



Introducing **Apple Watch Ultra 3**

49mm

Black Titanium, Natural Titanium



Key Messages

Quick Demos

Line Up & Compare



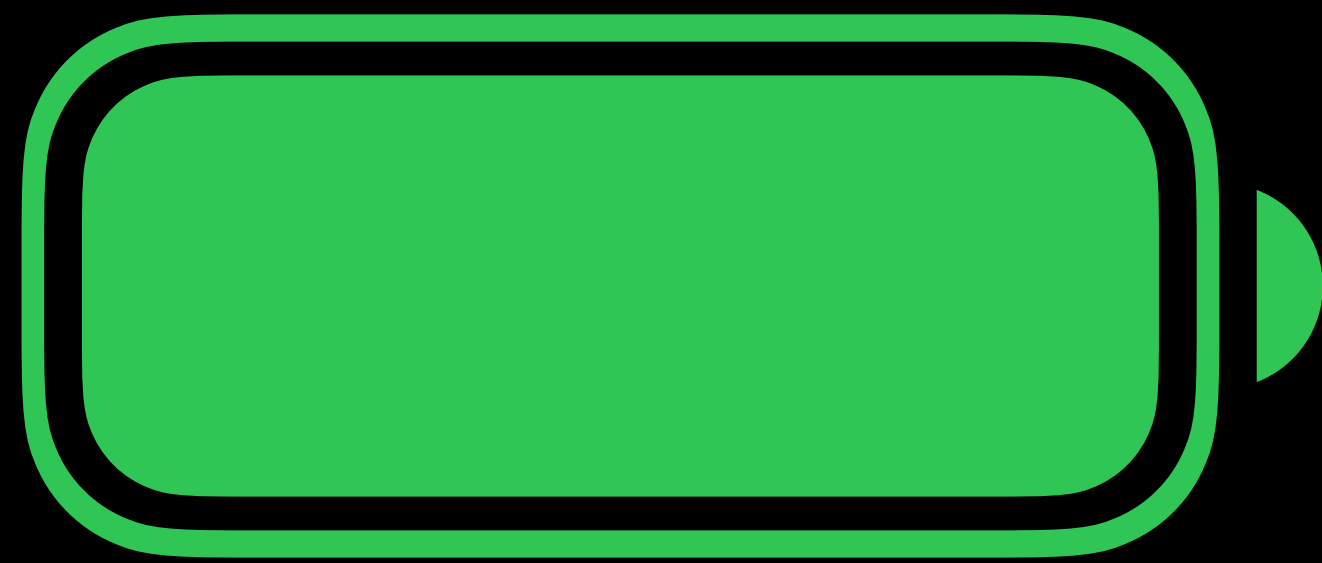
Largest, brightest, most advanced display

- 49mm case is made from 100 percent recycled aerospace-grade titanium,¹ and the flat sapphire crystal display offers enhanced durability and scratch resistance
- Largest and brightest Always-On Retina display on any Apple Watch, with up to 3000 nits peak brightness, so it's easier to see in bright sunlight
- New display has 24 percent thinner borders for a larger screen than previous models, in the same case size
- Wide-angle OLEDs emit more light at wider angles, so the display is even brighter when viewed from an angle
- Features an even faster 1Hz refresh rate, so you can see ticking seconds on watch faces and in Stopwatch and Timer, even when the display is dim

¹ Learn more at apple.com/2030.

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Long battery life

- Get up to 42 hours on a single charge or up to 72 hours with Low Power Mode³
- Fast-charging for 15 minutes provides up to 12 hours of battery life³

³ Battery life varies by use and configuration. Charge time varies with region, settings, and environmental factors; actual results will vary. See apple.com/batteries for more information.

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Ultimate sports and adventure watch

- Designed for all types of workouts, from running to scuba diving⁴ 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 most accurate GPS in a sports watch⁵
- Ultra 3 can automatically recognise when you transition between swimming, cycling, and running and record your metrics for each, so training for your next big event is even easier

⁴ Apple Watch Ultra 3 has a water resistance rating of 100 meters under ISO standard 22810. 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. Apple Watch Ultra 3 shouldn't be used for diving below 40 meters. Water resistance isn't a permanent condition and can diminish over time. For additional information, see support.apple.com/HT205000 ⁵ GPS performance was evaluated based on route map accuracy in challenging urban environments for outdoor running and walking workouts. Comparison made against industry leading dual-frequency GPS sports watches commercially available at the time of testing in August 2025.

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Ultimate sports and adventure watch (cont.)

- Quickly access Custom Workout and Pacer and even customise metrics for your selected workout with the redesigned Workout app
- Training load shows the impact workouts have on your body over time, so you can make informed decisions about when to push or when to recover
- Apple Intelligence enhances your fitness experience with Workout Buddy,⁶ analysing your fitness data to give you personalised voice motivation
- Ultra 3 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 summitting peaks and diving to new depths

⁶ 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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Sleep score

- Sleep score builds on existing sleep features to help you better understand the quality of your rest
- 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 about⁸
- 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

⁸ Cellular isn't available everywhere Apple Watch Ultra 3 is sold. See apple.com/watch/cellular.

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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



Safety

- Get peace of mind with safety features like Fall Detection⁹ and Crash Detection that help connect you to emergency services¹⁰
- Alert others to your location with an 86-decibel siren that can be heard from up to 180 meters (up to 600 feet) away
- Quickly access Flashlight from the Action button to help in situations like running in the evening or even shining a light on a door lock at night
- Use Backtrack in the Compass app to track your route and help retrace your steps if you get lost

Key Messages

Quick Demos

Line Up & Compare

Quick Demos



Highlight the display, battery life, and 5G connectivity

- Show the titanium case. Say that it's made from 100 percent recycled aerospace-grade titanium and is scratch resistant and durable.
- Tell customers that Ultra 3 has the brightest, largest, and most advanced display in the Apple Watch lineup.
- Show the Waypoint face. Mention that it shows points of interest, like where customers parked their car or the Waypoint they set for their camping spot. Say that Ultra 3 has the most accurate GPS in a smart watch.
- Point out how customers can see the seconds tick on the watch face, even when their wrist is down and the display is dimmed.
- Share that Ultra 3 gets longer battery life, up to 42 hours—enough for all-day activity, exercise, and sleep tracking. With fast charging, customers can get up to 12 hours of battery on just a 15-minute charge.
- Mention that with a cellular plan, customers get the freedom to go anywhere and stay connected with just their Apple Watch. Add that Ultra 3 has the latest 5G cellular technology for better performance, so music, podcasts, and apps download faster. Ultra 3 also has a new antenna architecture that improves performance and provides more coverage.

Explore the redesigned Workout app

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



- Open the Workout app and mention that it's been redesigned.
- Point to the four corner buttons and say that the new design enables quick access to features like metrics, views, Custom Workout, and Pacer.
- Tap the top-left corner to show how easily customers can access metrics and views, so they can see the information that's important to them for each workout, like distance and pace.
- Scroll through the workout views. Show customers how they can tap Include next to the metrics they want to appear during their workout, like Heart Rate Zones.
- 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 customers can access media directly in the Workout app, so they can have their favourite music or podcast play every time they start a workout. They can also get personalised voice motivation with Workout Buddy, powered by Apple Intelligence, and receive alerts to help them stay on track with their desired pace and specific heart rate zone.

Quick Demos



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, open the Translate app, use Shazam, turn on Flashlight, and more.
- Mention that a siren will sound if customers continue to hold the Action button. The 86-decibel siren can be heard from up to 180 meters (up to 600 feet) away, so customers can alert others to their location.



Share the safety features

You can share these demos on Apple Watch Series 11 and Apple Watch SE 3, too.

- Mention that Apple Watch can detect extreme changes in force, like from a severe car crash or hard fall. Say that if a car crash or fall is detected, Apple Watch can automatically notify emergency services and customers' registered emergency contacts.
- Press and hold the side button, and point out the Emergency SOS slider. Say that customers can use it to contact emergency services if they need help.
- Press and hold the side button, then slide the Medical ID slider. Tell customers that they can set up their Medical ID on Apple Watch and in the Health app on iPhone. In an emergency, first responders can access customers' medical information like allergies, medication, and emergency contacts from the Lock Screen, without needing their passcode.

Key Messages

Quick Demos

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.

