



Introducing **Apple Watch Series 12**

42mm and 46mm

Aluminium - Dark Bronze, Black, Light Gold, Space Grey

Titanium - Natural, Radiant Gold

Ceramic - Pearl White, Night Blue





Introducing the new Apple Watch Series 12

Learn more and watch the film

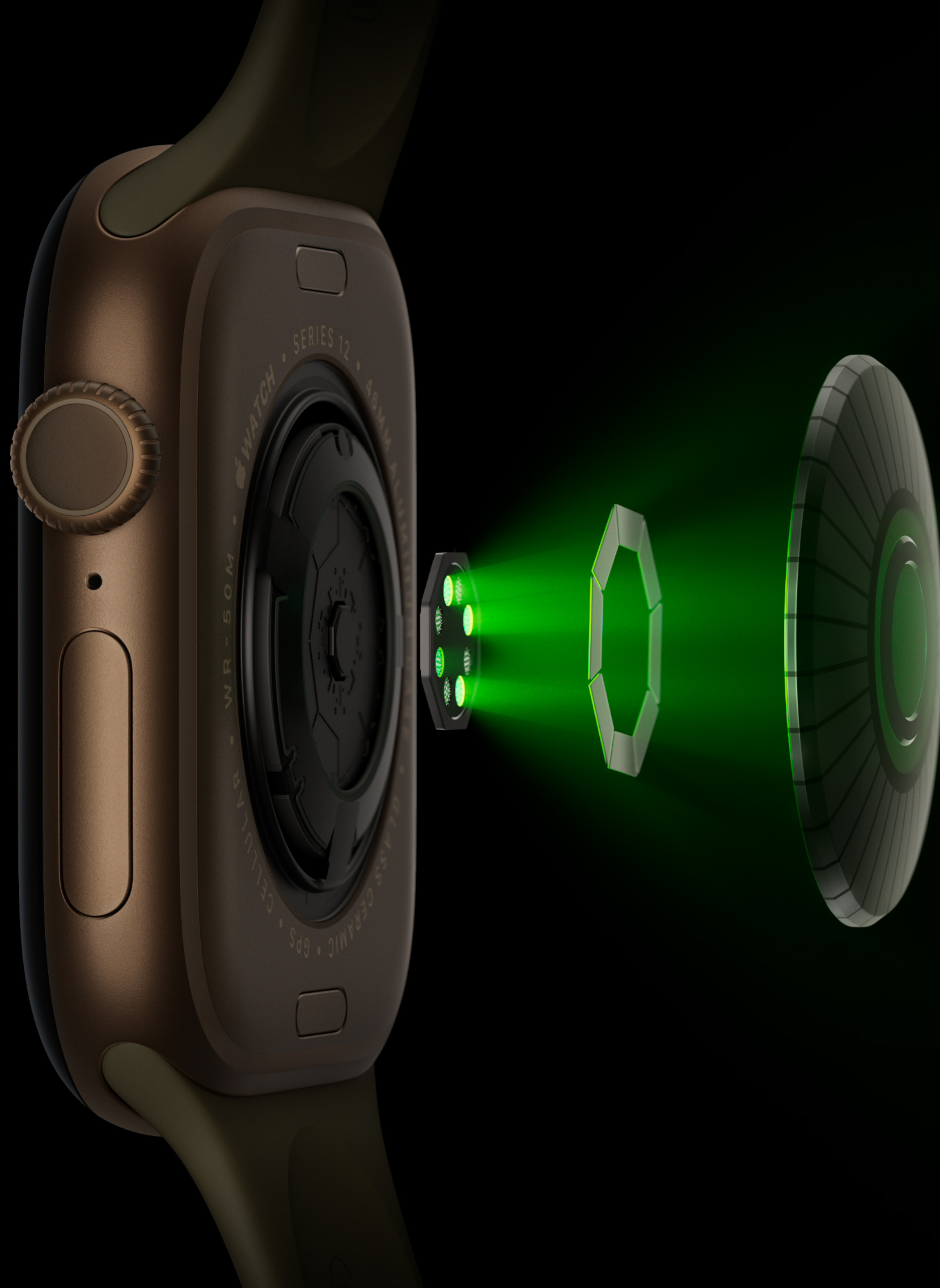


Key Messages

Quick Demos

Quiz

Line Up & Compare



Health Sensing System and new health features

- The all-new Health Sensing System includes redesigned optical and electrical heart sensors to unlock even more health insights
- Apple Watch has the most accurate heart rate sensing in a wearable, with higher-fidelity heart rate and HRV measurements than previous generations
- New Readiness app provides one simple score and a classification to help you plan and prioritise your day
- New daytime view in the Vitals app can help you spot shifts in your health, even before they show up in your overnight metrics²
- Higher-frequency heart rate readings happen throughout the day, even when you're on the go, so Exercise and Move Activity rings are even more accurate

² The Vitals app is for wellness purposes only and not for medical use.

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Apple Watch Series 12 is the most comprehensive wearable across health, fitness, and safety, with the new Health Sensing System and S11 chip powering an enhanced suite of features.



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Health app³

- Cycle Tracking can now notify you when your logged cycle patterns are suggestive of perimenopause⁵

³ Available on Apple Intelligence-enabled iPhone and iPad models with the latest software, with select features available only on iPhone. Some features may not be available in all regions or languages. Health Age requires Apple Watch. The test to estimate VO2 max requires Apple Watch, AirPods Pro 3, or a third-party heart rate sensing device. Some features require users to be 18 or older. For information on Apple Intelligence availability, visit support.apple.com/en-us/121115.⁵ The Cycle Tracking app should not be used for birth control or to diagnose a health condition. Cycle deviation notifications are based solely on the user's logged cycle history. Cycle deviation notifications inclusive of perimenopause are for people 40 years old or older. These notifications are not intended to replace traditional methods of diagnosis, monitoring, or treatment of perimenopause or menopause.

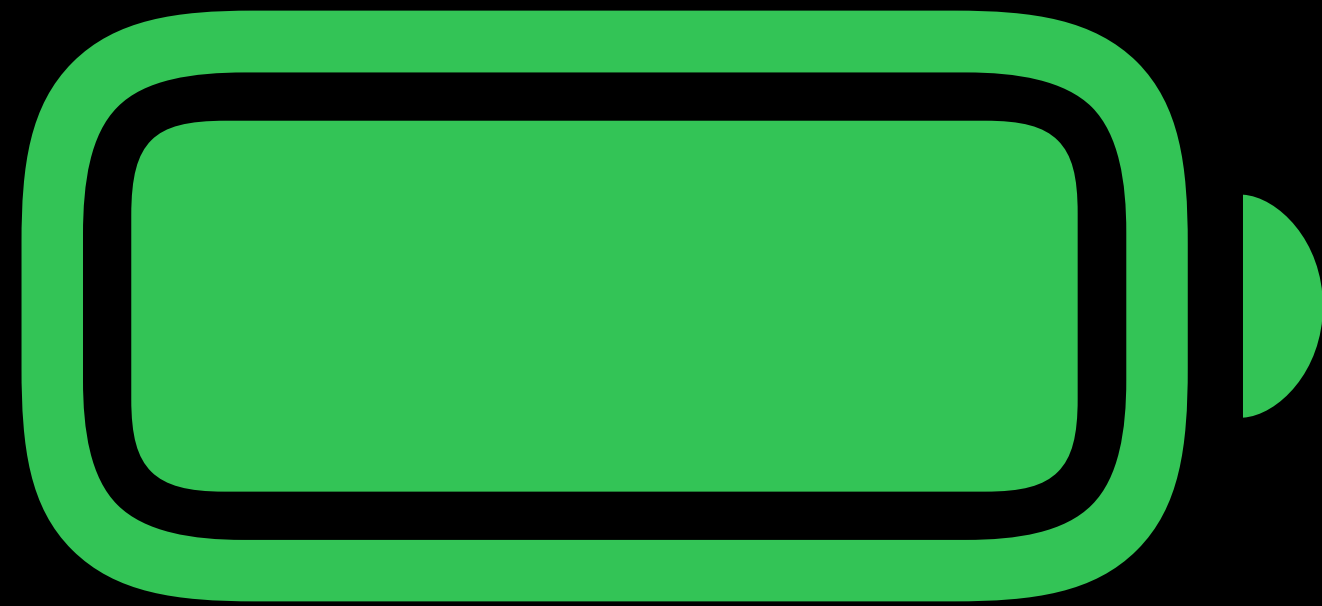
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Design and finishes

- Aluminium models feature Ceramic Shield 2, which is tougher than any smartwatch glass and is 60 percent tougher than Ion-X glass on Series 11
- Titanium and ceramic models feature an even more durable sapphire front crystal
- Series 12 comes in beautiful new colours and finishes, including titanium and ceramic



Battery life and fast charging

- Get up to 24 hours of battery life for all-day use plus overnight sleep tracking⁶
- With fast charging, a 15-minute charge now provides up to 12 additional hours of normal use and a 5-minute charge provides up to 10 hours of sleep tracking⁶



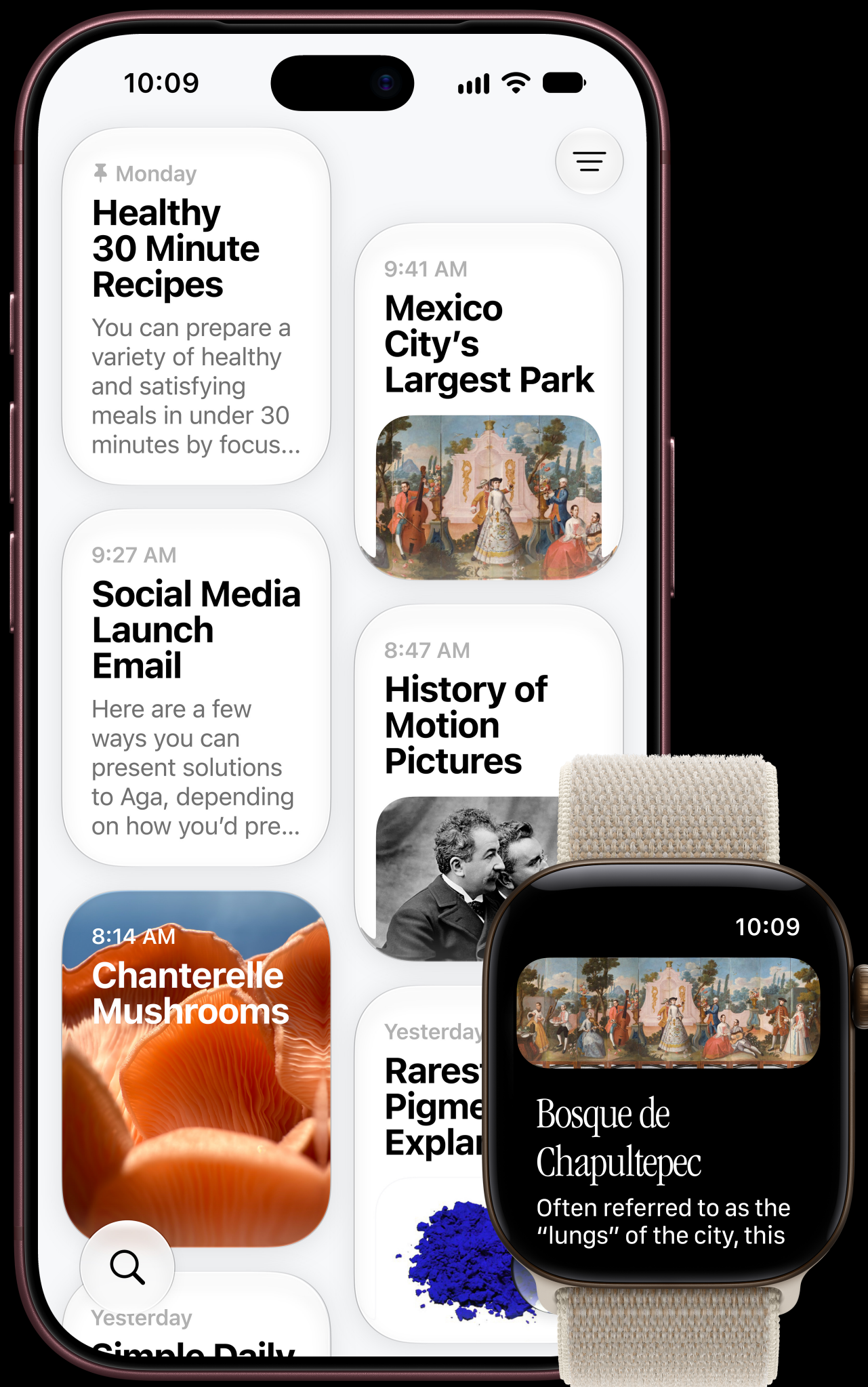
Audio Intelligence⁷

- The S11 chip, Apple’s most advanced wearable chip, powers Audio Intelligence features that help you stay aware of sounds and conversations around you while keeping raw audio private and secure—audio isn’t recorded or stored and can’t be accessed, even by Apple
- Sound Recognition notifies customers who are deaf or hard of hearing of important sounds, like sirens, alarms, door bells, and more—even when their iPhone isn’t with them⁷
- Live Rewind can transcribe the last 15 seconds of speech when you double press the Digital Crown—so, for example, if you didn’t quite catch someone’s name, you can view a transcript of the conversation by asking Siri, or save it to the Siri app **(Feature not available at Launch in India. Will be released later in beta phase)**
- Siri Recap uses ambient listening to transform your conversations into high-level summaries—for example, notes from a meeting or parent-teacher conference, so you can stay present and engaged in the moment **(Feature not available at Launch in India. Will be released later in beta phase)**
- Music Recognition can automatically detect music and display song information on the Shazam widget in the Smart Stack⁷

⁷ Audio Intelligence includes Live Rewind, Siri Recap, Sound Recognition, and faster Shazam and requires Apple Watch Series 12 or Apple Watch Ultra 4. Live Rewind and Siri Recap will be available in beta in 2027, require an Apple Intelligence-enabled iPhone 16 or later (excluding iPhone 16e) or iPhone 15 Pro, will be available in English to start, and will not initially be available in the EU. For more information, visit support.apple.com/148354

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Siri AI⁴

- Powered by Apple Intelligence,⁴ Siri AI provides richer answers through natural conversations—and a new, dedicated Siri app brings together all your conversations in one place, so you can ask a question on your iPhone and pick up where you left off on your Apple Watch
- Siri understands personal context, like the door code for your upcoming house rental, so you can easily find answers to what you're looking for just by asking
- Siri can reference information online to answer broad-world knowledge questions about virtually any topic, like brainstorming ideas for workout routines

⁴ Apple Intelligence is available on all iPhone 16 models and later, iPhone 15 Pro, iPhone 15 Pro Max, iPad mini (A17 Pro), iPad models with M1 and later, MacBook Neo (A18 Pro), Mac models with M1 and later, Apple Vision Pro with M2 and later, Apple Watch Series 9 and later, Apple Watch Ultra 2 and later, and Apple Watch SE 3 when paired with an Apple Intelligence-enabled iPhone nearby, with Siri and device language set to Chinese (Simplified), Chinese (Traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is available in beta in iOS 27, iPadOS 27, macOS 27, watchOS 27, and visionOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English to start. Siri AI will not be initially available in the EU on iOS, iPadOS, and watchOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, Intelligent Photo Editing Tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. Expanded access to such features will be available for a fee in the future. Use of these features is subject to the Apple Intelligence Terms and Conditions. Learn more at apple.com/apple-intelligence.

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Fitness

- The Workout app tracks all the ways you exercise—from running to strength training, cycling to swimming, and many more
- A redesigned pedometer model featuring new machine learning algorithms measures your steps more precisely all day, delivering the most accurate step tracking of any smartwatch
- Series 12 is your perfect running partner with experiences like Automatic Track Detection for precise distance tracking when running at a track, and Race Route, which lets you race against your last or best time on your regular running route
- Apple Intelligence⁴ enhances your fitness experience with Workout Buddy, analysing your fitness data to give you personalised voice motivation, highlight key moments during your workout, and summarise your efforts when you finish—and it's now available in Spanish⁸

⁸ Requires a paired Apple Intelligence-enabled iPhone and Bluetooth headphones with device and Siri language set to English or Spanish (Mexico). To use Workout Buddy without your iPhone nearby, you must have a Wi-Fi or cellular connection. Some features may not be available in all regions or languages. For feature and language availability and system requirements, see support.apple.com/121115

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Do more on the go with Apple Watch

- With 5G cellular, you can answer messages and calls right from your wrist, even if your iPhone isn't nearby⁹
- Get peace of mind with safety features like Emergency SOS, Fall Detection, and Crash Detection that help connect you to emergency services¹⁰
- Use the double tap gesture to easily scroll through the Smart Stack, and the new single tap gesture to quickly open widgets in the Smart Stack by simply tapping your index finger and thumb together once

⁹ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/watch/cellular. ¹⁰ Emergency SOS requires a cellular connection or Wi-Fi calling with an internet connection from your Apple Watch or nearby iPhone. You can use cellular models of Apple Watch to make an emergency call in many locations, provided that cellular service is available. Some cellular networks may not accept an emergency call from your Apple Watch if your Apple Watch isn't activated, if it isn't compatible with or configured to operate on a particular cellular network, if it isn't set up for cellular service, or if the cellular network does not support emergency calling over IMS. See support.apple.com/108374 and apple.com/watch/cellular for more information.

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New watch face, complications, and dynamic app grid

- Siri Modular watch face gives you quick access to intelligence features
- New complications like Steps help you track your daily step count, while Heart Rate and Readiness offer quick insights into your activity and health
- Dynamic app grid automatically highlights your most popular and recently used apps

Key Messages

Quick Demos

Quiz

Line Up & Compare

Quick Demos



Show the design

- Show the aluminium finishes in the stylish new dark bronze, black, and light gold, and space grey. Say that the cases are made from 100 percent recycled aluminium. And mention that the aluminium case now features Ceramic Shield 2, which is 60 percent tougher than Ion-X glass in Series 11.
- Show the titanium finishes in new natural and radiant gold. Say that the cases are 3D printed and made from 100 percent recycled titanium.
- Highlight the ceramic cases in pearl white and night blue and point out the beautiful sheen.
- Tell customers that they can personalise their watch with bands in a variety of colours and numerous watch faces and complications.
- Say that Apple Watch Series 12 gets up to 24 hours of normal battery life, and offers even faster charging than Series 11. So a 15-minute charge delivers up to 12 additional hours of battery life.

Talk about Readiness and the Health Sensing System

You can show this demo on Apple Watch Ultra 4, too.



- Show the Readiness app. Say that Readiness analyses customers' recent activity, vitals, and sleep. It provides a simple score to help them understand their capacity to take on the day and can advise them when to push harder and when to hold back.
- Show the Vitals app. Mention that heart rate variability is now included in the Vitals app, with overnight and daytime views, so they get a more complete look at their health status.
- Show the Heart Rate complication. Say that the new Health Sensing System delivers higher-frequency heart rate readings that improve the accuracy of the Move and Exercise rings.
- Mention the new Steps complication and say that customers can see how many steps they've taken each day with just a glance.

Quick Demos



Talk about gestures

You can show this demo on Apple Watch Ultra 4 and Apple Watch SE 3, too.

- Tell customers that they can use gestures to control their watch with just one hand.
- Mention that they can open a Smart Stack widget with a new single tap gesture. Demonstrate how it's done by tapping your index finger and thumb together once.
- They can use wrist flick to dismiss notifications, silence calls, stop timers, and silence an alarm. Demonstrate how it's done by raising your wrist and quickly turning your wrist over and back.
- With double tap, they can open Smart Stack, answer or end calls, and play and pause music. Demonstrate how it's done by raising your wrist and tapping your index finger and thumb together twice.

Key Messages

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Line Up & Compare

Question 1:

What front glass material is featured on the aluminium models of Apple Watch Series 12?

- A) Sapphire front crystal
- B) Standard Ion-X glass
- C) Ceramic Shield 2, which is 60 percent tougher than Ion-X glass on Series 11**
- D) Plastic

Correct Answer: C

Learner Feedback:

Correct: That's right! Aluminium models feature Ceramic Shield 2, which is tougher than any smartwatch glass and 60 percent tougher than the Ion-X glass on Series 11.
Incorrect: Aluminium models feature **Ceramic Shield 2**, which is 60 percent tougher than Ion-X glass on Series 11 (sapphire front crystal is reserved for titanium and ceramic models).

Question 2:

With fast charging on Apple Watch Series 12, how much sleep tracking time can a user get from just a **5-minute charge**?

- A) Up to 4 hours
- B) Up to 6 hours
- C) Up to 8 hours
- D) Up to 10 hours**

Correct Answer: D

Learner Feedback:

Correct: Correct! With fast charging, a 15-minute charge provides up to 12 additional hours of normal use, and a **5-minute charge provides up to 10 hours of sleep tracking**.
Incorrect: A 5-minute fast charge provides **up to 10 hours of sleep tracking** on Apple Watch Series 12.

Question 3:

According to the document, which case sizes and material options are available across the Apple Watch Series 12 lineup? (*Select TWO*)

- A) 42mm and 46mm case sizes across all models**
- B) Aluminium, titanium, and ceramic material options**
- C) 45mm and 49mm case sizes
- D) Stainless steel and carbon fibre material options

Correct Answer: A and B

Learner Feedback:

Correct: Spot on! Apple Watch Series 12 is available in **42mm and 46mm case sizes** and is offered in **aluminium, titanium, and ceramic** materials.
Incorrect: Apple Watch Series 12 comes in **42mm and 46mm** case sizes across **aluminium, titanium, and ceramic** options.

Question 4:

What does the new **single tap gesture** (tapping index finger and thumb together once) do on Apple Watch Series 12?

- A) Scrolls downward through the Smart Stack
- B) Quickly opens widgets in the Smart Stack**
- C) Answers incoming cellular calls
- D) Launches the Workout app

Correct Answer: B

Learner Feedback:

Correct: Well done! Users can use the double tap gesture to scroll through the Smart Stack, and the **new single tap gesture to quickly open widgets** in the Smart Stack.
Incorrect: Tapping the index finger and thumb together once is the single tap gesture used to **quickly open widgets in the Smart Stack**.

Question 5:

Which physical action activates **Live Rewind** on Apple Watch Series 12 to transcribe the last 15 seconds of speech?

- A) Pressing and holding the side button
- B) Double pressing the Digital Crown**
- C) Performing a triple tap gesture
- D) Covering the display with a palm

Correct Answer: B

Learner Feedback:

Correct: Exactly! Double pressing the Digital Crown activates Live Rewind, transcribing the last 15 seconds of speech.
Incorrect: Live Rewind is activated by **double pressing the Digital Crown**.

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Apple Watch lineup

apple.com/watch/compare/



Apple Watch Ultra 4
GPS + Cellular



Apple Watch Series 12
GPS + Cellular, GPS



Apple Watch SE 3
GPS + Cellular, GPS

The ultimate sports and adventure watch and the most advanced watch in the lineup, with the new Health Sensing System, Audio Intelligence, and the best battery life yet.

Series 12 delivers the most comprehensive health features in the thinnest design, with the new Health Sensing System, Audio Intelligence, and up to 24 hours of battery life.

Apple Watch SE 3 keeps you connected, active, healthy, and safe, at an affordable price—now with a more capable, personal Siri AI, and a redesigned Health app for a richer understanding of your health.

Black Titanium, Natural Titanium

Dark Bronze, Black, Light Gold, Space Gray (Aluminium)
Natural, Radiant Gold (Titanium)
Pearl White, Night Blue (Ceramic)

Midnight, Starlight (Aluminium)

