compares to previous generations.

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### Release date and availability

Apple officially announced iPhone 17 Pro Max on September 9, 2025. The device became available for pre-order on September 12, and official market release began on September 19, 2025.

The phone is sold globally in dozens of countries, including Vietnam. It launches with several storage options, ranging from 256 GB up to 2 TB.

### Design, build materials and sustainability

iPhone 17 Pro Max uses an aluminum unibody design. Both front and back are protected with an updated version of ceramic glass — “Ceramic Shield 2” — which enhances durability and scratch resistance compared to prior models.

Apple continues its commitment to environmental responsibility: the device incorporates recycled materials (for example, recycled cobalt in the battery and recycled gold in its circuits), and much of the manufacturing chain uses renewable electricity. Packaging is fiber-based and fully recyclable.

### Display and form factor

The display on iPhone 17 Pro Max is a 6.9-inch all-screen Super Retina XDR OLED panel. Resolution is 2868 × 1320 px, with pixel density around 460 ppi.

Features of the screen include the adaptive refresh rate ProMotion technology (up to 120 Hz), Always-On display support, HDR display, True Tone and P3 wide colors, as well as an anti-reflective coating and fingerprint-resistant oleophobic layer.

Brightness performance is improved: typical max brightness is 1000 nits, HDR peak 1600 nits, while outdoor peak brightness reaches 3000 nits — the highest ever for an iPhone.

Despite its large display, the body remains within manageable dimensions: roughly 163.4 mm in height, 78.0 mm in width, 8.75 mm thick, and weighs about 233 grams.

### Performance and internal hardware

Under the hood, iPhone 17 Pro Max is powered by the new chip — Apple’s most powerful and energy-efficient chip for iPhone to date. This ensures high performance for heavy multitasking, editing photos and video, gaming, and advanced AI-powered features under the banner of .

Storage options are generous: 256 GB, 512 GB, 1 TB and for the first time — 2 TB. This makes the phone suitable for users who need significant local storage for photos, videos, apps, and large projects.

### Camera system and multimedia capabilities

One of the standout upgrades is the camera system. iPhone 17 Pro Max features a triple-lens “Fusion” rear system: Main, Ultra-Wide, and a new Telephoto lens. All lenses are 48 MP. According to Apple, this setup gives the equivalent coverage and versatility of up to eight physical lenses.

On the front, there is an improved “Center Stage” camera — enhancing selfie quality and video call framing. Combined with iOS 26 and Apple Intelligence, the phone supports advanced camera and video features designed for creators and professionals — including support for high-end video workflows.

### Battery life, charging and thermal management

The aluminum unibody design also allows space for a larger battery than in previous models, while the energy-efficient A19 Pro chip and iOS 26 optimize power consumption. As a result, iPhone 17 Pro Max offers the best battery life of any iPhone so far.

Charging is faster: when used with a high-wattage USB-C power adapter the device can charge to 50% in about 20 minutes.

To handle heat under intense workloads (gaming, video editing, etc.), the phone uses a new thermal management system: a laser-welded vapor chamber built into the chassis that improves heat dissipation.

### Durability, resistance and extra features

iPhone 17 Pro Max is rated IP68 — it resists water and dust, with protection up to 6 meters depth for 30 minutes under relevant standards.

The anti-reflective screen coating, oleophobic surface, and durable Ceramic Shield 2 glass (front and back) improve everyday resilience to scratches, smudges, and accidental drops.

Software-wise, the phone ships with iOS 26 and supports Apple Intelligence, which integrates smart, privacy-centered features across the system.

### Storage, configurations and pricing (base reference)

As noted, storage goes up to 2 TB — a first for iPhone. Entry-level storage starts at 256 GB.

The official starting price for iPhone 17 Pro Max (in U.S. retail) is USD 1,199.

### Why iPhone 17 Pro Max matters

With iPhone 17 Pro Max, Apple combines its strongest hardware — processing, display, battery and camera — into one package, appealing to power users, creative professionals, gamers, and those who want a long-lasting investment phone. The 2 TB storage option, vast display, durable build and pro-level camera/video tools make it an ideal choice for anyone needing a serious mobile workstation or media-creation platform.

Beyond raw specs, Apple’s renewed emphasis on sustainability — use of recycled materials and renewable energy in manufacturing — shows a shift towards more environmentally conscious device production. For many users, that adds value beyond just hardware.

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### Should you upgrade to iPhone 17 Pro Max?

If you value top-tier performance, plan to shoot lots of photos or video, or use your phone for editing, creative content, gaming or heavy multitasking — then yes, iPhone 17 Pro Max is an excellent upgrade. Its display, battery life, storage capacity and hardware headroom for future years make it future-proof compared to many alternatives.

For casual users who just use their phone for calls, messaging and light apps, the benefits may be overkill. In that case, a less expensive iPhone (or non-Pro model) might offer better value.

In any case, iPhone 17 Pro Max stands out in 2025 as one of the most powerful and versatile smartphones available — a flagship built not just for today's needs, but for what users might demand in years to come.