

Why Apple Watch

[Shop Apple Watch](#)

Get 3 months of Fitness+ free when you buy any Apple Watch.¹ [Shop Apple Watch >](#)

The ultimate device for a healthy life.

Apple Watch can do what your other devices can't because it's on your wrist. When you wear it, you get meaningful health insights, a fitness partner that measures all the ways you move, a connection to the people you care about most, and advanced safety features.

Health

You snooze. You win.
The Sleep app not only tracks your sleep, it helps you create a bedtime routine and schedule. See the time you spent in REM, Core, and Deep sleep, as well as when you might have woken up. And get notified if you show signs of possible sleep apnea.²

[Learn more about sleep apnea notifications >](#)



Better understand your daily health status.

With the Vitals app, you can quickly see your key overnight health metrics right on your watch — including heart rate, respiratory rate, wrist temperature, and sleep duration.³ For a more holistic understanding of your daily health status.

[Learn more about the Vitals app >](#)

It has your heart in mind.

Unusually high or low heart rates and irregular heart rhythms (known as arrhythmias) could be signs of a serious condition.⁴ But many people don't recognize the symptoms, so the underlying causes often go undiagnosed. Notifications in the Heart Rate app will alert you to these irregularities so you can take action and consult your doctor.

[Learn more about heart health notifications >](#)

ECG on your wrist. Anytime, anywhere.

With the ECG app, Apple Watch is capable of generating an ECG similar to a single-lead electrocardiogram.⁵ It's a momentous achievement for a wearable device that can provide critical data for doctors and peace of mind for you.

[Learn more about the ECG app >](#)

Understand your cycle like never before.

Apple Watch has an innovative sensor that tracks your temperature while you sleep.⁶ Cycle Tracking uses this data to provide a retrospective estimate of when you have likely ovulated, which can be helpful for family planning.⁷ As always, your data is private and secure.

[Learn more about the Cycle Tracking app >](#)

Fitness and Activity

**Move. Exercise. Stand. Reach your goals,
one ring at a time.**

The Activity app shows your daily activity, including your active calories, total steps, and workouts completed. Customize your goals for each day of the week so you can close your rings every day. If you need to take a break, you can now put your rings on pause —while keeping your award streak going.

[Learn how Apple measures and validates heart rate, activity, and calories burned \(PDF\)](#)

Measure all the ways you move.

From strength training and HIIT to Pilates and yoga, Apple Watch offers a healthy range of ways to track your workout. And it shows your progress with advanced metrics and views like Heart Rate Zones, Power, and Elevation.

Take your workouts to the next level.

Create Custom Workouts with time and distance intervals, as well as periods of warm-up, cooldown, and recovery. And see what's coming with the Up Next workout view.

A new tool to help you achieve your goals.

Training load helps you see how the intensity and duration of your workouts may impact your body over time. So you can make informed decisions about how and when to adjust your workouts — especially when you're training for a big event.

Built to go the distance. And depth.

Apple Watch is perfect for hiking, biking, and running as well as swimming, surfing, and other water activities. The new depth gauge, Depth app, and water temperature sensor on Series 10 make it great for snorkeling down to 6 meters. Or scuba dive to 40 meters with Ultra 2.⁸

Hit the trail with offline maps.

Now you can see detailed hiking maps for all U.S. national parks with the Maps app. Create your own hiking routes and download them to your iPhone for easy access later. They'll automatically download to your watch so you can even navigate offline.⁹

Connectivity

Stay in touch from your wrist.

Text, make calls, and listen to music with ease. With cellular, you can do it all without your phone,¹⁰ even when you're out of the country. It makes leaving your phone behind something you can do on purpose.

[Learn more about cellular >](#)

More intelligent than ever.

The Smart Stack automatically suggests widgets to surface the most relevant information throughout the day based on the time, your location, and more. So you'll know if rain is coming, a meeting is about to start, or your Uber is pulling up. Traveling in another country? Your watch will intelligently add the Translate widget to your Smart Stack for you.

A great call for kids.

With Apple Watch For Your Kids, everyone in the family can have an Apple Watch, even if they don't have their own iPhone.¹¹ Your kids are able to make calls, text, ask Siri questions, listen to music, use apps, and let you know when they arrive at a destination safely.

[Learn more about Apple Watch For Your Kids >](#)

Bring a translator when you travel.

See a translation simply by dictating a phrase on your watch. Play the translation out loud and slow it down if need be. Use the Translate app on your watch without your iPhone when you have a Wi-Fi or cellular connection, or download a language to use offline.¹²

Stream. Download. Pay. Play. Everywhere you go.

Stream over 100 million songs with Apple Music.¹³ Purchase things quickly and securely with Apple Pay.¹⁴ Download new apps from the App Store straight to your watch. And do it all without ever having to take out your iPhone.

Safety

Emergency assistance at your fingertips.
When you press and hold the side button, your
Apple Watch can connect you with emergency
services to get you the help you need.¹⁵

Safety features we hope you'll never need.

Apple Watch can detect if you've taken a hard fall or been in a severe car crash and connect you with emergency services, share your location, and notify your emergency contacts.¹⁵

Peace of mind on your wrist.

Check In lets you automatically notify a friend or loved one when you've arrived at a destination.¹⁶ You can also start a Check In from the Workout app — like if you're going for a run after dark.

Customization

Change your watch band. Switch up your face.

With watch bands in a range of styles, materials, and colors and fully customizable watch faces, you can change your watch to fit your mood or the moment.

Everything from HIIT to Meditation.
Free for up to 3 months.

[Learn more >](#) [Try it free¹ ↗](#)

Which Apple Watch is right for you?

Apple Watch SE

All the essentials.
Light on price.

Apple Watch Series 10

Thinnest. Biggest display.¹⁸
Advanced health features.

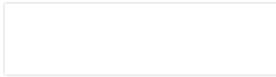
Apple Watch Ultra 2

The ultimate sports and
adventure watch.

Buy Learn more >	Buy Learn more >	Buy Learn more >
44mm or 40mm aluminum case	46mm or 42mm aluminum or titanium case	49mm titanium case
Retina display Up to 1000 nits	Always-On Retina display Up to 2000 nits	Always-On Retina display Up to 3000 nits
S8 SiP	S10 SiP	S9 SiP
Siri	Double tap gesture Faster on-device Siri with health data access	Double tap gesture Faster on-device Siri with health data access
Find iPhone	Precision Finding for iPhone ¹⁹	Precision Finding for iPhone ¹⁹
High and low heart rate notifications Irregular rhythm notifications ⁴ Low cardio fitness notifications	ECG app ⁵ High and low heart rate notifications Irregular rhythm notifications ⁴ Low cardio fitness notifications Sleep apnea notifications ²	ECG app ⁵ High and low heart rate notifications Irregular rhythm notifications ⁴ Low cardio fitness notifications Sleep apnea notifications ²
Up to 18 hours ¹⁷ Low Power Mode	Up to 18 hours ²⁰ Up to 36 hours in Low Power Mode ²⁰ Fast charging ²¹	Up to 36 hours ²² Up to 72 hours in Low Power Mode ²² Fast charging ²³

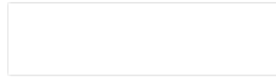
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**Fast delivery or pickup**

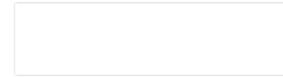
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[Learn more >](#)

**Apple Card Monthly Installments**

Pay for your new Apple Watch over time, interest-free when you choose to check out with Apple Card Monthly Installments.[†]

[Learn more >](#)

**Get help buying**

Have a question? Call a Specialist or chat online.

[Contact us >](#)

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1. Offer available to new subscribers who purchase an eligible device after September 7th, 2022. \$9.99/month after trial. Only one offer per Apple Account and only one offer per family if you're part of a Family Sharing group, regardless of the number of devices you or your family purchases. This offer is not available if you or your Family have previously subscribed to Apple Fitness+. Offer good for 3 months after eligible device activation. Plan automatically renews until cancelled. Restrictions and other [terms](#) apply.
 2. The Sleep Apnea Notification Feature is available on Apple Watch Series 9 and later and Ultra 2. It is intended to detect signs of moderate to severe sleep apnea for people 18 years old or older without a diagnosis of sleep apnea.
 3. The Vitals app is for wellness purposes only and not for medical use.
 4. Irregular 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 (AFib).
 5. The 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.
 6. The temperature sensing feature is not intended for medical use. Temperature sensing is available only on Apple Watch Series 8 and later and all Apple Watch Ultra models.
 7. The Cycle Tracking app should not be used for birth control or to diagnose a health condition.
 8. Apple Watch SE and Apple Watch Series 10 have a water resistance rating of 50 meters under ISO standard 22810:2010 and may be used for shallow-water activities like swimming in a pool or ocean. Series 10 can also be used for snorkeling to 6 meters. They 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 meters under ISO standard 22810:2010 and may be used for high-speed water sports and recreational scuba diving (with compatible third-party app from the App Store) to 40 meters. It should not be used for diving below 40 meters. Water resistance is not a permanent condition and can diminish over time. For more information, see support.apple.com/HT205000.
 9. Offline Maps is available for Apple Watch Series 6 and later, Apple Watch SE (2nd generation), and all Apple Watch Ultra models running watchOS 11 or later. Requires iPhone Xs or later running iOS 18 or later. Not available in all countries and regions.
 10. Wireless service plan required for cellular service. Contact your service provider for more details. Connection may vary based on network availability. Check apple.com/watch/cellular for participating wireless carriers and eligibility. See support.apple.com/HT207578 for additional setup instructions.
 11. 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.
 12. Not all languages are supported.
 13. Apple Music requires a subscription.
 14. Apple Pay is not available in all markets. For a list of Apple Pay countries and regions, visit support.apple.com/en-us/HT207957.
 15. Emergency SOS requires a cellular connection or Wi-Fi calling with an internet connection from your Apple Watch or nearby iPhone.
 16. Check In requires watchOS 11 or later for the sender and iOS 17 or later for the recipient. Location sharing may not be supported in all regions due to local laws.
 17. All-day battery life is based on the following use: 90 time checks, 90 notifications, 45 minutes of app use, and a 60-minute workout with music playback from Apple Watch via Bluetooth, over the course of 18 hours; Apple Watch SE (2nd generation) (GPS) usage includes connection to iPhone via Bluetooth during the entire 18-hour test; Apple Watch Series 10 (GPS + Cellular) usage includes a total of 4 hours of LTE connection and 14 hours of connection to iPhone via Bluetooth over the course of 18 hours. Testing conducted by Apple in August 2022 using preproduction Apple Watch SE (2nd generation) (GPS) and Apple Watch SE (2nd generation) (GPS + Cellular), each paired with an iPhone; all devices tested with prerelease software. Battery life varies by use, configuration, cellular network, signal strength, and many other factors; actual results will vary.
 18. Compared to previous generations.
 19. Requires an iPhone and Apple Watch with second-generation Ultra Wideband chip.
 20. All-day battery life is based on the following use: 300 time checks, 90 notifications, 15 minutes of app use, and a 60-minute workout with music playback from Apple Watch via Bluetooth, over the course of 18 hours; Apple Watch Series 10 (GPS) usage includes connection to iPhone via Bluetooth during the entire 18-hour test; Apple Watch Series 10 (GPS + Cellular) usage includes on-demand LTE connection and 28 hours of connection to iPhone via Bluetooth over the course of 36 hours. Battery life in Low Power Mode is based on the following use: 600 time checks, 180 notifications, 30 minutes of app use, and a 60-minute workout with music playback from Apple Watch via Bluetooth, over the course of 36 hours; Apple Watch Series 10 (GPS) usage includes connection to iPhone via Bluetooth during the entire 36-hour test; Apple Watch Series 10 (GPS + Cellular) usage includes on-demand LTE connection and 28 hours of connection to iPhone via Bluetooth over the course of 36 hours. Testing conducted by Apple in August 2024 using preproduction Apple Watch Series 10 (GPS) and Apple Watch Series 10 (GPS + Cellular), each paired with an iPhone; all devices tested with prerelease software. Battery life varies by use, configuration, cellular network, signal strength, and many other factors; actual results will vary.
 21. Charge times are from 0–80% and 0–100% using the included Apple Watch Magnetic Fast Charger to USB-C Cable. Testing conducted by Apple in August 2024 using preproduction Apple Watch Series 10 (GPS) and Apple Watch Series 10 (GPS + Cellular), each paired with an iPhone; all devices tested with prerelease software, Apple Watch Magnetic Fast Charger to USB-C Cable (Model A2515), and Apple 20W USB-C Power Adapter (Model A2305). Fast-charge testing conducted with drained

Apple Watch units. Times measured from the appearance of the Apple logo as the unit started up. Charge time varies with region, settings, and environmental factors; actual results will vary.

22. Multi-day battery life is based on the following use: 600 time checks, 180 notifications, 30 minutes of app use, and a 60-minute workout with music playback from Apple Watch via Bluetooth, over the course of 36 hours; Apple Watch Ultra 2 (GPS + Cellular) usage includes a total of 8 hours of LTE connection and 28 hours of connection to iPhone via Bluetooth over the course of 36 hours. Battery life in Low Power Mode is based on the following use: 1200 time checks, 360 notifications, 60 minutes of app use, and two 60-minute workouts with music playback from Apple Watch via Bluetooth, over the course of 72 hours; Apple Watch Ultra 2 (GPS + Cellular) usage includes on-demand LTE connection and 60 hours of connection to iPhone via Bluetooth over the course of 72 hours. Testing conducted by Apple in August 2024 using preproduction Apple Watch Ultra 2 (GPS + Cellular) paired with an iPhone; all devices tested with prerelease software. Battery life varies by use, configuration, cellular network, signal strength, and many other factors; actual results will vary.

23. Charge times are from 0–80% and 0–100% using the included Apple Watch Magnetic Fast Charger to USB-C Cable. Testing conducted by Apple in August 2023 using preproduction Apple Watch Ultra 2 (GPS + Cellular) paired with an iPhone; all devices tested with prerelease software, Apple Watch Magnetic Fast Charger to USB-C Cable (Model A2515), and Apple 20W USB-C Power Adapter (Model A2305). Charge time varies with region, settings, and environmental factors; actual results will vary.

† Apple Card Monthly Installments (ACMI) is a 0% APR payment option that is only available if you select it at checkout in the U.S. for eligible products purchased at Apple Store locations, [apple.com](#), the Apple Store app, or by calling 1-800-MY-APPLE, and is subject to credit approval and credit limit. See [support.apple.com/102730](#) for more information about eligible products. Existing customers: See your Customer Agreement for your variable APR. As of January 1, 2025, the variable APR on new Apple Card accounts ranges from 18.24% to 28.49%. You must elect to use ACMI at checkout. If you buy an ACMI-eligible product with a one-time payment on Apple Card at checkout, that purchase is subject to your Apple Card’s variable APR, not the ACMI 0% APR. Taxes and shipping on items purchased using ACMI are subject to your Apple Card’s variable APR, not the ACMI 0% APR. In order to buy an iPhone with ACMI, you must select one of the following carriers: AT&T, Boost Mobile, T-Mobile, or Verizon. An iPhone purchased with ACMI is always unlocked, so you can switch carriers at any time, subject to your carrier’s terms. ACMI is not available for purchases made online at the following special stores: Apple Employee Purchase Plan; participating corporate Employee Purchase Programs; Apple at Work for small businesses; Government and Veterans and Military Purchase Programs; or on refurbished devices. The last month’s payment for each product will be the product’s purchase price, less all other payments at the monthly payment amount. ACMI is subject to change at any time for any reason, including but not limited to installment term lengths and eligible products. See the [Apple Card Customer Agreement](#) for more information about ACMI.

To access and use all Apple Card features and products available only to Apple Card users, you must add Apple Card to Wallet on an iPhone or iPad that supports and has the latest version of iOS or iPadOS. Apple Card is subject to credit approval, available only for qualifying applicants in the United States, and issued by Goldman Sachs Bank USA, Salt Lake City Branch.

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The ability to measure blood oxygen is no longer available on Apple Watch units sold by Apple in the United States beginning January 18, 2024. These are indicated with part numbers ending in LW/A. [Learn how to identify your Apple Watch.](#)

Apple Watch Ultra 2, Apple Watch Series 10, and Apple Watch SE require iPhone Xs or later with iOS 18 or later.

Features are subject to change. Some features, applications, and services may not be available in all regions or all languages. View complete [list](#).

Bands subject to availability.

Watch	Why Apple Watch			
Shop and Learn	Account	Apple Store	For Business	Apple Values
Store	Manage Your Apple Account	Find a Store	Apple and Business	Accessibility
Mac	Apple Store Account	Genius Bar	Shop for Business	Education
iPad	iCloud.com	Today at Apple	For Education	Environment
iPhone	Entertainment	Group Reservations		Inclusion and Diversity
Watch		Apple Camp		Privacy
Vision		Apple Store App	Shop for K-12	Racial Equity and Justice
AirPods	Apple TV+	Certified Refurbished	Shop for College	Supply Chain Innovation
TV & Home	Apple Music	Apple Trade In	For Healthcare	About Apple
AirTag	Apple Arcade	Financing		
Accessories	Apple Fitness+	Carrier Deals at Apple		
Gift Cards	Apple News+	Order Status	Health on Apple Watch	Apple Leadership
Apple Wallet	Apple Podcasts	Shopping Help	Health Records on iPhone and iPad	Career Opportunities
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Apple Pay			Shop for Veterans and Military	
Apple Cash				

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