



First Look

Apple Watch Series 2

Apple Watch Series 2 is packed with incredible fitness and health capabilities, including water resistance to 50 meters for swimming and built-in GPS so customers can now run without their iPhone. Apple Watch Series 2 also features a dramatically brighter display and a powerful dual-core processor. Combined with the performance enhancements in watchOS 3, Apple Watch Series 2 makes it even easier to stay informed, organized, and connected throughout the day.



Apple Watch Series 2



Apple Watch Nike+



Apple Watch Hermès



Apple Watch Edition

Apple price (CAD) starting at	\$489	\$489	\$1,579	\$1,649
Compatibility	For use with iPhone 5 or later running iOS 10 or later			
Case sizes	38mm and 42mm			

Customers can personalize their Apple Watch with additional bands available in a range of colours, styles, and

Key messages

Faster performance

- Dual-core processor takes performance to a new level, delivering up to 50 percent faster performance than the original Apple Watch
- New GPU delivers up to two times greater graphics performance

Water resistance

- Apple Watch Series 2 has been specifically designed for swimming, with a rating of water resistance 50M (WR 50M)
- Workout app now includes two new workout types—pool swim and open water swim
- Apple Watch Series 2 can count laps, distance, and average pace, as well as auto-detect stroke type and measure active calorie burn

Brighter display

- Apple Watch Series 2 has a second-generation display that is more than twice as bright as before and makes reading important notifications such as messages and breaking news effortless in all conditions, even bright sunlight
- With a maximum brightness of 1000 nits, it's the brightest display Apple has ever shipped on any product

GPS

- With built-in GPS, Apple Watch Series 2 records precise distance, pace, and speed for outdoor workouts such as walking, running, cycling, or an open water swim—without needing to take an iPhone
- Begin an outdoor workout immediately as Apple Watch Series 2 uses Wi-Fi, GPS, and locally stored satellite data to quickly identify their position
- GPS also enables route mapping—upon completion of an outdoor workout, a map of the route taken is available in the Activity app on iPhone

watchOS 3

- Launch favourite apps instantly, either from the watch face or with the new Dock, which displays the latest information already updated in the background
- The Activity app now includes the ability to share, compare, and compete, keeping friends and family motivated
- Switch watch faces with ease with an edge-to-edge swipe, so that you can quickly get to the face you want, when you want it
- The new Breathe app reminds you to take a minute to do a short deep breathing exercise to be more mindful

Apple Watch Nike+

- The ultimate running watch featuring a new Nike Sport Band
- The Nike Sport Band is perforated, making it lighter with improved ventilation, and comes in a vibrant two-toned colour scheme
- Features custom Nike-inspired watch faces and a new Nike+ Run Club app

Apple Watch Hermès

- Unique timepiece designed with both utility and beauty in mind
- Features finely handcrafted leather bands from Hermès
- All models include an exclusive Hermès orange Sport Band

Apple Watch Edition

- Available in brilliant white ceramic
- Ceramic is one of the hardest materials in the world—more than four times harder than stainless steel
- Paired with a Cloud Sport Band

Quick demos

Use these demos to show Apple Watch key features to your customers. Guide customers as they try out these features with Apple Watch Demo.



Dock

All-new Dock provides instant access to favourite apps

- Tap side button for the Dock. Swipe through the apps.
- Go to the last spot showing “Recents,” and show “Keep in Dock.”
- Show Now Playing. Point out the controls for music playback, volume, and more.



Watch faces

Switch watch faces with ease

- Swipe edge-to-edge across the face of the watch to switch faces. Show Numerals, Minnie, and Photo.
- Point out new complications, such as Music and Workout. Note how quickly you can launch an app by just tapping a complication.



Activity sharing

Stay active with a little encouragement

- From the Activity face, tap to open the app, and scroll to show how activity is displayed.
- Swipe to show activity data from friends and family, and scroll to show rankings.
- Tap a name to show detail.



Workout

Two new swim workouts

- Tap the side button to open the Dock. Swipe to the Workout app, and tap to open the app.
- Scroll up to show Pool Swim and Open Water Swim.