



Ceo of Apple, Tim Cook at Apple Conference 2004

"Apple introduced the world to several category-defining products, the Mac, iPod, iPhone and iPad," said Tim Cook, Apple's CEO. "And once again Apple is poised to captivate the world with a revolutionary product that can enrich people's lives. It's the most personal product we've ever made."

Apple Watch comes in three distinct collections—Apple Watch, Apple Watch Sport and Apple Watch Edition—available in two different sizes, 38 mm and 42 mm. The beautifully designed and durable enclosures are crafted from custom alloys of polished or space black stainless steel, space gray or silver anodized aluminum and 18-karat rose or yellow gold. Apple also created an entire range of watch straps: the high-performance elastomer Sport Band; the Milanese Loop in a flexible magnetic stainless steel mesh; the Leather Loop in soft, quilted leather that conceals magnets for quick fastening and adjustment; the leather Modern Buckle, which closes with a solid metal clasp; the leather Classic Buckle; and the stainless steel Link Bracelet.

Apple Watch comes with a unique charging system that combines Apple's MagSafe® technology with inductive charging for a quick connection that snaps into place.





THE NEW Apple WATCH

CUPERTINO, California—

September 9, 2014—Apple® today unveiled Apple Watch™—its most personal device ever—featuring revolutionary new technologies and a pioneering user interface with a beautiful design that honors the rich tradition of precision watchmaking. Apple Watch introduces a specially designed and engineered Digital Crown that provides an innovative way to scroll, zoom and navigate. The Digital Crown is Apple's most revolutionary navigation tool since the iPod® Click Wheel and iPhone® Multi-Touch™. Apple Watch will enable you to communicate in new ways right from your wrist by sending and receiving messages, answering calls to your iPhone, and with Digital Touch, sending something as personal as your own heartbeat. Apple Watch also introduces comprehensive health and fitness apps that can help people lead healthier lives. Apple Watch is available in three distinct collections—Apple Watch, Apple Watch Sport and Apple Watch Edition.



Apple Watch introduces a revolutionary design and iOS-based user interface created specifically for a smaller device. Apple Watch features the Digital Crown, an innovative way to scroll, zoom and navigate fluidly, without obstructing the display. The Digital Crown also serves as the Home button and a convenient way to access Siri®. The Retina® display on Apple Watch features Force Touch, a technology that senses the difference between a tap and a press, providing a new way to quickly and easily access controls within apps. Apple Watch introduces the Taptic Engine and a built-in speaker that together discreetly enable an entirely new vocabulary of alerts and notifications you can both hear and feel. Apple custom-designed its own S1 SiP (System in Package) to miniaturize an entire computer architecture onto a single chip. Apple Watch also features Wi-Fi 802.11b/g and Bluetooth 4.0 to pair seamlessly with your iPhone. Apple Watch comes in three distinct collections.