



# Introducing **Apple Watch Series 11**

42mm and 46mm

Aluminium - Jet Black, Rose Gold, Silver

Titanium - Natural, Gold, Slate



**Key Messages**

Quick Demos

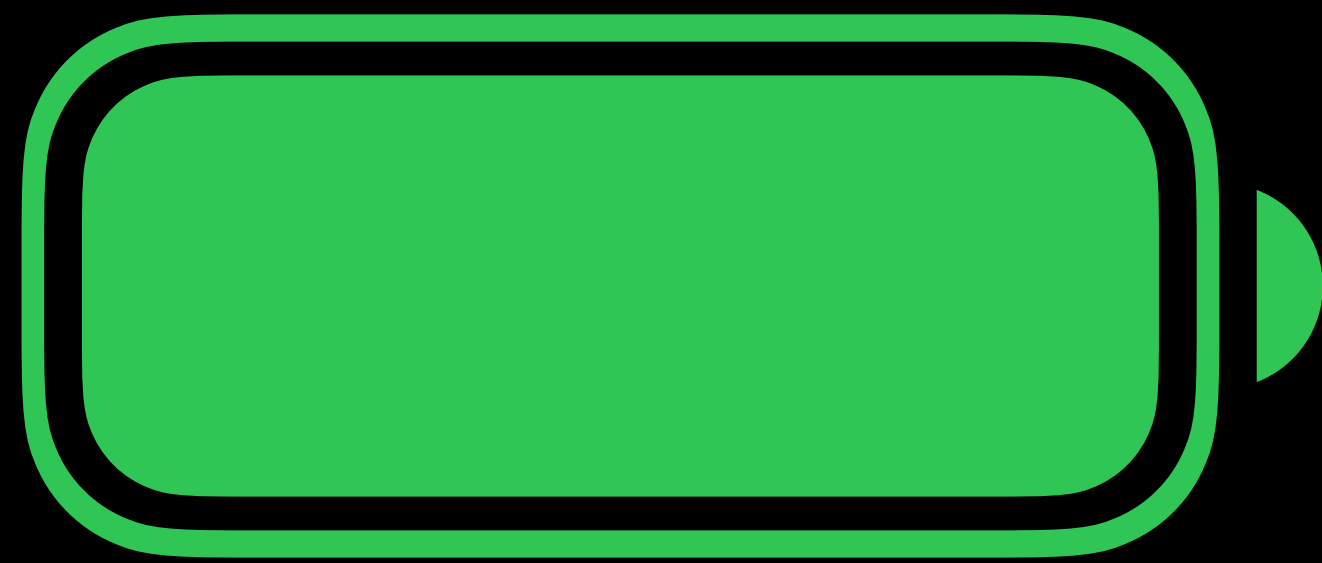
Line Up & Compare



## More durable display

- Custom Ion-X glass on aluminium models is the toughest glass in the industry
- Apple-design PVD ceramic coating bonds atomically to the Ion-X glass, making it significantly harder and 2x more scratch resistant than Series 10
- Sapphire front crystal on titanium models is even more crack resistant and durable





# Battery life and fast charging

- Longer battery life provides up to 24 hours for all-day use plus overnight sleep tracking<sup>1</sup>
- With fast charging, a 15-minute charge provides up to 8 hours of normal use and a 5-minute charge provides up to 8 hours of sleep tracking<sup>1</sup>





## Sleep score

- Sleep score builds on the existing sleep experience to help you better understand the quality of your sleep
- 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





# 5G cellular

- With a cellular plan, get the freedom to go anywhere with just your Apple Watch and stay connected to the people and information you care about<sup>3</sup>
- 5G provides better performance with greater throughput so music, podcasts, and apps download faster
- When needed, an advanced algorithm engages the two antennas in Apple Watch simultaneously to increase the signal strength for better reception in areas with weaker coverage
- More power efficient 5G modem uses less battery when using cellular

<sup>3</sup> Cellular isn't available everywhere Apple Watch Series 11 is sold. See [apple.com/watch/cellular](https://apple.com/watch/cellular). Contact your carrier for more information.  
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With a cellular plan, Apple Watch users can take calls, send messages, and even get help from emergency services when their iPhone isn't with them — whether they're on a run or out for a quick errand.







## Design

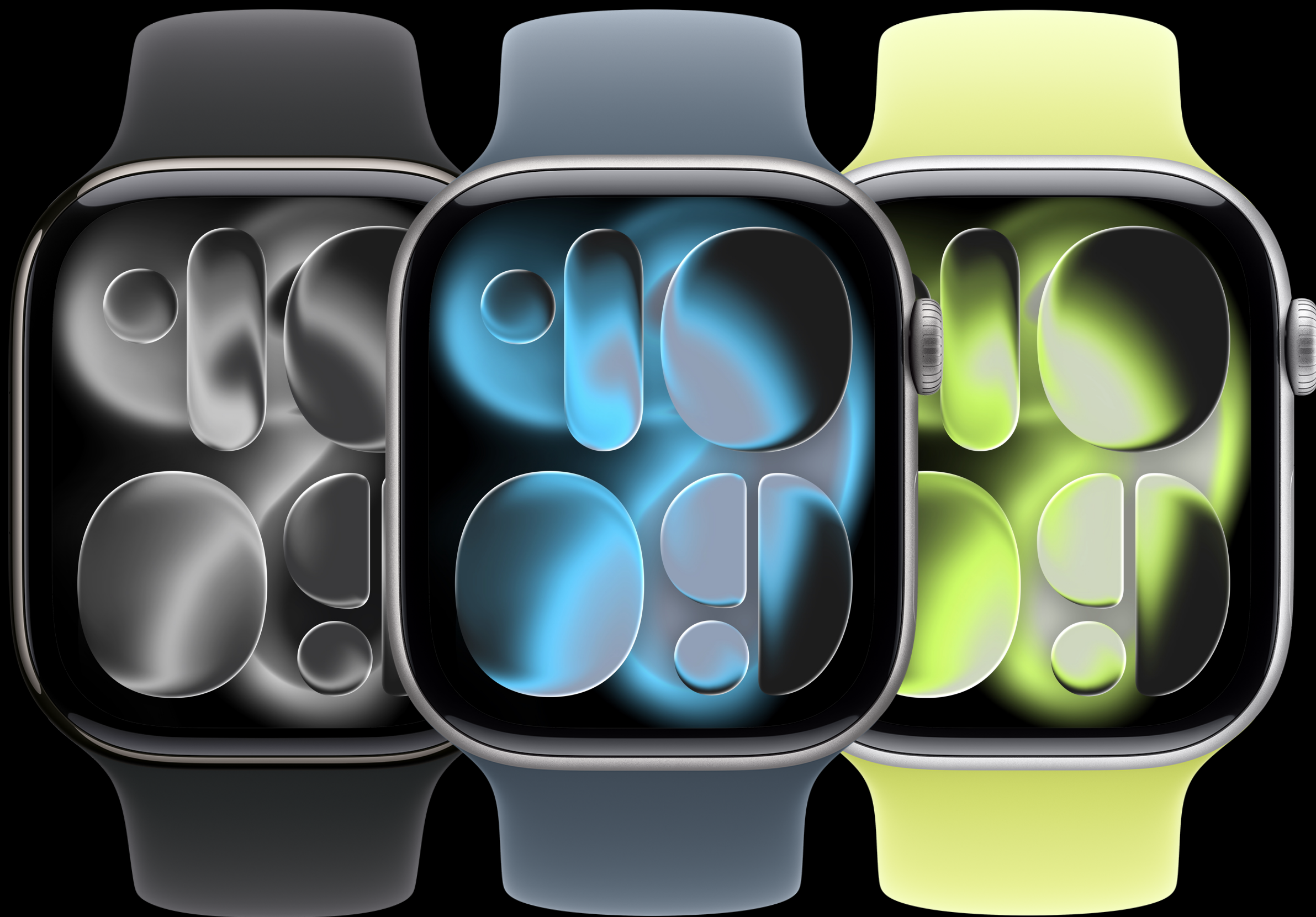
- Thinnest Apple Watch at just 9.7mm, so it's lightweight and comfortable for everyday activities and sleep tracking
- 100 percent recycled<sup>4</sup> aluminium case is available in a new space gray finish along with silver, rose gold, and polished jet black
- 100 percent recycled<sup>4</sup> titanium case in a polished finish comes in natural, gold, and slate

<sup>4</sup> Learn more at [apple.com/2030](https://apple.com/2030).

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## 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
- Over 20 watch faces, as well as the Timer and Stopwatch apps, have been updated to match the faster display refresh rate of once per second, so you can see ticking seconds even when the display is dim



# One-handed gestures

- Use the new wrist flick gesture to dismiss notifications and incoming calls, stop timers and alarms, close the Smart Stack, or return to your watch face
- Double tap to stop timers, play or pause music, snooze an alarm, control calls, and open Smart Stack from the watch face





# Workout Buddy

- Apple Intelligence enhances your fitness experience with Workout Buddy,<sup>5</sup> analysing your fitness data to give you personalised voice motivation
- 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

<sup>5</sup> 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](https://support.apple.com/121115).

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**Quick Demos**

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# Quick Demos



## Show the design

- Show the thin and light design, and say that Apple Watch Series 11 is comfortable enough to wear day and night.
- Highlight the new space gray aluminum finish, and show the jet black, silver, and rose gold aluminum finishes. Mention that the cases are made from 100 percent recycled aluminum.
- Show the polished titanium finishes in natural, gold, and slate. Say that they're made from 100 percent recycled aerospace-grade titanium, so they're lightweight and durable.



## Highlight the display, battery, and 5G connectivity

- Point out the display. Mention that the aluminium models use the toughest glass in the industry and that the Apple-designed PVD ceramic coating makes the glass 2x more scratch resistant than Series 10.
- Show the Exactograph face. Tap the display to show how it zooms in 5x for precise timekeeping. Show the ticking seconds, and say that customers can see the seconds ticking even when their wrist is down and the display is dimmed.
- Mention that customers can choose and customise their perfect watch face from the Face Gallery. Press and hold the Exactograph watch face, then swipe through the different watch faces.
- Say that Series 11 gets longer battery life—up to 24 hours, for all-day use and overnight sleep tracking. And with fast charging, customers can get up to 8 hours of battery with just a 15-minute charge.
- Mention that with a cellular plan, customers can get the freedom to go anywhere and stay connected with just their Apple Watch. Series 11 has the latest 5G cellular technology for better performance, so music, podcasts, and apps download faster. Series 11 also has a new antenna architecture that boosts reception in areas with weak coverage.



# Quick Demos



## Talk about one-handed gestures

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

- Mention that customers can use gestures to control their watch with just one hand, which is extremely useful when their other hand is occupied, like when they're holding a cup of coffee.
- Tell customers that with the new wrist flick gesture, they can 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.
- Tell customers that 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.

## Share the advanced health features

**You can show the sleep features on Apple Watch Ultra 3 and Apple Watch SE 3, too.**

- Say that Apple Watch Series 11 has the most comprehensive set of advanced health features.
- Open the Sleep app and scroll to show sleep score. Say that sleep score analyzes customers' sleep each night and provides a score with a classification, so they can better understand the quality of their sleep and how to make it more restorative.
- Scroll through the Sleep app to show other metrics, like Sleep Stages and Sleep Duration, and show that customers can even set a sleep schedule.



Key Messages

Quick Demos

**Line Up & Compare**

# Apple Watch lineup

[apple.com/watch/compare/](https://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.



