

Apple "iWatch" rumours gather pace

The *iWatch* is the most hotly anticipated new product expected from Apple, supposedly involving 100 product designers

RUMOUR ROUND-UP



1 Round face: Current rumour favourite, based on patent filed by Apple for *Spiral* user interface and design boss Jony Ive's fondness for *Ikepod Geneve Horizon* wristwatches



2 Square face: More suited to running Apple's mobile *iOS*, although there are problems over battery life falling short of goal of 4-5 days between charges



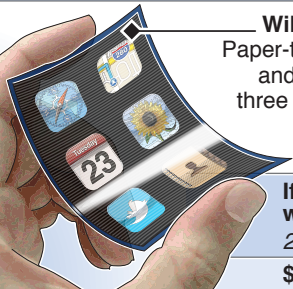
3 Wrap-around face: Apple has filed patents for curved glass wrist band device and may be using flexible *Willow Glass*, made by Corning – makers of iPhone's toughened Gorilla Glass



Features

- Calls (via Bluetooth link to iPhone)
- Check maps
- Pedometer
- Sensors to monitor wearer's health

Willow Glass: Paper-thin, flexible and strong, but three years away from mass production



If Apple took 10% share of global watch market:

2013 sales*	Apple 10%	Profit†
\$60bn	\$6bn	\$3.6bn

*Forecast

†Gross profit margins for watches are around 60%

Sources: Wire agencies, Forbes, techradar.com, Corning Inc.

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