



Apple Watch Series 10 (GPS + Cellular)

First Look

The redesigned Apple Watch Series 10 is the thinnest Apple Watch with the biggest display ever, making it an incredible upgrade over Series 6 and earlier. It comes in beautiful finishes—including jet black, the first-ever polished aluminum finish on Apple Watch, and jewelry-like polished titanium. Series 10 is packed with advanced new features like Sleep Apnea Notifications, a depth gauge, water temperature sensor, and the Tides app. It's also the fastest charging Apple Watch ever—in just 30 minutes, you can charge up to 80 percent battery.¹ Series 10 has improved call quality, and media playback through the speaker, and both cases—aluminum and titanium—are carbon neutral.²



	Apple Watch Series 10 (aluminum)	Apple Watch Series 10 (titanium)
Case sizes	42mm and 46mm	42mm and 46mm
Finishes	Jet Black, Rose Gold, Silver	Natural, Gold, Slate
Apple Retail price (U.S.) starting at	\$499	\$699
Compatibility	For use with Phone Xs and later and iPhone SE (2nd generation) and later with iOS 18 or later	

Note: Check apple.com/watch/cellular for participating wireless carriers and eligibility³

Key messages

New thin design

- Redesigned watch case features a thinner profile and more rounded corners, so it's even more elegant and compact
- 42mm and 46mm case sizes are compatible with existing bands
- New, metal back perfectly matches the case material and finish
- Thinnest Apple Watch yet at just 9.7mm—nearly 10 percent thinner than Series 9, so it slides more easily under sleeves
- Lightest Apple Watch since Series 3, so it's even more comfortable for everyday activity, exercise, and sleep

Biggest, most advanced display

- Largest Apple Watch display offers more active screen area, so it's even easier to read and use
- Features Apple's first-ever wide-angle OLED display with power-efficient LTPO3 technology, so the display is up to 40 percent brighter when viewed at an angle and is easier to see without raising your wrist
- Front crystal extends further down the sides of the case, creating an expansive top view that's almost entirely glass
- In always-on mode, the new Flux and Reflections watch faces feature a ticking seconds hand enabled by the more power-efficient display

Aluminum models

- Choose from three finishes—jet black, rose gold, and silver
- Jet black is a glossy, reflective true black and the first polished aluminum case for Apple Watch
- Up to 10 percent lighter than aluminum Series 9 models

Titanium models

- A first for Apple and Apple Watch, polished titanium cases are almost 20 percent lighter than stainless steel due to titanium's incredible strength-to-weight ratio
- Reflective, jewelry-like finish comes in natural, gold, and slate
- Updated Milanese Loop and Link Bracelet perfectly match the cases

Sleep Apnea Notifications

- Sleep apnea is a condition that impacts over 1 billion people worldwide and is often undiagnosed
- When signs of moderate to severe sleep apnea are detected, you can be notified
- The accelerometer is used to estimate interruptions in your regular breathing pattern during sleep, called Breathing Disturbances
- Breathing Disturbances can also give you insights on the restfulness of your sleep
- The notification algorithm was validated in one of the largest studies ever conducted for a sleep apnea device
- Intended for people 18 years or older without a previous diagnosis of sleep apnea

Depth gauge and water temperature sensor

- Features a 6-meter depth gauge, the Depth app, and a water temperature sensor, so Series 10 is great for swimming, surfing, or just playing in the pool or ocean
- Get more from the Oceanic+ app⁴ with features designed for snorkeling—track your time underwater, maximum depth, direction, and more

Tides app

- Get detailed tidal information, weather, and swell data for shorelines around the world so you can plan and enjoy open water activities

Faster charging

- Fastest charging Apple Watch, so it charges up to 80 percent in 30 minutes—over 30 percent faster than Series 9, so it's easier than ever to use for sleep tracking and getting through the day¹
- Just a 15-minute charge provides up to 8 hours of normal use¹
- Just an 8-minute charge provides up to 8 hours of sleep tracking¹

Audio playback

- Play music and podcasts through the built-in speaker, just like phone calls

Voice isolation

- Voice isolation algorithm suppresses background noise so you sound crisp and clear on calls, even in loud environments

Vitals app

- Vitals app tracks your health metrics during sleep, alerts you when multiple metrics are outside your typical range, and updates your typical range over time to provide personalized insights

Training load

- Review your training load in the Activity app to see how the intensity and duration of your workouts may impact your body over time, so you can make informed decisions about when to push or when to recover

Essential additions

- AppleCare+ for Apple Watch, Apple Music,⁴ AirPods, Apple 20W USB-C Power Adapter for fast-charging, Apple Watch bands
- For a limited time, get a free three-month subscription to Apple Fitness+ when you buy any new Apple Watch⁵

Not all features are available in all regions or languages. ¹ Battery life varies by use and configuration. See apple.com/batteries for more information. Charge time varies with region, settings, and environmental factors; actual results will vary. ² 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. ³ 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. ⁴ Subscription required. ⁵ Apple Fitness+ requires iPhone 8 or later or Apple Watch Series 3 or later paired with iPhone 6s or later. New subscribers only. \$9.99/month after trial. Plan automatically renews until cancelled. Terms apply.

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