



So many reasons to choose an Apple Watch

Health

Get meaningful health insights. See irregular rhythm notifications⁹ and alerts for high and low heart rate. Monitor sleep stages and track menstrual cycles.⁷

Fitness

Stay motivated to keep moving, and precisely track your workout metrics — in the water, at the gym or on the road.

Safety

Help when you need it. Apple Watch can detect a serious car crash or hard fall and call emergency services.¹⁰

Connectivity

Add a mobile plan to get calls, texts and notifications, and stream music with just your Apple Watch.¹¹



APPLE WATCH
SE
All the essentials.
Light on price.

- Aluminium
● ○ ○
- 44mm or 40mm case
Retina display
Up to 1,000 nits
- S8 chip for powerful performance
Siri
Find your iPhone
-
- Up to 18 hours of battery life²
Low Power Mode
—
- 50m water resistance⁴
—
- Heart health notifications
—
—
- Cycle Tracking⁷
—



APPLE WATCH
SERIES 9
Powerful sensors,
advanced health
features.

- Aluminium
● ○ ○ ○ ●
- Stainless Steel
● ○ ○
- 45mm or 41mm case
Always-On Retina display
Up to 2,000 nits
- S9 chip for ultimate performance
Faster Siri
Precision Finding for iPhone¹
- Double tap gesture
Available late 2023
- Up to 18 hours of battery life²
Low Power Mode, up to 36 hours
Fast charge³
- 50m water resistance⁴
—
- Heart health notifications
ECG app⁵
Blood Oxygen app⁶
- Cycle Tracking with retrospective
ovulation estimates⁷
Temperature sensing⁸



APPLE WATCH
ULTRA 2
The most rugged
and capable.

- Titanium
●
- 49mm case
Always-On Retina display
Up to 3,000 nits
- S9 chip for ultimate performance
Faster Siri
Precision Finding for iPhone¹
- Double tap gesture
Available late 2023
- Up to 36 hours of battery life²
Low Power Mode, up to 72 hours
Fast charge³
- 100m water resistance⁴
Dive 40m with depth gauge, Depth
app and water temperature sensor
- Heart health notifications
ECG app⁵
Blood Oxygen app⁶
- Cycle Tracking with retrospective
ovulation estimates⁷
Temperature sensing⁸



For the first time, you can choose a carbon-neutral model of any Apple Watch. Apple plans to make all products carbon neutral by 2030. Learn more at apple.com/uk/2030.

GPS + Cellular models available. See a sales assistant.

Apple Watch Ultra 2, Apple Watch Series 9 and Apple Watch SE require iPhone Xs or later with iOS 17 or later. ¹Requires an iPhone and Apple Watch with second-generation Ultra Wideband chip. ²Battery life varies by use and configuration. See apple.com/uk/batteries for more information. ³Fast charging is compatible with Apple Watch Series 7 or later, including all Ultra models. It is not compatible with any Apple Watch SE model. ⁴Apple Watch SE and Apple Watch Series 9 have a water resistance rating of 50 metres under ISO standard 22810:2010. This means that they may be used for shallow-water activities like swimming in a pool or ocean. Apple Watch SE and Apple Watch Series 9 should not be used for scuba diving, waterskiing, or other activities involving high-velocity water or submersion below shallow depth. Apple Watch Ultra 2 has a water resistance rating of 100 metres under ISO standard 22810 and may be used for high-speed water sports and recreational scuba diving (with compatible third-party app from the App Store) to 40 metres. Should not be used for diving below 40 metres. Water resistance is not a permanent condition and can diminish over time. For additional information, see support.apple.com/HT205000. Apple Watch Series 9 and Apple Watch Ultra 2 are also rated IP6X dust resistant. ⁵The ECG app is available on Apple Watch Series 4 and later (excluding Apple Watch SE) and can generate an ECG similar to a single-lead electrocardiogram. Intended for use by people 22 years old and over. ⁶The Blood Oxygen app is for wellness purposes only and not for medical use. ⁷The Cycle Tracking app should not be used for birth control or to diagnose a health condition. ⁸The temperature sensing feature is not intended for medical use. ⁹Irregular rhythm notification requires the latest version of watchOS and iOS. It is not intended for use by people under 22 years old or those who have been previously diagnosed with atrial fibrillation (AF). ¹⁰Emergency SOS requires a cellular connection or Wi-Fi calling with an internet connection from your Apple Watch or nearby iPhone. ¹¹Wireless service plan required for cellular service. Cellular is not available everywhere Apple Watch Ultra is sold. Contact your service provider for more details. Connection may vary based on network availability. Check apple.com/uk/watch/cellular for participating network providers and eligibility. See support.apple.com/HT207578 for additional setup instructions. 156963-GBEN