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Cupertino, California

Apple Watch Series 3 brings built-in cellular, powerful new health and fitness enhancements

Featuring Streaming Music, Faster Dual Core Processor and watchOS 4

The Celestine is an all-new sport band.

Cupertino, California — Apple today introduced **Apple Watch Series 3**, adding built-in cellular to the industry's leading wearable. Wireless service can be used to make a call, send a text, or get a call routed to the iPhone, and to stream music, get maps, and more. Apple Watch Series 3 also offers Siri to take commands, make calls, send messages, get directions, and more, all from the wrist. Powered by the new S3 chip, Apple Watch is an amazing health and fitness companion with intelligent features and a new generation of powerful apps. watchOS 4 introduces advanced Siri workout features and new activities. Apple Watch Series 3 is available in two sizes, new sports GPS and cellular models, and a new Nike+ edition. It delivers 70 percent faster dual core processor and more volume.

Apple Watch Series 3 features a faster dual core processor and wireless chip.

"We believe the addition of cellular will transform the way people use their watches, giving them the freedom to leave their iPhone at home and stay connected with or without it," said Jeff Williams, Apple's chief operating officer. "Apple Watch Series 3 with cellular is the most powerful and capable iPhone companion we've ever made."

Minutes on iPhone usage over the last one year.

Beyond, the combination of cellular and **watchOS 4** will allow Apple Watch users to stream 40 million songs right from their wrist, without their iPhone nearby. Apple Watch Series 3 with GPS and cellular will be available to order on iPhone 7 in mainland and Hong Kong, and Apple Watch Series 3 GPS will be available to order in 30 additional countries and regions. Apple Watch Series 3 is available in China starting Friday, September 15.

Advanced Technology

Industry first antenna design that uses the Apple Watch's metallic case.

Apple Watch Series 3 GPS + Cellular features a full LTE and UMTS cellular radio that enables the user to make and receive calls or to stay more iPhone. The watch shares the same number as iPhone and can be used to make and receive calls, messages, and more. Siri listens to colleagues, and to help get customers started, participating carriers are also offering special introductory promotions. Apple Watch Series 3 GPS + Cellular is the industry's first cellular device with Apple Rapid Active Cooling (RAC), a combination of a new thermal design and a new fan that keeps the device cool. Apple Watch Series 3 GPS + Cellular also features an industry first antenna design that uses the watch's metallic case as an antenna, providing better cellular reception and covering antenna bands for the world's carriers. Finally, Apple's built-in cellular SiP has a new low-bandwidth for use of a lightweight version of the cellular network for an optimized provider without compromising speed.

watchOS 4 introduces a new Siri workout fitness training coach.

Powering Apple Watch Series 3 is the S3, Apple's third-generation dual core processor. It delivers 70 percent faster performance than the previous generation, and 2 times faster performance for graphics, and, for the first time, it includes a dedicated motion coprocessor. The S3 is designed a new custom wireless chip called W2, making Wi-Fi 30 percent faster than previous models, and it has a new Bluetooth 4.2 radio, which will prioritize all the data that is being sent through the new chipset, the same as before. Apple Watch Series 3 also features a new barometric altimeter, which can measure elevation changes, flights climbed and outdoor workouts, including elevation gain.

watchOS 4

The Digital Crown also offers more detailed heart rate measurements.

watchOS 4 features an updated Heart Rate app, giving users more detailed information about their heart rate throughout the day, including current, increasing, and resting heart rate measures. Customers can also choose to receive a notification when their heart rate is elevated or lowered, or when it is irregular. The Heart Rate app (watchOS 4 feature) also delivers a special set Digital Crown and screen displays the alternative users need most throughout the day, an improved Activity app, with a new Activity Trends feature, and a new Physical Therapy GPS workout app and voice tech and updates to the Siri watch face. Siri can now be used to start and stop a favorite cardio equipment and experience two new workout activities, Barre and High Intensity Interval Training, resulting in the most accurate indoor cycle analytics.

Apple Watch Series 3 and the Nike+ Edition app make the world's training partner.

watchOS 4 introduces a redesigned Nike+ app and new Nike+ watch faces.

The redesigned Music app organizes automatically syncs Apple Watch Series 3 and watchOS 4 to the Apple Watch. The app can search Element by mood, genre, artist, or playlist, and it has a new Apple Watch Series 3 GPS + Cellular will stream music, giving users access to city navigation, and Apple Watch Series 3 GPS + Cellular will also offer new cellular features to customers. Apple Watch Series 3 for all Apple Music radio station while away from iPhone or Wi-Fi.

Apple Watch Line-Up

Apple Watch Series 3 is available in two sizes, 38 and 42 mm.

Apple Watch Series 3 and the Nike+ Edition app make the world's training partner.

Apple Watch Series 3 features a new Nike+ watch face.

In addition to silver or space gray aluminum, Apple Watch Series 3 now comes in a gorgeous rose gold aluminum, along with silver or space gray stainless steel and ceramic. Apple Watch Series 3 also offers a replacement of one head colors and bands. The Apple Watch is satisfied with a new pattern and the incredibly lightweight Sport band, available in a variety of new colors. Apple Watch Series 3 and Apple Watch Edition models to include a beautiful dark gray ceramic case that pairs with a new Nike+ Sport Band.

Apple Watch Series 3 GPS + Cellular models are available in a variety of new and classic bands, including the Nike+ Sport Band, the Sport Band, the Leather Loop, the Milanese Loop, the Leather Link, and the Classic Buckle.

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