



Introducing **Apple Watch Ultra 4**

49mm

Black Titanium, Natural Titanium



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 heart rate variability (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

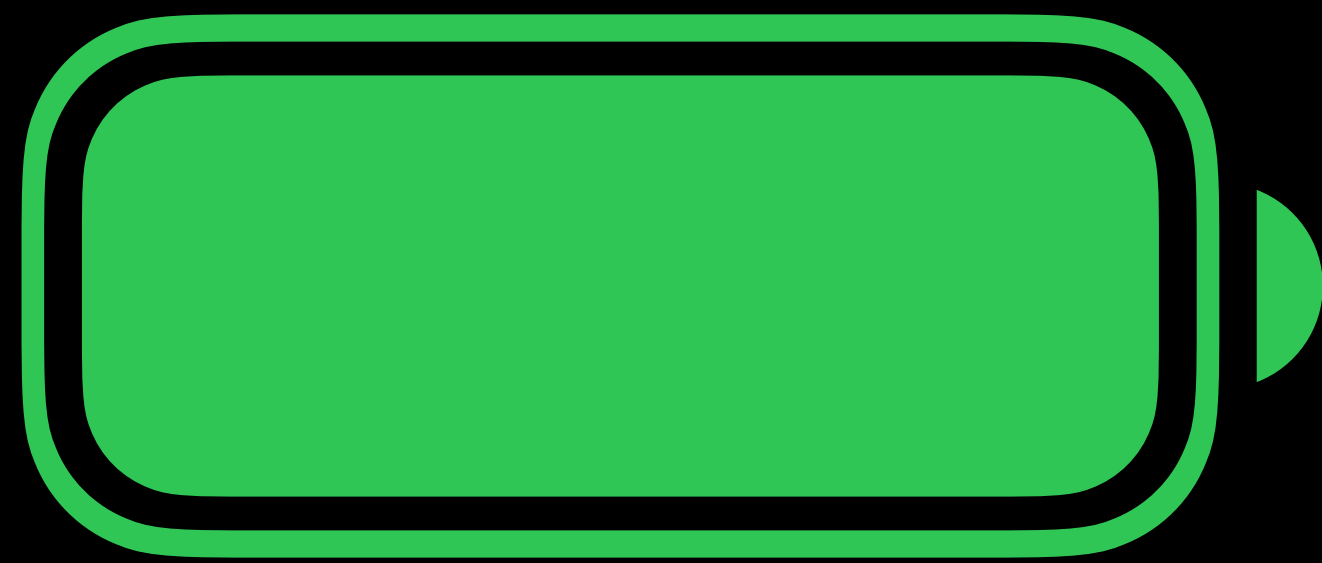
² The Vitals app is for wellness purposes only and not for medical use.

For informational purposes only. Not for customer use.

© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice. September 2026

Using the higher-frequency heart rate and HRV measurements offered by Apple Watch Ultra 4, a new daytime vitals view lets users toggle between overnight and daytime metrics, and can potentially spot shifts in their metrics before they show up overnight.





Longest battery life in Apple Watch

- Get over two days, up to 50 hours, of battery life on a single charge, or up to 84 hours with Low Power Mode³
- With the new Max Extended Workout mode, you can get up to 45 hours of workout tracking³—enough time to conquer a 100-mile race
- Fast-charging for 15 minutes provides up to 18 hours of additional battery life³



Health app⁴

- Cycle Tracking can now notify you when your logged cycle patterns are suggestive of perimenopause⁶

⁴ 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/121115.⁶ 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.

For informational purposes only. Not for customer use.
© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies.
Product specifications are subject to change without notice. September 2026



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 app⁷ **(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 moment⁷ **(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

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 the coming year, 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.

For informational purposes only. Not for customer use.

© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice. September 2026



Siri AI⁵

- Powered by Apple Intelligence,⁵ 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

⁵ 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.

For informational purposes only. Not for customer use.

© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies.
Product specifications are subject to change without notice. September 2026

A black and white photograph of two hikers ascending a rocky trail. The hiker in the foreground is a woman wearing a light-colored long-sleeved shirt, dark shorts, and a backpack, using trekking poles. The hiker behind her is a man wearing a cap, sunglasses, a dark jacket, and a backpack, also using trekking poles. The background is a clear, bright sky.

Ultimate sports and adventure watch

- Designed to track all types of workouts, from running to scuba diving⁸ and outdoor activities like hiking, skiing, and snowboarding
- Precision dual-frequency GPS uses advanced satellite and signal models, custom positioning algorithms, and Apple Maps data to provide the best on-device GPS in a sports watch⁹
- Customisable Action Button gives you control over a variety of functions like starting a workout, moving to the next interval, marking a segment, and more
- Quickly access Custom Workout and Pacer and even customise metrics for your selected workout with the Workout app
- Ultra 4 operates at altitudes from -1600 feet to 29,500 feet (-500 meters to 9000 meters) and temperatures from -4° to 130° F (-20° to 55° C), so it's perfect for summiting peaks and diving to new depths¹⁰

⁸ Apple Watch Ultra 4 has a water resistance rating of 100 meters under ISO standard 22810:2010. It may be used for recreational scuba diving (with compatible third-party app from the App Store) to 40 meters and high-speed water sports. It should not be used below 40 meters. Water resistance is not a permanent condition and can diminish over time. For more information, see support.apple.com/109522. ⁹ GPS performance was evaluated based on route map accuracy in challenging urban environments for outdoor running and walking workouts, processed securely on device. Comparison made against industry-leading dual-frequency GPS sports watches commercially available at the time of testing in August 2026. ¹⁰ Battery and performance may be affected at very low temperatures.

For informational purposes only. Not for customer use.

© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice. September 2026

Apple Watch Ultra 4 delivers the most accurate heart rate sensing in a wearable, higher-frequency heart rate and heart rate variability (HRV) measurements, and a new readiness score to support athletes of all kinds. Apple Watch Ultra 4 also offers extended battery life to track outdoor workouts for up to 45 hours, and the most accurate on-device GPS in a sports watch.



Apple Watch Ultra 4 delivers the most accurate heart rate sensing in a wearable, higher-frequency heart rate and heart rate variability (HRV) measurements, and a new readiness score to support athletes of all kinds. Apple Watch Ultra 4 also offers extended battery life to track outdoor workouts for up to 45 hours, and the most accurate on-device GPS in a sports watch.



Apple Watch Ultra 4 delivers the most accurate heart rate sensing in a wearable, higher-frequency heart rate and heart rate variability (HRV) measurements, and a new readiness score to support athletes of all kinds. Apple Watch Ultra 4 also offers extended battery life to track outdoor workouts for up to 45 hours, and the most accurate on-device GPS in a sports watch.



Apple Watch Ultra 4 delivers the most accurate heart rate sensing in a wearable, higher-frequency heart rate and heart rate variability (HRV) measurements, and a new readiness score to support athletes of all kinds. Apple Watch Ultra 4 also offers extended battery life to track outdoor workouts for up to 45 hours, and the most accurate on-device GPS in a sports watch.



Apple Watch Ultra 4 delivers the most accurate heart rate sensing in a wearable, higher-frequency heart rate and heart rate variability (HRV) measurements, and a new readiness score to support athletes of all kinds. Apple Watch Ultra 4 also offers extended battery life to track outdoor workouts for up to 45 hours, and the most accurate on-device GPS in a sports watch.





Safety and connectivity

- Get peace of mind with safety features like Emergency SOS,¹¹ Fall Detection, and Crash Detection that help connect you to emergency services
- With satellite communication, you can connect to satellites to contact emergency services, message friends, and share your location when you don't have cellular or Wi-Fi coverage¹²
- Alert others to your location with an 86-decibel siren that can be heard from up to 600 feet (180 meters) away
- Quickly access Flashlight from the Action button and use Backtrack in the Compass app to track your route and retrace your steps if you get lost
- With a cellular plan,¹ get the freedom to go anywhere with just your Apple Watch and stay connected to the people and information you care about—and 5G allows for fast downloads across music, podcasts, and more¹³

¹ Cellular isn't available everywhere Apple Watch Ultra 4 is sold. See apple.com/watch/cellular. Contact your carrier for more information. ¹¹ Emergency SOS requires a satellite connection, 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. ¹² Emergency SOS, Find My, and Messages via satellite are included for free for two years with the activation of Apple Watch Ultra 3 or later. Connection and response times vary based on location, site conditions, and other factors. Find My and Messages via satellite require a carrier plan. To send and receive SMS from cellular models of Apple Watch over satellite, your paired iPhone must be powered on and connected to Wi-Fi or an active cellular network, but your iPhone doesn't need to be nearby. SMS message rates may apply. Satellite connectivity provided by Globalstar and its affiliates. See support.apple.com/123924 for more information. ¹³ 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.

For informational purposes only. Not for customer use.

© 2026 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies.
Product specifications are subject to change without notice. September 2026

Key Messages

Quick Demos

Quiz

Line Up & Compare

Quick Demos



Highlight the advanced display and battery life

- Tell customers that Ultra 4 has the brightest, largest, and most advanced display in the Apple Watch lineup.
- Share that Ultra 4 gets over two days of battery life, up to 50 hours, for normal use and over three days of battery life, up to 84 hours, in Low Power Mode. And with fast charging, customers can get up to 18 additional hours of battery on just a 15-minute charge.
- Say that they can get up to 18 hours of battery life in regular workout mode, up to 25 hours with Extended Workout tracking, and up to 45 hours with Max Extended Workout tracking.
- Show the titanium case. Say that it's made from 100 percent recycled titanium with a sapphire front crystal that's durable and water resistant for diving to 40 meters.
- Show the Translucent Ocean band and other colours in the Ultra 4 bands collection.

Show the Action button

- Press and hold the Action button to show how to quickly switch between functions. Tell customers that they can customise the Action button to do things like easily start a workout.
- Say that a siren will sound if customers continue to hold the Action button. The 86-decibel siren can be heard from up to 600 feet (180 meters) away, so customers can alert others to their location.

Quick Demos



Highlight the precision GPS

- Mention that Ultra 4 features precision dual-frequency GPS that uses advanced satellite and signal models, custom positioning algorithms, and Apple Maps data to provide the best on-device GPS in a sports watch.

Key Messages

Quick Demos

Quiz

Line Up & Compare

Question 1:

What is the everyday battery life rating for Apple Watch Ultra 4 on a single charge?

- A) Up to 24 hours
- B) Up to 36 hours
- C) Over two days, up to 50 hours**
- D) Up to 72 hours

Correct Answer: C

Learner Feedback:

Correct: That's right! Apple Watch Ultra 4 delivers over two days of battery life—up to 50 hours on a single charge, or up to 84 hours with Low Power Mode.

Incorrect: Apple Watch Ultra 4 provides over two days, up to 50 hours, of battery life on a single charge.

Question 2:

How many hours of workout tracking can users get with the new **Max Extended Workout mode** on Apple Watch Ultra 4?

- A) Up to 25 hours
- B) Up to 35 hours
- C) Up to 45 hours**
- D) Up to 60 hours

Correct Answer: C

Learner Feedback:

Correct: Correct! The new Max Extended Workout mode provides up to 45 hours of workout tracking—enough time to conquer a 100-mile race.

Incorrect: The Max Extended Workout mode delivers up to 45 hours of workout tracking.

Question 3:

According to the document, what case size and titanium finishes are available for Apple Watch Ultra 4? *(Select TWO)*

- A) 49mm case size**
- B) Black Titanium and Natural Titanium finishes**
- C) 46mm case size
- D) Space Grey and Radiant Gold finishes

Correct Answer: A and B

Learner Feedback:

Correct: Spot on! Apple Watch Ultra 4 comes in a 49mm case size and is offered in Black Titanium and Natural Titanium.

Incorrect: Apple Watch Ultra 4 features a 49mm case size and comes in two finishes: Black Titanium and Natural Titanium.

Question 4:

How do users activate **Live Rewind** on Apple Watch Ultra 4 to transcribe the last 15 seconds of speech?

- A) Press and hold the Action button
- B) Double press the Digital Crown**
- C) Tap the side button three times
- D) Swipe down on the display with two fingers

Correct Answer: B

Learner Feedback:

Correct: Well done! Double pressing the Digital Crown activates Live Rewind to transcribe the last 15 seconds of a conversation.

Incorrect: Live Rewind is activated by double pressing the Digital Crown.

Question 5:

How much additional battery life can Apple Watch Ultra 4 get from just 15 minutes of fast charging?

- A) Up to 6 hours
- B) Up to 12 hours
- C) Up to 18 hours**
- D) Up to 24 hours

Correct Answer: C

Learner Feedback:

Correct: Exactly! Fast charging for 15 minutes provides up to 18 hours of additional battery life.

Incorrect: Fast charging Apple Watch Ultra 4 for 15 minutes provides up to 18 hours of additional battery life.

Key Messages

Quick Demos

Quiz

Line Up & Compare

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)

