



# Apple Watch

## Lineup and customer scenarios

Apple Watch is packed with features to help you stay connected, active, healthy, and safe. Send messages and take phone calls from your wrist. Use Apple Watch without touching the display with double tap<sup>1</sup> on models with the S9 System in Package. Keep your fitness routine on track with Activity and Workout. Get insights into your health with advanced sensors. Experience peace of mind with safety features like Fall Detection and Crash Detection. And with watchOS 10, enjoy enhanced cycling and hiking features, tools to support mental and vision health, and a fresh look so you can see more information at a glance. The lineup also features Apple's first carbon neutral products when paired with specific watch bands.<sup>2</sup>



**Apple Watch Ultra 2**  
GPS + Cellular



**Apple Watch Series 9**  
GPS + Cellular, GPS

Designed for workouts of all types, outdoor exploration, and water sports, Apple Watch Ultra 2 is the most rugged and capable Apple Watch and features Apple's brightest display and the longest battery life.	Your essential companion for a healthy life with powerful sensors, innovative safety features, and a durable design in a variety of sizes and finishes to complement your personal style.
Always-On Retina OLED display with up to 3000 nits brightness, 50 percent brighter than Apple Watch Ultra	Always-On Retina OLED display with up to 2000 nits brightness, twice the maximum brightness of Apple Watch Series 8
Aerospace-grade titanium case with sapphire front crystal, IP6X dust resistance, water resistant 100 meters, <sup>3</sup> certified to EN13319 internationally recognized dive standard, <sup>3</sup> and tested to applicable MIL-STD 810H with an expanded operating altitude range of -500 meters to up to 9000 meters <sup>4</sup>	Aluminum case: Crack-resistant front crystal with Ion-X glass Stainless steel case: Sapphire crystal IP6X dust resistance, water resistant 50 meters
Up to 36 hours battery on a single charge and up to 72 hours with Low Power Mode <sup>5</sup> Up to 17 hours Outdoor Run workout in Low Power Mode with full heart rate and GPS <sup>5</sup> Fast charging: Up to 80 percent charge in about one hour <sup>6</sup>	All-day battery life, up to 18 hours, or up to 36 hours with Low Power Mode <sup>5</sup> Fast charging: Up to 80 percent charge in about 45 minutes <sup>6</sup>
S9 SiP with 64-bit dual-core processor, four-core Neural Engine, second-generation Ultra Wideband chip, 64GB memory	S9 SiP with 64-bit dual-core processor, four-core Neural Engine, second-generation Ultra Wideband chip, 64GB memory
Electrical heart sensor (ECG app), <sup>7</sup> third-generation optical heart sensor, blood oxygen sensor (Blood Oxygen app), <sup>8</sup> temperature sensor <sup>9</sup>	Electrical heart sensor (ECG app), <sup>7</sup> third-generation optical heart sensor, blood oxygen sensor (Blood Oxygen app), <sup>8</sup> temperature sensor <sup>9</sup>
Dual-speaker system and three-microphone array with beamforming	Second-generation speaker and microphone
Digital Crown with haptic feedback, customizable Action button	Digital Crown with haptic feedback
Always-on altimeter, built-in depth gauge, water temperature sensor	Always-on altimeter
High-g accelerometer (up to 256 g-forces with Fall Detection <sup>10</sup> and Crash Detection) and high dynamic range gyroscope	High-g accelerometer (up to 256 g-forces with Fall Detection <sup>10</sup> and Crash Detection) and high dynamic range gyroscope
Siren, Emergency SOS, <sup>11</sup> international emergency calling (GPS+Cellular models only), <sup>11</sup> international roaming (limited by carrier) <sup>12</sup>	Emergency SOS, <sup>11</sup> international emergency calling (GPS+Cellular models only), <sup>11</sup> international roaming (limited by carrier) <sup>12</sup>
LTE and UMTS (including Band 14 700 PS) Precision dual-frequency GPS, GNSS, GLONASS, Galileo, Beidou	LTE and UMTS (including Band 14 700 PS) GPS, GLONASS, Galileo, QZSS, Beidou
Family Setup <sup>13</sup>	Family Setup (GPS + Cellular models only) <sup>13</sup>
Alpine Loop, Trail Loop, or Ocean Band	Apple Watch bands
Carbon neutral <sup>2</sup> when paired with new Alpine Loop or new Trail Loop 100 percent fiber-based packaging	Aluminum case is carbon neutral <sup>2</sup> when paired with new Sport Loop <sup>14</sup> 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

Water resistant 50 meters

All-day battery life, up to 18 hours<sup>5</sup>  
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 Detection<sup>10</sup> and Crash Detection) and high dynamic range gyroscope

Emergency SOS,<sup>11</sup> international emergency calling (GPS+Cellular models only),<sup>11</sup> international roaming (limited by carrier)<sup>12</sup>

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

Family Setup (GPS + Cellular models only)<sup>13</sup>

Apple Watch bands

Carbon neutral<sup>2</sup> when paired with new Sport Loop<sup>14</sup>  
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 shopping for my first smartwatch."

You discover she's new to Apple Watch and wants to know how she can use it. And she's interested in the latest health features.

#### You recommend Apple Watch Series 9

##### You can monitor your health

With Apple Watch Series 9, you can take an ECG<sup>7</sup> and check your blood oxygen,<sup>8</sup> right from your wrist. You'll get notifications of high and low heart rates, noise alerts to help protect your hearing, and tools to help improve your mindfulness and mental health. You can even track how much time you spend in daylight. Apple Watch Series 9 also includes a temperature sensor,<sup>9</sup> so you get advanced cycle tracking features.<sup>15</sup> And it tracks your activity to help you stay fit.

##### It's great for everything you do

You can send text messages, check the weather, and more, all from your wrist. And Apple Watch Series 9 has a large and bright Always-On Retina display, so it's easy to see information and use apps. You can even choose from a variety of colors and finishes, Apple Watch bands, and customizable watch faces to personalize your watch. Apple Watch also has 18-hour battery life<sup>5</sup> to last through your day.

##### It's packed with powerful features

Apple Watch Series 9 features powerful custom Apple silicon, so you can use the new double tap gesture<sup>1</sup> to answer calls, play music, and more, without touching the display. You can also use on-device Siri to access health data and log your period or your daily medications with just your voice.<sup>16</sup>



### "I like to explore the outdoors."

You discover that she hikes and camps frequently and is concerned about safety. She loves the health and fitness features on her Apple Watch Series 7.

#### You recommend Apple Watch Ultra 2 with Alpine Loop

##### It's built for outdoor adventures

Apple Watch Ultra 2 is the most durable Apple Watch with a titanium case and a bright, crack-resistant display that's easy to read in harsh sunlight. And it's great for hiking. It has a precision dual-frequency GPS so you can get accurate locations. You can see your elevation as you climb, set Compass Waypoints to mark a position, and use Backtrack to create a visual path of where you've been. Apple Watch Ultra 2 automatically generates Cellular Connectivity Waypoints when you don't have service, so you can locate where you can make calls or check messages. And it has a built-in 86-decibel siren that can be heard up to 180 meters (up to 600 feet) away so you can attract attention if you need help.

##### You'll get advanced health and safety features

It has all the features you love on Series 7, like the ECG app,<sup>7</sup> Fall Detection,<sup>10</sup> and tools to manage your heart health. Plus, you'll get even more insights into your health and wellness with sensors to measure blood oxygen<sup>7</sup> and nightly temperature changes.<sup>8</sup> You'll also get safety features like Crash Detection, so you can get help if you're ever in a severe car crash.<sup>11</sup>

##### Stay connected, even in the elements

Apple Watch Ultra 2 features three beamforming microphones, so your voice sounds clear on calls even in windy conditions. And the dual-speaker system is designed for outdoor use, so you can hear calls better. And with double tap,<sup>1</sup> you can take calls with the hand you wear your watch on, even if you're holding camping equipment with the other hand. And it gets up to 36 hours on a single charge and up to 72 hours with Low Power Mode, so you'll have plenty of battery life for your adventures.<sup>4</sup>



**“ I heard Apple Watch has great health features. I want to buy one for my mom.”**

You discover that her mother lives far away and is concerned about her heart health. She wants to stay informed about her mother’s health and be notified of emergencies. And her mother has an iPad.

### **You recommend Apple Watch Series 9 with cellular**

#### **Your mom can monitor her heart health**

You mom can check her heart rate at any time and see her resting and walking heart rate. She’ll also get notifications of high and low heart rates and irregular heart rhythms<sup>17</sup> that may be suggestive of atrial fibrillation (AFib). She can even take an ECG<sup>7</sup> and generate a PDF to share with her doctor. She can also view her health data in the Health app, which is now available on iPad—so she can easily see her health data and charts on the larger display.

#### **It helps you care for your loved ones**

With Health sharing, your mom can choose to share her health data with you. You’ll be able to see her data in the Health app on your iPhone and get notified of significant changes. She can also choose to share health data with her physician so they can have more meaningful, informed conversations. And your mother’s personal information is never shared without her permission. You and your mother can even share Activity data so you can encourage each other to stay active.

#### **Safety features offer peace of mind**

With Fall Detection,<sup>10</sup> Crash Detection, and Emergency SOS<sup>11</sup> on Apple Watch Series 9, you and your mother will have peace of mind that she can get help in an emergency. Apple Watch can call emergency services if a hard fall or severe car crash is detected, even if your mother can’t respond.<sup>11</sup> You can also be notified as her emergency contact. And with a cellular plan on her Apple Watch,<sup>18</sup> your mom can contact emergency services even if her iPhone isn’t nearby.



**“ I’m training for my first duathlon.”**

You discover they’re an endurance athlete who wants to know more about their running and cycling performance.

### **You recommend Apple Watch Ultra 2 with Trail Loop**

#### **It’s great for endurance sports**

With the large display, you can see up to six lines of metrics in one view. So you get more glanceable information and room to customize your view. You can use the Action button to quickly start, pause, or end a Workout, or mark segments during a Workout. Apple Watch Ultra 2 also has a precision dual-frequency GPS with custom positioning algorithms—so you get the most accurate GPS readings in dense urban environments of any sports watch.<sup>19</sup> And it gets up to 17 hours battery life in an Outdoor Run workout in Low Power Mode with full heart rate and GPS.<sup>5</sup> So you can complete a full-day marathon experience, even without your iPhone nearby.

#### **You’ll get high-performance running metrics**

You can track and view details on your watch like time, distance, and pace, and see running form metrics like stride length, ground contact time, and vertical oscillation. You can also view Heart Rate Zones and Running Power to better understand your intensity level, modify your training plans with Custom Workout, and compete against your previous times with Race Route. With Automatic Track Detection,<sup>20</sup> Apple Watch automatically detects when you arrive at a track and asks to confirm the lane that you’re in, so you get the most accurate pace and distance. And workout details are easy to find in the Fitness app on your iPhone.

#### **Enjoy more insights into your cycling performance**

You can automatically connect Bluetooth-enabled cycling accessories and track metrics like your power in watts and cadence in RPM to help improve your performance. With a connected power meter, Apple Watch can estimate your Functional Threshold Power and enable a new workout experience called Power Zones so you can see which zone you’re in and track how long you spent in each zone to improve your performance. With Live Activities, you can stream cycling workout metrics to your iPhone mounted to your handlebars to see progress during a ride.



**"I want something to use while diving."**

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

### **You recommend Apple Watch Ultra 2 with Ocean Band**

#### **It's designed for water sports**

Apple Watch Ultra 2 is designed for water sports, with WR100 water resistance and EN13319 certification for recreational scuba diving to 40 meters.<sup>3</sup> And it comes with Ocean Band, which can stretch and flex and fits comfortably over a wetsuit.

#### **See your diving metrics at a glance**

It has a built-in depth gauge, a water temperature sensor, and a Depth app that can automatically launch when your watch is submerged. 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. And 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, as well as 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,<sup>21</sup> Apple Watch Ultra 2 becomes a capable dive computer for snuba, scuba, and freediving. 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.



**"I'd like to get an Apple Watch for my son, but he doesn't have an iPhone."**

You discover he wants to stay in touch with his 10-year-old son and know that he's safe. But he's not ready to buy him an iPhone.

### **You recommend Apple Watch SE with cellular**

#### **You can manage Apple Watch for your son**

Apple Watch SE is the perfect choice for kids. With Family Setup<sup>13</sup> and cellular,<sup>19</sup> you can pair your son's Apple Watch to your iPhone so he can enjoy safety and connectivity features, Activity, Maps, Podcasts, Photos, Apple Cash, Apple Pay, and more, even without his own iPhone. You can set it up so that you'll be notified to approve any App Store downloads or purchases that he makes on his watch. And with Schooltime, you can limit features at specific times of the day, like during school hours.

#### **Staying connected is easy**

Your son will have his own phone number, so he can use his watch to call you, other family members, and people who you've specified, so you can be sure he's connecting to people you know. He can also send and receive messages with personalized Memoji. You can also invite him to the Home app so he can control smart home accessories and open doors with home keys.

#### **Safety and health features give you peace of mind**

With location sharing, you can get alerts when your son arrives at a location or isn't where he's expected to be. If he ever needs help, he can call emergency services by pressing and holding the side button.<sup>11</sup> Apple Watch can also track how much time your son is spending in daylight, so you can encourage him to spend more time outdoors to help reduce the risk of myopia.



**"I want a nice gift, but I don't have a lot to spend."**

You discover he's a student looking for a gift for his partner, who frequently runs and exercises on campus. He's also considering a fitness tracker as a more affordable option.

### You recommend Apple Watch SE

#### Apple Watch is the ultimate fitness companion

Apple Watch SE includes all the core features of Apple Watch at an affordable price. Your partner can track his daily activity and workouts and review them on the Fitness app on iPhone. He can also set alerts and views on Apple Watch that fit his workout plan, and race against his last or best time with Race Route. Your partner can also pair AirPods with Apple Watch and play music and podcasts to stay motivated.

#### Your partner can stay connected and manage his day

Your partner can send text messages, make calls, manage his calendar, and respond to email with his watch. And when he needs to study, he can use Focus to reduce distractions. With NameDrop,<sup>22</sup> it's easy to instantly share contact information with new people. Your partner can also use Apple Pay to quickly and easily make payments on campus, and add his student ID to Wallet and use Apple Watch to access the dorm, library, and campus events.

#### He'll love Apple Fitness+

With Apple Fitness+,<sup>23</sup> your partner can find video and audio workouts that meet his fitness level. He can browse a library of over 4,000 workouts and meditations—and see metrics like heart rate and calories burned displayed on-screen as he exercises. He can even use Custom Plans to create a workout and meditation schedule based on exactly what he wants. For a limited time, get a free three-month subscription to Apple Fitness+ with any new Apple Watch.<sup>24</sup>



**"I'm thinking about buying a newer Apple Watch, but what's different?"**

You discover she likes using her Apple Watch Series 4 to answer calls and see messages. She wants to learn more about the latest features.

### You recommend Apple Watch Series 9

#### You'll love the large display and durable design

Apple Watch Series 9 has a large, edge-to-edge, Always-On Retina display, so you can see more of your texts and messages with less scrolling. And the display is twice as bright as your Series 4, so it's easier to read in bright sunlight. You can answer calls and reply to messages right from your wrist, and buttons on Series 9 are larger and easier to tap. It also has a crack-resistant front crystal, IP6X dust resistance, and is water resistant to 50 meters, so you can wear it anywhere.

#### Enjoy advanced features and all-day battery life

The powerful custom Apple silicon in Apple Watch Series 9 enables double tap,<sup>1</sup> a new way to use Apple Watch without touching the display. It's fast, easy, and convenient, especially if your other hand is occupied. You'll also get new features like on-device Siri, so requests like setting a timer are even faster, and integration with HomePod, so you can control audio from your wrist. And Apple Watch Series 9 gets all-day, 18-hour battery life<sup>5</sup> and supports fast charging, so it takes just 45 minutes to charge from 0 to 80 percent.<sup>6</sup>

#### Get more insights into your health and wellness

Apple Watch Series 9 offers advanced health features like the Blood Oxygen app<sup>8</sup> and temperature sensor.<sup>9</sup> Safety features like Crash Detection also offer peace of mind that you can call for help if you're in a severe car crash.<sup>11</sup>

Not all features are available in all regions or languages. <sup>1</sup> Coming later this year. <sup>2</sup> Learn more at [apple.com/2030](https://apple.com/2030). <sup>3</sup> 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](https://support.apple.com/HT205000). <sup>4</sup> Tested against subsections for Altitude, High Temperature, Low Temperature, Temperature Shock, Immersion, Freeze/Thaw, Shock, and Vibration. <sup>5</sup> Battery life varies by use and configuration. See [apple.com/batteries](https://apple.com/batteries) for more information. <sup>6</sup> Charge time varies with region, settings, and environmental factors; actual results will vary. <sup>7</sup> ECG app is available on Apple Watch Series 4 and later (excluding Apple Watch SE) and can generate an ECG similar to a single-lead electrocardiogram. Intended for use by people 22 years old and over. <sup>8</sup> Blood Oxygen app is for wellness purposes only and not for medical use. <sup>9</sup> The temperature sensing feature isn't intended for medical use. <sup>10</sup> Fall Detection updates are available on Apple Watch Series 4 and later with watchOS 8 and later. <sup>11</sup> 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](https://apple.com/watchos/feature-availability). <sup>12</sup> 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](https://apple.com/watch/cellular). <sup>13</sup> Not all features will be available if the Apple Watch is set up through Family Setup. Wireless service plan required for cellular service. Contact your service provider for more details. Check [apple.com/watch/cellular](https://apple.com/watch/cellular) for participating wireless carriers and eligibility. <sup>14</sup> The redesigned Sport Loop excludes Pride, Black Unity, and (PRODUCT)RED Sport Loop bands. <sup>15</sup> Cycle Tracking app shouldn't be used for birth control or to diagnose a health condition. <sup>16</sup> Siri for health will be available later this year. Health queries are initially available in English and Mandarin. <sup>17</sup> Irregular rhythm notification requires the latest version of watchOS and iOS. It isn't intended for use by people under 22 years old or those who have been previously diagnosed with atrial fibrillation (AFib). <sup>18</sup> Wireless service plan required for cellular service. Contact your service provider for more details. Check [apple.com/watch/cellular](https://apple.com/watch/cellular) for participating wireless carriers and eligibility. <sup>19</sup> Claim based on route map accuracy. <sup>20</sup> Automatic Track Detection is available in the U.S., Australia, Canada, Germany, the UK, Italy, France, Netherlands, and Spain. <sup>21</sup> A subscription is required for Oceanic+. Available on the App Store. Always follow diving protocols and dive with a companion and have a secondary device. <sup>22</sup> Available on Apple Watch Ultra models, Apple Watch Series 7 or later, and Apple Watch SE (2nd generation) in an update later this year. <sup>23</sup> Subscription required. <sup>24</sup> 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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