

Apple Watch on sale April 24

TWO SIZES



Digital crown

Roll to zoom in and out of apps, scroll display or make nimble inputs

Side button

Link with other Watch wearers and use **Digital Touch** to send gentle taps or sketches

LAUNCH DETAILS

Preorder: Apr 10
Buy: Apr 24

BATTERY LIFE

With normal daily use:



Haptic engine

Creates touch sensations you feel on wrist

SAMPLE THIRD-PARTY APPS

Success of device may rest with usefulness of apps



CNN
Up-to-minute breaking news

Source: Apple



Twitter
140 characters fit screen well



SPG hotels
Swipe watch to unlock hotel room

PRICING STURCTURE

Apple WATCH SPORT

Aluminium, Ion-X glass. Silver or space grey

38mm:
\$349

42mm:
\$399



Apple WATCH

Stainless steel, sapphire crystal. Steel or space black

38mm:
\$549-\$1,049

42mm:
\$599-\$1,099



Apple WATCH EDITION

18-carat solid gold, sapphire crystal. Yellow or rose gold

38mm & 42mm:
From \$10,000

