



Introducing **Apple Watch SE 3**

40mm and 44mm

Aluminium - Midnight and Starlight



Key Messages

Quick Demos

Line Up & Compare



Always-On display with a more durable cover glass

- Now features an Always-On display, so you can see the time and watch face without raising your wrist or tapping the display
- The cover glass, made from the toughest glass in the industry, is 4x more resistant to cracks than Apple Watch SE 2



Sleep score and sleep apnoea notifications

- Sleep score analyses your sleep each night and provides a score with a classification and breakdown of critical components so you can understand the quality of your sleep and how to make it more restorative
- Sleep score considers things like sleep duration, including time spent in REM and deep sleep, bedtime consistency, and interruptions



Temperature sensing, women's health, and Vitals app

- Temperature sensing measures nighttime wrist temperature during sleep²
- Track nightly shifts from your baseline temperature in the Health app on iPhone—things like exercise, jet lag, alcohol, or even illness can cause night-to-night variations
- Temperature sensing improves period predictions and enables retrospective ovulation estimates, which can be helpful for family planning³
- Get richer insights into your overall wellbeing with the Vitals app⁴—see health metrics like heart rate, respiratory rate, sleep, and wrist temperature



Workout Buddy

- Apple Intelligence enhances your fitness experience with Workout Buddy, analysing your fitness data to give you personalised voice motivation⁵
- Workout Buddy rapidly analyses and compares your fitness history to your current workout to provide personalised insights, and can even give you a pep talk, highlight key moments during your workout, and summarise your efforts when you finish

⁵ Requires an Apple Intelligence-enabled iPhone nearby and Bluetooth headphones with device and Siri language set to English. Apple Intelligence is available in beta. 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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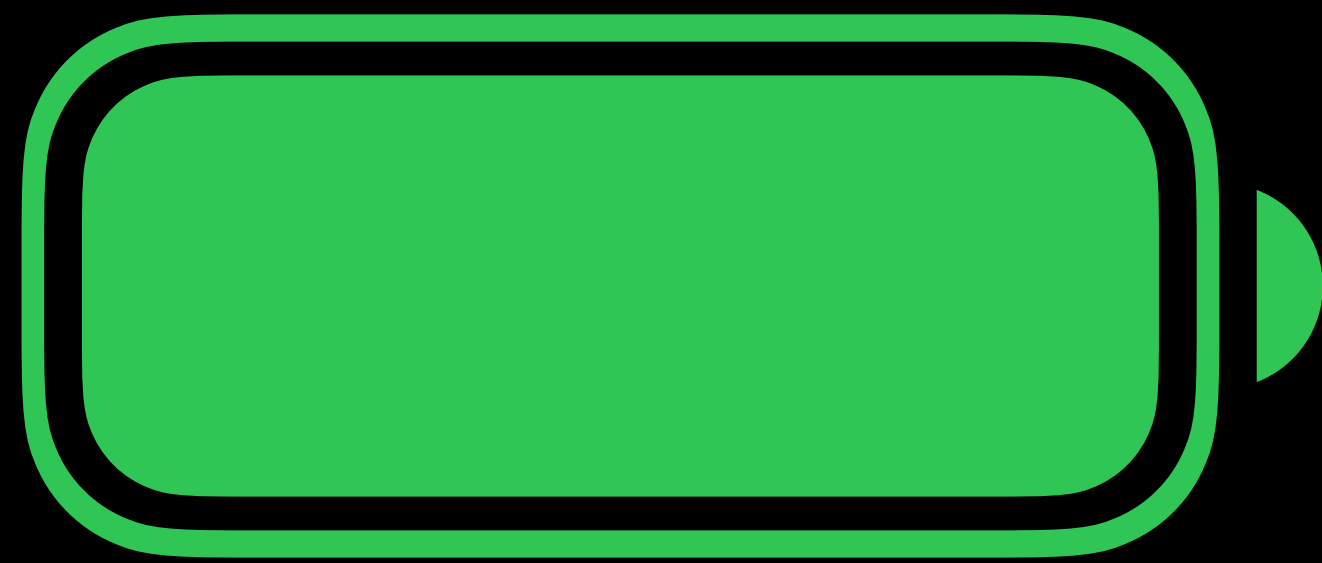
One-handed gestures

- Wrist flick to dismiss notifications, silence incoming calls, stop timers, snooze alarms, close the Smart Stack, and return to your watch face
- Double tap to perform many of the most common actions, like opening Smart Stack, answering or ending calls, and playing or pausing music



On-device Siri

- Powered by the S10 chip, Siri requests are processed on Apple Watch, so responses are quicker and stay private and secure
- Siri can access your health data, so you can ask about your sleep duration or average heart rate and log your period or medications



Battery and fast charging

- Enjoy all-day, up to 18-hour battery life⁶ or up to 32 hours in Low Power Mode⁶
- Charge up to 2x faster than Apple Watch SE 2—get up to 8 hours of battery with 15 minutes of charging and up to 80 percent of battery with about 45 minutes of charging⁶
- Charge for 8 minutes to get up to 8 hours of sleep tracking⁶



New watch faces

- Flow features Liquid Glass numerals that beautifully refract swirls of colour and react to your wrist movement
- Exactograph is a modern expression of a regulator watch and separates hours, minutes, and seconds for precise timekeeping
- Browsing and discovering watch faces is even easier with the redesigned gallery, which is now grouped into collections, including Health and Fitness, Photos, Data Rich, and more



Audio playback

- Play media, including music and podcasts, through the built-in speaker when you don't have your AirPods handy



Voice isolation

- Voice isolation algorithm suppresses background noise so you sound crisp and clear on calls, even in loud environments



Apple Watch For Your Kids⁷

- SE 3 cover glass is more durable for kids to use, and they can use audio playback to listen to music through the built-in speaker
- With a cellular plan, kids can get their own phone number, even if they don't yet have their own iPhone
- Kids can make calls and send messages to approved contacts
- With Find My app location notifications and Emergency SOS⁸ on their wrist, you'll be assured that they're safe—so kids get more independence and you get more peace of mind

⁷ Not all features will be available if the Apple Watch is set up through Apple Watch For Your Kids. Wireless service plan required for cellular service. Contact your service provider for more details. Check apple.com/watch/cellular for participating wireless carriers and eligibility. ⁸ Emergency SOS requires a cellular connection or Wi-Fi calling with an internet connection from your Apple Watch or nearby iPhone.

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Quick Demos



Highlight the display, fast charging, and 5G connectivity

- Mention that the cover glass is made from the toughest glass in the industry, and it's 4x more resistant to cracks than Apple Watch SE 2.
- Show the Flow watch face, and point out the Liquid Glass numerals introduced in watchOS 26. Mention that the watch face changes every minute and reacts to wrist movement.
- Say that Apple Watch SE 3 features an Always-On display, so customers can see the time and notifications without raising their wrist or tapping the display.
- Share that SE 3 supports up to 2x faster charging than the previous generation. Customers can get up to 8 hours of battery on just a 15-minute charge—so it's even easier to charge the battery while they take a shower or enjoy a cup of coffee.
- Mention that with a cellular plan, customers can get the freedom to go anywhere and stay connected with just their Apple Watch. SE 3 has the latest 5G cellular technology for better performance, so music, podcasts and apps download faster.

Introduce Activity rings

- Open the Activity app and show the Activity rings. Tell customers that Apple Watch motivates them to move, exercise, and stand each day.
- Mention that customers can customise their Activity ring goals by the day of the week based on their schedule. They can even pause their rings for a rest day, week, month, or more without affecting their award streak.

Quick Demos



Explore the Vitals app

You can show this demo on Apple Watch Series 11 and Apple Watch Ultra 3, too.

- Open the Vitals app and mention that customers can use it to get insights into their overall wellbeing with health metrics like heart rate, respiratory rate, sleep, and wrist temperature.
- Say that temperature sensing measures nighttime wrist temperature during sleep. Customers can track nightly shifts from their baseline temperature in the Health app on iPhone.
- Mention that temperature sensing also provides further insights with advanced Cycle Tracking features. If customers ask about cycle tracking, say that temperature sensing improves period predictions and enables retrospective ovulation estimates, which can be helpful for family planning.



Show the Smart Stack

You can show this demo on Apple Watch Series 11 and Apple Watch Ultra 3, too.

- Turn the Digital Crown to bring up the Smart Stack and scroll through the widgets.
- Tell customers that Smart Stack can help them quickly access important and relevant information from any watch face.
- Say that Smart Stack hints will display a subtle visual prompt for widgets that are immediately useful. For example, a hint for a Pilates workout may show up when a customer arrives at a studio location at their usual time, or a hint for Camera Remote may show up when a customer's iPhone camera is open.



Key Messages

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Line Up & Compare

Apple Watch lineup

apple.com/watch/compare/



Apple Watch Ultra 3
GPS + Cellular



Apple Watch Series 11
GPS + Cellular, GPS



Apple Watch SE 3
GPS + Cellular, GPS

Designed for all workouts of all types, outdoor exploration, and water activities, Apple Watch Ultra 3 is the ultimate sports and adventure watch.

With the most comprehensive health features, Apple Watch Series 11 is the ultimate device for a healthy life.

With core features to keep you connected, active, healthy, and safe, Apple Watch SE 3 offers advanced technologies at an affordable price.

