

Apple Watch Series 9 (GPS + Cellular)



First Look

Powered by custom Apple silicon, Apple Watch Series 9 is packed with amazing features like double tap—a magical new gesture so you can use Apple Watch without touching the display,¹ faster on-device Siri, Precision Finding for iPhone, deeper integration with HomePod, and a brighter edge-to-edge display. You also get industry-leading health, fitness, and safety features, a durable design with crack, dust, and water resistance, and all-day battery life. And in a first for Apple, any Apple Watch Series 9 aluminum case paired with a new Sport Loop² is carbon neutral.³



	Apple Watch Series 9 (aluminum)	Apple Watch Series 9 (stainless steel)
Case sizes	41mm and 45mm	41mm and 45mm
Colors	Midnight, Silver, Starlight, Pink, (PRODUCT)RED	Silver, Graphite, Gold
Apple Retail price (U.S.) starting at	\$499	\$699
Compatibility	For use with iPhone Xs or later with iOS 17 or later	

Note: Check apple.com/watch/cellular for participating wireless carriers and eligibility⁴

Key messages

S9 System in Package

- Custom Apple silicon delivers smoother animations and effects, with a dual-core CPU with 5.6 billion transistors, 60 percent more than the previous generation, and a GPU that’s up to 30 percent faster than the previous generation
- Four-core Neural Engine processes machine learning tasks up to two times faster than Apple Watch Series 8
- Up to 25 percent more power efficient than the S8 SiP, so you get additional features and improvements, and all-day, 18-hour battery life⁵

Display

- Edge-to-edge, Always-On Retina display with up to 2000 nits maximum brightness, so it’s easier to read in bright sunlight
- Dims to a minimum 1 nit brightness in Sleep Focus

Double tap¹

- Tap your index finger and thumb together twice to answer a call, play or pause music, use Camera Remote, open the Smart Stack, and more
- Neural Engine processes data from the accelerometer, gyroscope, and optical heart rate sensor to detect movements and changes in blood flow when you double tap

On-device Siri

- Siri requests are processed on your watch, so requests that don’t need information from the internet, like setting a timer or starting a workout, are faster and more secure
- Access your health data with just your voice, so you can do things like ask how long you slept the previous night or what your average walking heart rate is, and log data like your period or medications⁶

Precision Finding for iPhone

- Features a second-generation Ultra Wideband chip, so you can use Apple Watch to see distance and direction to your iPhone 15 or iPhone 15 Pro⁷

HomePod media control

- Apple Watch automatically launches Now Playing and provides suggestions in Smart Stack when you’re within 4 meters (13 feet) of your HomePod—so you can control audio from your wrist⁸

Carbon neutral³

- Any aluminum case paired with a new Sport Loop² is carbon neutral, a first for Apple and a milestone toward Apple’s 2030 environmental goals
- 78 percent reduction in carbon footprint comes from using more recycled materials, clean electricity for manufacturing, and non-air transportation, and remaining emissions are offset with high-quality carbon credits⁹
- Made with 82 percent recycled yarn, the new Sport Loop is also carbon neutral when sold separately

Environmentally friendly bands

- Magnetic Link and Modern Buckle use FineWoven, a microtwill textile made from 68 percent post-consumer recycled content, which has a significantly lower carbon footprint than leather
- Nike Sport Loop uses excess yarns from previous seasons and features a space-dye look and a pull tab with the Nike swoosh
- Nike Sport Band uses more than 32 percent recycled fluoroelastomer and colorful, textured flakes

Grid Forecast in the Home app

- See when your local electric grid is running on cleaner energy sources so you can determine the best time to run appliances and charge electric vehicles or devices

Advanced Workout features

- Improve your running performance with metrics like Vertical Oscillation, views like Heart Rate Zones, and Custom Workouts
- Connect Bluetooth cycling accessories to measure cadence, speed, and power, and train using Power Zones
- With Live Activities, you can stream metrics from cycling workouts directly to iPhone mounted to your handlebars to see progress during a ride

Enhanced Compass app

- Get real-time elevation data, elevation alerts, and Cellular Connectivity Waypoints so you can find nearby cellular locations

Health and safety

- Measure heart rate and blood oxygen,¹⁰ take an ECG,¹¹ and track nightly temperature changes¹² for insights into menstrual cycles¹³
- Get peace of mind with safety features like Fall Detection¹⁴ and Crash Detection that help connect you to emergency services¹⁵
- Reflect on your state of mind with the Mindfulness app, which can help build emotional awareness and improve wellbeing
- Track time spent in daylight, which can have a positive impact on physical and mental health like mood, vitamin D levels, and sleep

Cellular⁴

- Go anywhere with just your watch for calls, messages, and more

Essential additions

- AppleCare+ for Apple Watch, Apple Music,¹⁶ AirPods, Apple 20W USB-C Power Adapter for fast-charging, additional Apple Watch bands
- For a limited time, get a free three-month subscription to Apple Fitness+ when you buy any new Apple Watch¹⁷

Not all features are available in all regions or languages. ¹ Coming later this year. ² The redesigned Sport Loop excludes Pride, Black Unity, and (PRODUCT)RED Sport Loop bands. ³ Learn more at apple.com/2030. ⁴ 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. ⁵ Battery life varies by use and configuration. See apple.com/batteries for more information. ⁶ Siri for health will be available later this year. Siri health queries are initially available in English and Mandarin. ⁷ Requires an iPhone and Apple Watch with second-generation Ultra Wideband chip. Ultra Wideband availability varies by region. ⁸ Smart Stack suggestions are available later this year. HomePod media control is available on Apple Watch Ultra models, Apple Watch Series 6 and later (not including Apple Watch SE), HomePod (2nd generation), and HomePod mini. ⁹ 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. ¹⁰ Blood Oxygen app is for wellness purposes only and not for medical use. ¹¹ 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. ¹² The temperature sensing feature isn’t intended for medical use. ¹³ Cycle Tracking app should not be used for birth control or to diagnose a health condition. ¹⁴ Fall Detection updates are available on Apple Watch Series 4 and later with watchOS 8 and later. ¹⁵ Emergency SOS requires a cellular connection or Wi-Fi Calling with an internet connection from your Apple Watch or nearby iPhone. ¹⁶ Subscription required. ¹⁷ 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.