

Apple Watch



Lineup and customer scenarios

Since it was introduced 10 years ago, Apple Watch has become an essential companion for millions of people, helping them keep connected, stay active, gain insights into their health, and get help in an emergency. Every model features advanced sensors to track your health, measure daily activity, enhance your workouts, and power emergency features like Fall Detection and Crash Detection. Now Apple Watch even includes sleep apnea notifications. With watchOS 11, you can gain even deeper insights into your daily health, get quick access to the right information when you need it, and personalize your Apple Watch experience in even more ways.



Apple Watch Ultra 2
GPS + Cellular



Apple Watch Series 10
GPS + Cellular, GPS

Designed for workouts of all types, outdoor exploration, and water activities, Apple Watch Ultra 2 is the ultimate sports and adventure watch.

Always-On Retina OLED display with up to 3000 nits brightness

Aerospace-grade titanium case with sapphire front crystal
IP6X dust resistance

Water resistant 100 meters,¹ certified to EN13319 internationally recognized dive standard¹
Tested to applicable MIL-STD 810H with an expanded operating altitude range of -500 meters (-1640 feet) to up to 9000 meters (29,528 feet)²

Natural and black titanium

Up to 36 hours battery on a single charge and up to 72 hours with Low Power Mode³
Up to 17 hours Outdoor Run workout in Low Power Mode with full heart rate and GPS³
Fast charging: Up to 80 percent charge in about one hour³

S9 SiP with 64-bit dual-core processor, four-core Neural Engine, second-generation Ultra Wideband chip, 64GB memory

Electrical heart sensor (ECG app),⁴ third-generation optical heart sensor, temperature sensor⁶

Dual-speaker system with media playback and three-microphone array with beamforming

Digital Crown with haptic feedback, customizable Action button

Always-on altimeter, built-in depth gauge, water temperature sensor

High-g accelerometer (up to 256 g-forces with Fall Detection⁷ and Crash Detection) and high dynamic range gyroscope

Siren, Emergency SOS,⁸ international emergency calling,⁸ international roaming (limited by carrier)⁹

LTE and UMTS (including Band 14 700 PS); precision dual-frequency GPS, GNSS, GLONASS, Galileo, Beidou

Apple Watch For Your Kids¹⁰

Alpine Loop, Trail Loop, Ocean Band, or Titanium Milanese Loop

Carbon neutral;¹¹ 100 percent fiber-based packaging

The thinnest Apple Watch ever with the largest, most advanced display, Apple Watch Series 10 is your essential companion for a healthy, active life. And it's the fastest-charging Apple Watch yet.

Wide-angle OLED display with power-efficient LTPO3 technology

Aluminum case: Crack-resistant front crystal with Ion-X glass; titanium case: sapphire front crystal
IP6X dust resistance

Water resistant 50 meters
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Aluminum: Jet black, rose gold, and silver; titanium: natural, gold, and slate

All-day battery life, up to 18 hours, or up to 36 hours with Low Power Mode³
Fast charging: Up to 80 percent charge in about 30 minutes; just a 15-minute charge provides up to 8 hours of normal use³

S10 SiP with 64-bit dual-core processor, four-core Neural Engine, second-generation Ultra Wideband chip, 64GB memory

Electrical heart sensor (ECG app),⁴ third-generation optical heart sensor, temperature sensor⁶

Second-generation speaker with media playback and microphone

Digital Crown with haptic feedback

Always-on altimeter, built-in depth gauge, water temperature sensor

High-g accelerometer (up to 256 g-forces with Fall Detection⁷ and Crash Detection) and high dynamic range gyroscope

Siren, Emergency SOS,⁸ international emergency calling (GPS+Cellular models only),⁸ international roaming (limited by carrier)⁹

LTE and UMTS (including Band 14 700 PS); GPS, GLONASS, Galileo, QZSS, Beidou

Apple Watch For Your Kids (GPS + Cellular models only)¹⁰

Apple Watch bands

Aluminum and titanium cases are carbon neutral;¹¹ 100 percent fiber-based packaging



Apple Watch SE

GPS + Cellular, GPS

With core features to keep you connected, active, healthy, and safe, Apple Watch SE offers advanced technologies at an affordable price.

Retina OLED display

Crack-resistant front crystal with Ion-X glass

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Water resistant 50 meters

-

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Midnight, silver, and starlight aluminum

All-day battery life, up to 18 hours³

Low Power Mode

S8 SiP with 64-bit dual-core processor that's 20 percent faster than first-generation Apple Watch SE, 32GB memory

Second-generation optical heart sensor

Second-generation speaker and microphone

Digital Crown with haptic feedback

Always-on altimeter

High-g accelerometer (up to 256 g-forces with Fall Detection⁷ and Crash Detection) and high dynamic range gyroscope

Emergency SOS,⁸ international emergency calling (GPS+Cellular models only),⁸ international roaming (limited by carrier)⁹

LTE and UMTS (including Band 14 700 PS); GPS, GLONASS, Galileo, QZSS

Apple Watch For Your Kids (GPS + Cellular models only)¹⁰

Apple Watch bands

Carbon neutral;¹¹ 100 percent fiber-based packaging

Discover your customers' interests to recommend the Apple Watch that's right for them

Customers interested in Apple Watch may need more information or reassurance before they're ready to buy. Others may have an older Apple Watch and are considering upgrading. Let customers know that every Apple Watch model includes breakthrough connectivity, fitness, health, and safety features. Then discover customers' interests to recommend the Apple Watch that's right for them. Here are some examples of customer needs that you might discover and benefits you can share.



"I'm looking to replace my current Apple Watch."

You discover she has an Apple Watch Series 4 and she's interested in health features on newer models.

You recommend Apple Watch Series 10

You can track your health

With advanced health sensors on Apple Watch Series 10, you can track health metrics like wrist temperature⁶ and the amount of time you spend in sunlight. With the Cycle Tracking app on Series 10, you can even get retrospective ovulation estimates.¹² Apple Watch can also alert you if consistent signs of moderate to severe sleep apnea are identified over multiple nights of sleep tracking. And you can quickly check in on your daily health status with the Vitals app. With fast charging, you can get up to 80 percent charge in 30 minutes,³ so it's even easier to have sufficient battery for sleep tracking.

It's the thinnest Apple Watch with the most advanced display

Series 10 is nearly 10 percent thinner than the previous model and it features the biggest display of any Apple Watch yet. The 46mm case has 25 percent more active screen area than your Series 4, and the 42mm case has 30 percent more active screen area. Series 10 also features the first-ever wide angle OLED display, so it's easier to read at a glance from different angles.

Get motivation to stay active

Activity rings motivate you to stay active throughout the entire day. You can also pause your rings or even customize them by day of the week. Series 10 has 50M water resistance, a new depth gauge and a water temperature sensor, so you can use it for water activities like swimming or snorkeling.



"I love water sports and spend a lot of time at the beach."

You discover they enjoy snorkeling, rowing, and stand-up paddle boarding.

You recommend Apple Watch Series 10 with cellular

It's great for water sports

Apple Watch Series 10 has 50M water resistance, a depth gauge, and a water temperature sensor, so it's perfect for swimming, snorkeling, and other water activities. The depth gauge automatically launches when Apple Watch is submerged up to 6 meters, and you can see the time, your current depth, duration under water, and maximum depth. And with the temperature sensor, you can see the water temperature in the Depth app and in Pool Swim or Open Water Swim workouts.

You'll love the Tides app and Oceanic+

The new Tides app shows seven days of complete tidal information, like high and low tides, swell height, direction, and period, as well as sunrise and sunset for your favorite beaches and surf spots around the world. So it's easy to plan and enjoy water activities. The Oceanic+ app¹³ includes features designed specifically for snorkeling, like the ability to track time, maximum depth, direction, and other metrics underwater. Your snorkeling adventures will be archived in your personal logbook, including your GPS entry location, snorkeling path, and exit point.

Stay connected, even while you're out and about

With an active cellular plan on Apple Watch,¹⁴ you can stay connected with messages or phone calls even without your iPhone nearby. Series 10 uses a voice isolation algorithm to suppress background noise, so your voice will sound clear and crisp on calls even when it's windy at the beach.



“Would Apple Watch be good for my dad? He lives alone.”

You discover her dad lives far away, and she’s concerned about his health and wellbeing.

You recommend Apple Watch Series 10 with cellular

He can track his health

Apple Watch tracks your dad’s health automatically, so it’s easy to get insights into his health and wellness. He can monitor everything from his daily activity and heart rate to nightly wrist temperature⁶ and sleep stages. Your dad can receive notifications of high and low heart rates, irregular heart rhythms that may be suggestive of atrial fibrillation (AFib),⁴ and he can even take an ECG⁴ and generate a PDF to share with his doctor. And sleep apnea notifications can alert your dad if consistent signs of moderate to severe sleep apnea are detected. He can see health trends, highlights, and details of each metric in the Health app on his iPhone or iPad. Series 10 is also the thinnest and lightest Apple Watch with the biggest display ever, so it’s comfortable for him to wear all day.

He can share his health data with you

With Health Sharing, your dad can choose to securely share his health and wellness data with you, and you can see his metrics right in the Health app on your iPhone or iPad. You can also be notified of any significant changes in his metrics—like if he’s exercising more, so you can celebrate with him when he’s making progress toward a goal. Health Sharing is designed with privacy in mind, so your dad can choose what data to share and can stop sharing anytime.

You’ll both enjoy peace of mind

Safety features like Fall Detection,⁷ Crash Detection, and Emergency SOS⁸ mean that emergency services will be alerted if your dad has a hard fall or is in a severe car crash, even if he’s not responsive. With an active cellular plan on his watch,¹⁴ emergency services will be contacted even if he’s not near his iPhone. As an emergency contact, you can also be notified that emergency services have been contacted.



“I like to run, and I’m preparing for a triathlon.”

You discover he’s training for his first triathlon, which involves an open water swim, a bike ride, and a run.

You recommend Apple Watch Ultra 2

You’ll get accurate and advanced running metrics

In addition to metrics like time, distance, and pace, you’ll also get advanced running form metrics like stride length, ground contact time, and vertical oscillation. Heart Rate Zones and Running Power can help you train at the right intensity, and the precision dual-frequency GPS offers the most accurate GPS in a sports watch.¹⁵ Training load in the Activity app measures the impact your workouts have on your body, providing helpful insights so you can plan when to push and when to recover while training for your race.

It’s a great companion for your swim sessions

Apple Watch Ultra 2 has 100M water resistance, so you can wear it for pool or open water swims.¹ The Pool Swim workout automatically detects your stroke and tracks your splits and auto sets. You can create an interval-based custom workout for pool swims that support sets of work and recovery. Up Next view in your workout shows you how much time you have left in your current interval as well as a preview of your next interval, so you can make the most of your training sessions.

Get more insights into your cycling workouts

You can connect to Bluetooth-enabled accessories to add cadence and power metrics like your functional threshold power to your cycling workout views. You can also view your Power Zones to easily track which zone you’re in and how long you’ve spent in each zone to improve your performance. When you start a cycling workout on Apple Watch, it automatically shows up as a Live Activity on your iPhone so you can easily view your metrics on the entire display while on a ride. You can even use Check In during a workout so your friends will know to keep an eye out for your workout to end.



“I want something to use while diving.”

You discover she loves the ocean and goes on several diving trips a year with friends.

You recommend Apple Watch Ultra 2 with Titanium Milanese Loop

It's designed for water sports

Apple Watch Ultra 2 is designed for water sports, with 100M water resistance and EN13319 certification for recreational scuba diving to 40 meters.¹ And it comes with the Titanium Milanese Loop, which is designed for scuba diving. The Tides app helps you plan your water activities by offering seven days of complete tidal information like tide heights, direction, and more for your favorite beaches and surf spots.

See your underwater metrics at a glance

With the Depth app, you can see your current depth, time underwater, the water temperature, and maximum depth you've gone. You even get a warning if you go too deep. The UI is easy to read, so it's easy to check your status at a glance. Underwater sessions are logged on the watch and in the Fitness app on your iPhone, with details like underwater time, maximum depth, water temperature, a graphical representation of depth during the session, and a map showing your GPS entry point and the weather at the time of your dive.

Enjoy underwater exploration with Oceanic+

With the Oceanic+ app,¹³ Apple Watch Ultra 2 becomes a capable dive computer for snorkeling, snuba, scuba, and freediving.¹ Plan for your dives with the location planner and community feedback. View current depth, dive time, maximum depth, ascent rate, and temperature while on a freedive. And between dives, review preset alarms for surface time, maximum dive length, maximum depth, and more on your watch. After a dive, your data automatically syncs to the cloud and your iPhone for easy sharing with friends. Photos taken on iPhone can also be integrated into your dive logbook.



“My son isn't ready for an iPhone, but I need to be able to reach him.”

You discover he wants to be able to reach his son after school, but he doesn't want to buy him an iPhone.

You recommend Apple Watch SE with cellular

You can manage Apple Watch for your son

With Apple Watch For Your Kids,¹⁰ you can use your iPhone to set up and manage an Apple Watch for your son. He can enjoy all the convenience and benefits of Apple Watch, like the Activity app, Maps, Photos, and more without his own iPhone. You can monitor his activity with Screen Time and use Schooltime to limit features at specific times of the day, like during school hours. You can also manage contacts so he can communicate with the people you specify.

It's easy to stay connected with your son

With an active cellular plan¹⁴ on his watch, your son will have his own mobile number and Apple Account so he can make and receive calls and texts with the contacts you approve. With Location Sharing, you can receive alerts when your son arrives or leaves a location, or when he's not where he's expected to be. And with AppleCare+ for Apple Watch, you won't have to worry about expensive repairs if his watch gets damaged.

He can stay active and safe

Apple Watch SE encourages your son to stay active. Activity rings and the Workout app have been specifically tuned for kids. Your son can even share his activity with family and friends for a little competition. You'll have peace of mind knowing that with Emergency SOS⁸ on his wrist, your son can access emergency services if he needs them.



“I can’t carry my phone around all day, but I need to be reachable.”

You discover she’s a paramedic and isn’t always near her phone. She heard she can get calls on Apple Watch—and that she can use it without touching the display.

You recommend Apple Watch Series 10 with cellular

Make and receive calls right on your wrist

With an active cellular plan on Apple Watch,¹⁴ you can stay connected with messages or phone calls even when your iPhone isn’t nearby. Apple Watch Series 10 also uses a voice isolation algorithm to suppress background noise so you sound clear and crisp even with noisy backgrounds.

It’s easy to use

With double tap on Apple Watch Series 10, you can answer calls, play music, reply to messages, and more without touching the display—so it’s great for when your hands are busy with other things. You can also use on-device Siri to help with tasks like setting reminders, so you can stay hands-free. With Apple Pay, you can use Apple Watch to quickly and easily make payments during breaks. You can even add things like transit cards, keys, and more to Wallet and conveniently access them with just your Apple Watch.

You’ll love the battery life and large display

Fast charging on Apple Watch Series 10 is even better, so you can charge up to 80 percent battery in just 30 minutes.³ Just a 15-minute charge provides up to 8 hours of normal use,³ enough to make it through your workday. Series 10 also has the largest Apple Watch display ever, with a wide-angle OLED display for better visibility, so it’s easier to read with a quick glance, even from an angle. And it’s the thinnest Apple Watch case ever, so it’s even more comfortable for all-day use.



“I’m thinking of getting an Apple Watch, but I’ve never used one before.”

You discover he’s never had a smartwatch before, and he’d like to be more active. But he doesn’t have a lot to spend.

You recommend Apple Watch SE

It’s easy to track your activity and health

Apple Watch SE is packed with advanced features at an affordable price. Activity rings help you stay motivated to move, exercise, and stand more throughout your day. With watchOS 11, you can even customize your Activity rings goals by day of the week to fit your schedule. Apple Watch SE also tracks your health in the background so you can see things like heart rate, sleep stages, and more. And you can view your long-term trends in the Health app on iPhone. You also get tools to help you care for your mental health and wellbeing—like the Mindfulness app, which encourages you set aside a few minutes to breathe and focus, and State of Mind, which encourages you to reflect on how you’re feeling.

Stay connected, right from your wrist

You can send and receive text messages, email, and phone calls right on your Apple Watch. Quickly access information that’s important to you with suggested widgets in the Smart Stack that automatically show up based on the time, your location, and more—so you can see things like whether rain is coming. And with Live Activities on Apple Watch, you can keep track of things like the score of a sports game.

Personalize Apple Watch to your style

With additional watch bands and dozens of watch faces to choose from, you can personalize Apple Watch SE to fit your style. Explore the redesigned Photos face, which uses a machine learning algorithm to intelligently identify and curate your best photos based on aesthetics and compositions. With Dynamic mode, you can be surprised with a new image each time you raise your wrist. You can even browse the App Store for Apple Watch for useful apps for everything from productivity to games.

Not all features are available in all regions or languages. ¹ Apple Watch Ultra 2 has a water resistance rating of 100 meters under ISO standard 22810. It may be used for recreational scuba diving (with compatible third-party app from the App Store) to 40 meters and high-speed water sports. Apple Watch Ultra 2 should not be used for diving below 40 meters. Water resistance isn’t a permanent condition and can diminish over time. For additional information see support.apple.com/HT205000. ² Tested against subsections for Altitude, High Temperature, Low Temperature, Temperature Shock, Immersion, Freeze/Thaw, Shock, and Vibration. ³ Battery life varies by use and configuration. Charge time varies with region, settings, and environmental factors; actual results will vary. See apple.com/batteries for more information. ⁴ The ECG app and the irregular rhythm notification require watchOS 6 or later, and iPhone 6s or later with the latest version of iOS. The ECG app is available on Apple Watch Series 4 or later (not including Apple Watch SE), and the irregular rhythm notification feature is available on Apple Watch Series 3 or later. The ECG app and the irregular rhythm notification feature are not intended for use by people under 22 years old. The irregular rhythm notification feature is not designed for people who have been previously diagnosed with Afib. See apple.com/watch for compatibility details. ⁶ The temperature sensing feature isn’t intended for medical use. ⁷ Fall Detection updates are available on Apple Watch Series 4 and later with watchOS 8 and later. ⁸ Emergency SOS requires a cellular connection or Wi-Fi calling with an internet connection from your Apple Watch or nearby iPhone. The international emergency calling feature requires an Apple Watch Series 5 with cellular or later. For a list of supported countries and regions, see apple.com/watchos/feature-availability. ⁹ International roaming requires a cellular model of Apple Watch Series 5 or later. International roaming coverage is determined by your carrier. Please check with your carrier for details. For a list of supported carriers, see apple.com/watch/cellular. ¹⁰ Not all features will be available if the Apple Watch is set up through Apple Watch For Your Kids. Wireless service plan required for cellular service. Contact your service provider for more details. Check apple.com/watch/cellular for participating wireless carriers and eligibility. ¹¹ Carbon reductions are calculated against a baseline scenario: 1) No use of clean electricity for manufacturing or product use, beyond what is already available on the grid (based on regional emissions factors). 2) Apple’s carbon intensity of key materials as of 2015 (our baseline year for our 2030 product carbon neutrality goal). Carbon intensity of materials reflects use of recycled content and production technology. 3) Apple’s average mix of transportation modes (air, rail, ocean, ground) by product line across three years (fiscal years 2017 to 2019) to best capture the baseline transportation emissions of our products. ¹² Cycle Tracking app shouldn’t be used for birth control or to diagnose a health condition. ¹³ Subscription required. Always follow diving protocols and dive with a companion and have a secondary device. ¹⁴ Wireless service plan required for cellular service. Contact your service provider for more details. Check apple.com/watch/cellular for participating wireless carriers and eligibility. ¹⁵ Based on route map and distance accuracy in challenging urban environments.

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