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iPhone 6

iPhone 6 Plus

iPhone 6s

iPhone 6s Plus

iPhone SE

iPhone 6s

Get your iPhone on the nation's largest network*

4.7-inch (diagonal) Retina® HD display with 1334-by-750 resolution

3D Touch

A9 chip with integrated M9 motion coprocessor

12-megapixel iSight® camera with Focus Pixels, True Tone flash, and Live Photos

Starting at \$21.67/mo.¹

Requires well-qualified credit, 0% APR 30-months, AT&T Next installment agreement, and eligible service (24 month option is available). Tax due at sale, if service is canceled, balance is due. See AT&T Next requirements below. ¹Based on overall coverage in U.S. Excludes roaming areas. Coverage not available everywhere.

Buy now

Switch to AT&T and get an iPhone for free

Buy an iPhone 6s and get another one free when you add a second line²

When you buy both on AT&T Next® with qual. svc. (min \$70/mo.). 16GB free after \$650 in 30 monthly bill credits. (Credits start within 3 bills). Tax due at sale.

Ends 6/30/16. Each priced min. \$650. Free one req'd 30-mo. 0% APR agmt at \$21.67/mo. Pay up to \$65.01 on free iPhone before credits start. Req's well-qual. credit & a new line. If svc. canceled on one, that device balance is due. Activation, other fees, charges & restr. apply. Void in CT, RI & Miami-Dade. See offer details below

Learn more

Get up to \$650 in credits per line to help you switch to AT&T³ when you trade in your current smartphones and buy new ones on AT&T Next®

³ List line (TDE ends 6/30/16). Each line req'd w/ qual. svc. (min \$70/mo.). \$10 back to credit or promo card for AT&T products & serv. only + prepaid card (in 30 days) for device balance or Early Termination Fee amount less trade-in. Fees, charges & restr. apply. See offer details below

Learn more

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The fastest way to order is online.

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Seconds count. Get more with my AT&T.

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Learn more about iPhone. iPhone comparison

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Connecting the things you care about most

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Learn more

Get the latest news Yes! I would like to receive alerts about Apple® and AT&T products and services. If you have previously unsubscribed from AT&T marketing emails, submitting your email address will not change your status.

Enter your email

¹ AT&T Next or AT&T Next Every Year: For smartphones only. Divides retail price into monthly installments. Requires 0% APR monthly installment agreement and eligible service. Tax due at sale. \$0 down requires well-qualified credit or a 30% down-payment option is available. Pay more up front and the remainder of retail price is divided into 30 or 24 monthly installments. AT&T Next: 30-month agreement with trade-in to upgrade when 80% of retail price is paid off. AT&T Next Every Year: 24-month agreement with trade-in to upgrade when 50% of retail price is paid off. Service: (Eligible postpaid service (voice and data) is required and extra. If service is canceled, remaining installment agreement balance is due. Examples: \$749.99 retail price (1) on AT&T Next is \$0 down and \$25 per month or \$225 down and \$17.50 per month, or (2) on AT&T Next Every Year is \$0 down and \$31.25 per month or \$225 down and \$21.88 per month. Activation or upgrade fee: \$20. No upgrade fee for line with a smartphone purchased on an installment agreement prior to August 1, 2015. Waiver of fee subject to change. Limits: Purchase limit applies. Upgrade with eligible trade-in: Requires payment of percentage of retail price (50% or 80%); account in good standing; trade-in of financed device (or one of the same make and model) in good physical, and fully functional, condition through the AT&T Next and AT&T Next Every Year trade-in program (excludes AT&T trade-in program); and purchase of new eligible smartphone with qualified wireless service. After upgrade, unutilized installments are waived. Restocking fee: Up to \$35. General wireless service: Subject to wireless customer agreement (terms, conditions, and other restrictions apply). Services are not for resale. Deposit: May be required. Device limits: Purchase limits apply and prices vary by location. Credit approval, restocking and other fees, monthly, coverage, and other restrictions apply; and other restrictions per line; may apply. Pricing and terms are subject to change and may be modified or terminated at any time without notice. Coverage and service not available everywhere. You get an off-net (roaming) usage allowance for each service. If you exceed the allowance, your services may be restricted or terminated. Other restrictions apply and may result in service termination.

² BOGO: Ends June 30, 2016. Void in Connecticut, Rhode Island, Miami-Dade. Eligible iPhones: New iPhone 6s or 6s Plus only (excludes Certified Like New and Pre-owned) purchased on installment agreement. iPhone retail price is divided into monthly installments. After all bill credits, get iPhone 6S 16GB priced at \$650 (\$21.67 per month) for free. May apply maximum credit towards other iPhones priced up to \$950 (up to \$31.67 per month), which will be discounted but not free. Taxes on full retail prices due at sale. Service: Monthly postpaid service (voice and data) required on both (currently minimum \$70 per month on Mobile Share Value; existing customers can add to eligible current plans). Bill Credits: Both lines must be on same account and be active and in good standing for 30 days for credits to start. Will get 30 monthly bill credits of \$21.67 for installment payments. To get all its bill credits, iPhone must remain on its AT&T Next agreement with qualifying service for 30 months (if cancel service, you will owe remaining installment balance of up to \$950). If upgrade or pay up/off agreement early, your credits may cease. Return: If return line, you are not eligible for offer. Restocking fee up to \$35 each.

³ SWITCH OFFER: Limited time (ends June 30, 2016, in Puerto Rico). Each line requires an eligible port-in, trade-in, purchase, service, and final bill submission. Credits may not equal all costs of switching. Eligible port-in: From eligible carrier (excludes Cricket and select others) on their term agreement or device plan (excludes third-party agreements). Must buy eligible smartphone in same transaction. Eligible Purchase/Service: Smartphone on AT&T Next or AT&T Next Every Year Installment Agreement with eligible service (excludes prepaid, Lifeline, Residential Wireless, and select discounted plans). Account and service must remain active and in good standing for 45 days. Tax due at sale. Down payment may be required. If service is canceled, installment agreement balance is due. Limit: Purchase limits apply. Trade-in: Select locations. Must be smartphone on line ported, be in good working condition with minimum \$10 trade-in value, and meet AT&T Trade-in program requirements. Trade-in Credit: Instant credit or private label AT&T Promotion Card issued by MetaBank™ or CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. (may take 3 weeks to receive). Credit and Card valid for 6 months and for use only to purchase AT&T products and service in AT&T-owned retail stores, at att.com, or to pay wireless bill. At participating dealers get credit (with additional terms) for use at dealer. Final Bill: Must go to att.com/helpyouswitch and upload or mail final bill within 60 days showing Early Termination Fee (ETF) or device balance (including lease purchase costs) on number ported. Final Credit: Total amount equals device balance/ETF (excludes taxes, fees, service, and other charges) up to \$650 minus trade-in. Get up to \$640 for device plan balance or up to \$340 for ETF. Within 4 weeks after meet eligible requirements, are mailed AT&T Promotion Visa Prepaid Card issued by CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. Not redeemable for cash and non-transferable. For use at U.S. locations where Visa cards are accepted through date printed on card (minimum 150 days). Additional cardholder terms and conditions apply and are provided with Prepaid Card. GENERAL WIRELESS SERVICE TERMS: Subject to Wireless Customer Agreement (att.com/wca). Service not for resale. Deposit may apply per line. Device Limits: Purchase limits apply. Prices vary by location. Credit approval, taxes, fees, coverage, monthly, other charges, usage, coverage and other restrictions per line apply. Pricing, terms, and restrictions subject to change and may be modified or terminated at any time without notice. You get an off-net (roaming) usage allowance for each service. If you exceed the allowance, your service(s) may be restricted or terminated. Other restrictions apply and may result in service termination.

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Phones for Less

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Used Phones

Refurbished Phones

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Mobile Share Value Plans

Manage Your Plan

Data Device Plans

Bring Your Own Phone

Prepaid Plans

AT&T's Network

Coverage Viewer

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VOIP

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4G

3G

2G

NEW COMPONENT: TRAVELING 'BUY NOW' PROD LINE UP: APPEARS FOLLOWING COMPONENT 'B' (SEE VERIZON IPHONE PAGE)

PHONE 1

PHONE 2

PHONE 3

PHONE 4

PHONE 5

Buy now CTA

Buy now CTA

Buy now CTA

Buy now CTA

Buy now CTA

A / E

PERSONALIZED ALERT: UPGRADE STATUS / DATE | ACTIVATE/SETUP | CHECK ORDER STATUS

A

PAGE HEADING + PRODUCT LINE UP (REPLACES TAB NAVIGATION)

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

WHY ATT

IPHONE 6S

IPHONE SE

IPHONE 7

COMPARE

ACCESSORIES

B / H

1-UP FEATURE: COMING SOON

IMAGE BG + CONTENT

EMAIL SUBSCRIPTION ENHANCEMENT: NOTIFY ME WHEN AVAILABLE

H

EMAIL SUBSCRIPTION: NOTIFY ME WHEN AVAILABLE

B

6-PRODUCT LINE UP

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

LABEL

LABEL

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Buy now CTA

Buy now CTA

Buy now CTA

Buy now CTA

Buy now CTA

COMPARE

E

1UP PROMO: PERSONALIZED UPGRADE ELIGIBILITY: "YOU ARE ELIGIBLE TO UPGRADE | YOUR UPGRADE ELIGIBILITY DATE

UPGRADE / LEARN MORE

C

2UP FEATURE: SWITCH PROMOS

CONTENT

CTA

CONTENT

CTA

D / F / G

3UP FEATURE: WHY AT&T

iPhone Support

CTA

Network

CTA

MyAT&T

CTA

I

LEGAL BLOCK

J

LINK FARM

K

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iPhone 6 S

The only thing that's changed is everything.

iPhone 6 S4.7-inch display

Buy now

iPhone 6 S Plus5.5-inch display

Buy now

The moment you use iPhone 6s, you know you've never felt anything like it. With just a single press, 3D Touch lets you do more than ever. Live Photos brings your memories to life in a powerfully vivid way. And that's just the beginning. Take a deeper look at iPhone 6s, and you'll find innovation on every level.

3D Touch

The next generation of Multi-Touch.

iPhone now senses how deeply you press the display, opening up new possibilities for how to interact with your content and letting you do all kinds of essential things more quickly and simply.

12MP pictures. 4K video. Live Photos. Lasting memories.

The world's most popular camera is even better than ever. The advanced 12-megapixel iSight camera now includes Live Photos—allowing you to capture a still photo, together with what happens before and after your picture, and bring it to life with a simple press. And a new 5-megapixel FaceTime HD camera brightens your smile with Retina Flash.

A9 chip with 64-bit architecture.

The most advanced chip ever in a smartphone is even faster and now features an integrated M9 motion coprocessor.

A breakthrough design. Pushed even further.

The seamless design is made from a new alloy of 7000 series aluminum. The 4.7-inch and 5.5-inch Retina HD displays are constructed with the strongest cover glass used in any smartphone. And a distinctive new rose gold finish joins the existing lineup of space gray, silver, and gold.

Faster LTE. Faster Wi-Fi.

Experience 2x faster LTE Advanced download speeds up to 300 Mbps, and faster Wi-Fi with 802.11ac with MIMO.*

Touch ID

Advanced security. Right at your fingertip.

Touch ID lets you unlock your phone and make purchases with Apple Pay by using your fingerprint. And the improved Touch ID sensor provides even faster and more accurate fingerprint recognition.

iOS 9

An experience unlike any other. On a phone unlike any other.

The world's most advanced mobile operating system gets major enhancements to an already great set of built-in apps, a smarter Siri and search, and much more.

Why there's nothing quite like iPhone.

It's no one thing. For instance, iPhone and iOS 9 work seamlessly together. They enhance each other, which enhances your experience. The iPhone camera makes taking stunning photos and videos incredibly easy. So easy in fact that it's become the world's most popular camera. iPhone has the App Store, iCloud, FaceTime, Messages, and Touch ID. Things that work so reliably well that they're more than features. They become essentials. iPhone is also secure. And it looks out for your privacy and health. So iPhone is iPhone for many reasons. And one unshakable belief. That, above all, a phone should be absolutely simple, beautiful, and magical to use.

Content is available on the App Store. Title availability is subject to change.

*Data plan required. LTE Advanced and LTE are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see www.apple.com/iphone/LTE. TM and © 2015 Apple Inc. All rights reserved.

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The fastest way to order is online.

Check eligibility

myAT&T app

Seconds count. Get more with my AT&T.

Learn more

iPhone resources

Learn more about iPhone.

iPhone comparison

Connecting the things you care about most

This is your network. The network of AT&T.

Learn more

Get the latest news. Yes! I would like to receive alerts about Apple® and AT&T products and services.

If you have previously unsubscribed from AT&T marketing emails, submitting your email address will not change your status.

Enter your email

1 AT&T Next or AT&T Next Every Year: For smartphones only. Divides retail price into monthly installments. Requires 0% APR monthly installment agreement and eligible service. Tax due at sale. 30 days requires well-qualified credit or a 30% down payment option is available. Pay more up front and a prorated remainder of retail price is divided into 30 or 24 monthly installments. AT&T Next: 30-month agreement with trade-in to upgrade when 80% of retail price is paid off. AT&T Next Every Year: 24-month agreement with trade-in to upgrade when 50% of retail price is paid off. Service: Eligible prepaid service (voice and data) is required and extra. If service is canceled, remaining installment agreement balance is due. Examples: \$149.99 retail price (1) on AT&T Next is \$3 down and \$25 per month or \$25 down and \$17.50 per month, or (2) on AT&T Next Every Year is \$3 down and \$31.25 per month or \$25 down and \$21.88 per month. Activation or upgrade fee: \$30. No upgrade fee for line with a smartphone purchased on an installment agreement prior to August 1, 2015. Remainder of fee subject to change. Limits: Purchase limit applies. Upgrade with eligible trade-in: Requires payment of percentage of retail price (50% or 80%) account in good standing; trade-in of financed device (or one of the same make and model in good physical and functional condition through the AT&T Next and AT&T Next Every Year trade-in program) includes AT&T trade-in program; and purchase of new eligible smartphone with new wireless service. After wireless service is activated, remaining installment is waived. Restrictions: Services are subject to wireless customer agreement (at carrier's discretion). Services are not for resale. Deposits: May be required. Device limits: Purchase limits apply and prices vary by location. Credit approval: Rescinding and other fees may apply. Coverage and service not available everywhere. You get an offer (including usage allowance for each service. If you exceed the allowance, your services may be restricted or terminated. Other restrictions apply and may result in service termination.

2 BONUS: Ends June 30, 2016. Void in Connecticut, Rhode Island, Massachusetts. Eligible iPhones: New iPhone 6s or 6s Plus only (includes Certified Like New and Pre-owned) purchased on installment agreement. iPhone retail price is divided into monthly installments. After all bill credits, get iPhone 6s 16GB priced at \$500 (\$21.67 per month) for free. May apply maximum credit towards other iPhone priced up to \$500 up to \$21.67 per month, which will be discounted but not free. Taxes on full retail price due at sale. Service: Monthly prepaid service (voice and data) required on both (currently maximum \$10 per month on Mobile Share Value, existing customers can add to eligible current plans). Bill Credits: Both lines must be on same account and be active and in good standing for 30 days for credit to start. Will get 30 monthly bill credits of \$21.67 for installment payments. To get all bill credits, iPhone must remain on its AT&T Next agreement with qualifying service for 30 months or cancel service, you will owe remaining installment balance of up to \$500. If upgrade or pay upfront agreement early, your credits may cease. Return: Return line, you are not eligible for other financing fee up to \$30 each.

3 SWITCH OFFER: Limited time (ends June 30, 2016, in Puerto Rico). Each line requires an eligible port-in, trade-in, purchase, service, and final bill submission. Credits may not equal all costs of switching. Eligible parties: From eligible carrier (includes Cricket and prepaid offers) on their same agreement or device plan (includes third-party agreements). Must buy eligible smartphone in same transaction. Eligible Purchase/Service: Smartphone on AT&T Next or AT&T Next Every Year installment Agreement with eligible service (includes prepaid, Lifetime, Rescinding, Wireless, and Select discounted plans). Account and service must remain active and in good standing for 45 days. Tax due at sale. Down payment may be required. If service is canceled, installment agreement balance is due. Limit: Purchase limit applies. Trade-in: Select service. Must be eligible on the phone, be in good working condition, with minimum \$10 trade-in value, and meet AT&T Trade-in program requirements. Trade-in Credits: Instant credit or phone label AT&T Promotion Card issued by MasterCard® or CenterStone Bank of Florida, FL, via bonus from Visa U.S.A. Inc. (one-time \$500 credit to receive). Credit and Card valid for 3 months and for use only to purchase AT&T products and services in AT&T-activated retail stores, at all times, or to pay wireless bill. All participating dealers get credit (with additional terms) for use at dealer. Final Bill: Must go to att.com/helpyouswitch and upload or mail final bill within 90 days showing Early Termination Fee (ETF) or device balance (including lease purchase credit) on number ported. Final Credits: Total amount equals device balance (ETF) (includes taxes, fees, service, and other charges) up to \$500 minus trade-in. Get up to \$450 for device plan balance or up to \$340 for ETF. Within 4 weeks after meet eligible requirements, are mailed AT&T Promotion Visa Prepaid Card issued by CenterStone Bank of Florida, FL, via bonus from Visa U.S.A. Inc. Not redeemable for cash and non-transferable. For use at U.S. locations where Visa cards are accepted through date printed on card (minimum 150 days). Additional cardholder terms and conditions apply and are provided with Prepaid Card. GENERAL WIRELESS SERVICE TERMS: Subject to Wireless Customer Agreement (at carrier's discretion). Service not for resale. Deposit may apply per line. Device Limits: Purchase limits apply. Prices vary by location. Credit approval, taxes, fees, coverage, monthly, other charges, usage, coverage and other restrictions per line apply. Pricing, terms, and restrictions subject to change and may be modified or terminated at any time without notice. You get an offer (including usage allowance for each service. If you exceed the allowance, your services) may be restricted or terminated. Other restrictions apply and may result in service termination.

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The first wireless phone

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iPhone 6s - Coming soon

RWD wireframe exploration

A / M

PERSONALIZED ALERT: UPGRADE STATUS / DATE | ACTIVATE/SETUP | CHECK ORDER STATUS

A

PAGE HEADING + PRODUCT LINE UP (REPLACES TAB NAVIGATION)

IMAGE

WHY ATT

IMAGE

IPHONE 6S

IMAGE

IPHONE SE

IMAGE

IPHONE 7

IMAGE

COMPARE

IMAGE

ACCESSORIES

B

FULL FEATURE - OR- BG IMAGE-ONLY W/ CTAS - OR- ENHANCED 1UP FEATURE

Header

Buy CTA

IMAGE

Buy CTA

Content

C - J

FEATURES (8)

Content

BG IMAGE

K

LEGAL BLOCK

B

6-PRODUCT LINE UP

IMAGE

LABEL

Buy now CTA

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Buy now CTA

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Buy now CTA

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Buy now CTA

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LABEL

Buy now CTA

COMPARE

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1UP PROMO: PERSONALIZED UPGRADE ELIGIBILITY:
"YOU ARE ELIGIBLE TO UPGRADE | YOUR UPGRADE ELIGIBILITY DATE

UPGRADE / LEARN MORE

L / O / N

3UP FEATURE: WHY AT&T

iPhone Support

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Network

CTA

MyAT&T

CTA

P

EMAIL SUBSCRIPTION

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GLOBAL FOOTER

coming soon

RWD wireframe exploration

A / M PERSONALIZED ALERT: UPGRADE STATUS / DATE | ACTIVATE/SETUP | CHECK ORDER STATUS

A PAGE HEADING + PRODUCT LINE UP (REPLACES TAB NAVIGATION)

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B FULL FEATURE - OR- BG IMAGE-ONLY W/ CTA - OR- ENHANCED 1UP FEATURE

IMAGE

Header

Buy CTA






Content

C - N FEATURES (12)

Content

BG IMAGE

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GLOBAL FOOTER

A / M PERSONALIZED ALERT: UPGRADE STATUS / DATE | ACTIVATE/SETUP | CHECK ORDER STATUS

A PAGE HEADING + PRODUCT LINE UP (REPLACES TAB NAVIGATION)

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D/E 2UP FEATURE

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B/C/F 3UP FEATURE

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6-PRODUCT LINE UP

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Buy now CTA

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COMPARE

H 1UP PROMO: PERSONALIZED UPGRADE ELIGIBILITY:
"YOU ARE ELIGIBLE TO UPGRADE | YOUR UPGRADE ELIGIBILITY DATE

UPGRADE / LEARN MORE

G/J/I 3UP FEATURE: WHY AT&T

iPhone Support

CTA

Network

CTA

MyAT&T

CTA

L LEGAL BLOCK

M LINK FARM

N GLOBAL FOOTER