Apple Watch Series 4 (GPS)
First Look

Apple Watch Series 4 features a complete redesign with new ways to help track your health and activity, and to stay connected. A larger display with curved corners makes it easier to view and interact with important information on the go. The reengineered Digital Crown delivers haptic feedback while you scroll, and a 50 percent louder speaker improves all voice interactions. Three new heart health features—including the first direct-to-consumer electrocardiogram (ECG) app—and a new fall detection feature make Apple Watch a more intelligent guardian for your health. With its updated design, faster performance and watchOS 5, Apple Watch Series 4 helps you stay active, healthy, and connected.

<table>
<thead>
<tr>
<th>Case sizes</th>
<th>40mm and 44mm</th>
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</thead>
<tbody>
<tr>
<td>Compatibility</td>
<td>For use with iPhone 5s or later running iOS 12 or later ECG app and irregular rhythm notifications: iOS 12.1.1 and watchOS 5.1.2 or later</td>
</tr>
<tr>
<td>Apple Retail price (U.S.) starting at</td>
<td>$399</td>
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Key messages

Display
- The display is over 30 percent larger, but the case is thinner and smaller in volume than Apple Watch Series 3
- To take advantage of the new display, the entire interface has been redesigned to provide more information with richer detail, and new watch faces allow you to see and do more at a glance

Digital Crown with haptic feedback
- A more precise mechanical feel as you scroll

Speaker and microphone
- 50 percent louder speaker for phone calls, Siri, and other voice interactions
- New mic location reduces echo for even clearer phone calls

S4 System in Package (SiP) with faster dual-core processor
- 64-bit dual-core CPU and new GPU are up to twice as fast as S3, so apps launch and react faster

Electrical heart sensor and heart health features
- Electrodes built into the Digital Crown and the back crystal work together with the ECG app to read your heart's electrical signals and generate the first electrocardiogram offered directly to customers
- Apple Watch can now check your heart rhythm in the background and alert you to an irregular rhythm that appears to be atrial fibrillation (AFib)
- New notification alerts you to a low heart rate, which could be a sign of a serious health condition

Fall detection with emergency SOS
- Improved accelerometer and gyroscope enable Apple Watch to detect hard falls
- Hard fall alerts can initiate a call to emergency services and send a message with your location to emergency contacts if you’re immobile for one minute

Swim proof
- Water resistance 50m—so you can wear it in the pool or the ocean

watchOS 5
- Use Activity Sharing with friends to challenge each other to seven-day competitions, and see who can close their rings most often
- Automatic workout detection alerts you to start or stop a workout, so you get credit for all your exercise
- New Yoga and Hiking workouts with specialized metrics
- Automatically syncs curated Apple Music playlists and Apple Podcasts episodes to enjoy on the go
- Walkie-Talkie is a new, simple way to communicate one-on-one with anyone who has Apple Watch Series 1 or later
- Siri watch face now proactively suggests shortcuts from built-in and third-party apps at the right time and place throughout the day
- New Breathe watch face guides you through a series of deep breaths, and the Fire and Water, Vapor, and Liquid Metal faces react uniquely with the edges of the new display

Watch band compatibility
- Series 4 bands work with all previous versions of Apple Watch—the 40mm band works with the 38mm case, and the 44mm band works with the 42mm case

Essential additions
- AirPods, AppleCare+, Apple Watch Magnetic Charging Dock, additional watch bands

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Apple Watch Series 4 (GPS) First Look

1 To use SOS, your iPhone needs to be nearby. If your iPhone isn’t nearby, your Apple Watch needs to be connected to a known Wi-Fi network and you must set up Wi-Fi Calling. On Apple Watch Series 3 (GPS + Cellular) and Apple Watch Series 4 (GPS + Cellular), you can also use a cellular connection. 2 Apple Music requires a subscription.
Quick demos

Use these demos to show customers key product features, then invite them to try for themselves.

New watch faces

See more information at a glance with beautiful watch faces designed for the larger screen

- Start with the Infograph watch face and show how the complications in the curved corners take advantage of the new display. Mention that the watch face can be customized with up to eight complications.
- Swipe to the Infograph Modular face and point out that the center complication can be used for deeper graphical detail with apps such as Calendar, Activity, or Heart Rate.
- Show off one of the new Fire and Water, Liquid Metal, or Vapor faces.

Siri

The Siri watch face shows the information and shortcuts you need, when you need them

- On the Siri watch face, use the Digital Crown to scroll through the content.
- Explain that it uses machine learning to suggest relevant content and actions based on your routines and other input, like location and time of day.
- Mention that Siri is a fast way to get information you need, like the weather, and you can now just raise your wrist and ask Siri a question without saying, “Hey Siri.”

Activity

Seven-day competitions keep you motivated

- Swipe down from the watch face and show the Activity notification.
- Click the notification and scroll through to show the award and competition stats.
- Mention that customers get special coaching notifications to help close their Activity rings during competitions.
- Demonstrate how to start a competition.

Workout

More workout options for the way you close your rings

- Open the Workout app from the Dock.
- Highlight the various workouts, including the new Yoga and Hiking types.
- Talk about automatic workout detection for popular workouts, including Indoor and Outdoor Run.
- Mention advanced running features like cadence, pace alert, and rolling mile.
- Tap the button in the top right corner on Outdoor Run and point out where to set a pace alert.

Podcasts

Stay connected to the stories and news you love, and download them to your Apple Watch

- Open the Podcasts app from the Dock and scroll through the available podcasts.
- Let customers know that their next Podcast episodes sync automatically, and they can search for any show available on Apple Podcasts—they can even use Siri to search.

Music

Download your favorite music so you can listen to your songs on the go

- Open the Music app from the Dock.
- Rotate the Digital Crown to scroll through the cover art.
- Go back to the top and select Playlists. Let customers know that playlists curated for them in Apple Music, like “My Favorites,” automatically sync to their Apple Watch.