JIM ROMAINE - PMUG GENERAL MEETING - NOVEMBER 11, 2023

THE NEW APPLE IOS DEVICES

The Apple Watches

The Apple iPhones

ALL APPLE WATCHES

- Carbon neutral combinations available
- Provide all safety features
 - Fall and crash detection
 - Emergency SOS
 - International emergency calling

SE

New

Series 9

New

Ultra 2







All the essentials. Light on price.

GPS + Cellular GPS

From \$299 From

From \$249

Powerful sensors, advanced health features.

GPS + Cellular GPS

From \$499

From \$399

The most rugged and capable.

GPS + Cellular

\$799

Apple Watch SE

- Entry level watch
- Released in 2022
- Has basic functionality
- Has all safety features except siren
- Lacks Blood Oxygen and ECG apps
- Display not as bright
- 40 and 44 mm sizes
- Available with GPS or GPS/cellular
- Lowest priced Apple Watch
- Starts at \$249 to \$299



Apple Watch Series 9

- Apple's best selling watch
- Uses S9 SiP (System in Package) chip with
 5.6 billion transistors
- Increase in performance
- Lacks a few features of Ultra 2 watch
- Excellent display brightness
- Starts at \$399 to \$499
- Utilizes SiP technology for one handed operation
- Precision Finding
- Brighter display than Watch Series 8



Silver Aluminum

Case with

Sport Band

From \$399

or \$33.25/mo. for 12 mo.*



Midnight
Aluminum Case
with Solo Loop
From \$399

or \$33.25/mo. for 12 mo.*



New
Pink Aluminum
Case with
Sport Loop
From \$399
or \$33.25/mo. for 12 mo.*

Apple Watch Ultra 2

- High end Apple Watch
- Made for outdoor enthusiasts, athletes and Apple aficionados
- Has most advanced safety features
 - Dual band GPS
 - Siren
- Uses S9 SiP chip
- Largest and heaviest watch
- Longest battery life
- Titanium case
- 100 meter diving depth
- Utilizes SiP technology for one handed operation









Advanced S9 SiP Chip Powers Up Apple Watch Series 9 & Watch Ultra 2

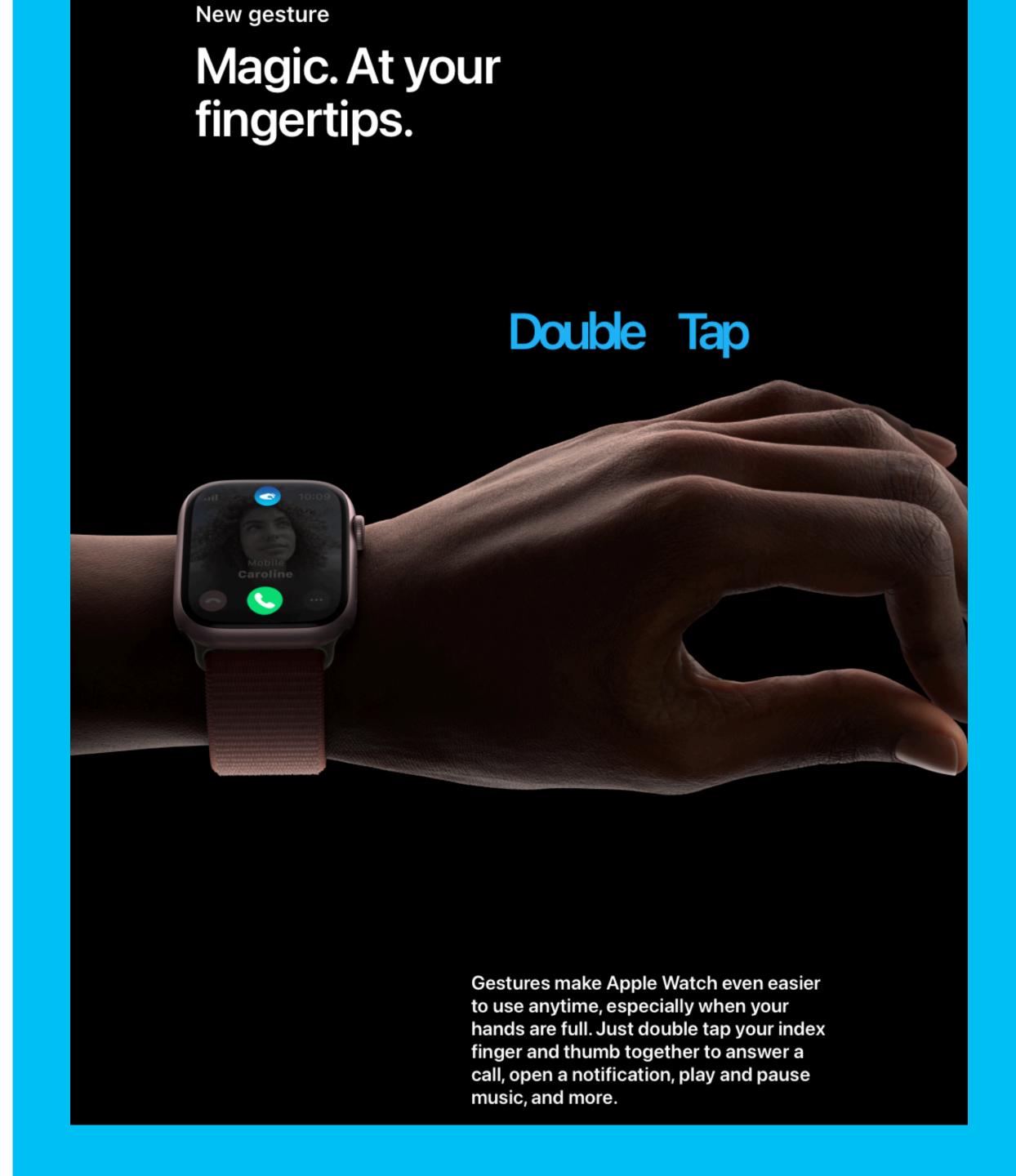
- SiP stands for System in Package
- App Loading: Enhanced CPU and GPU speeds translate to reduced app and OS loading times
- Fluid User Interface: Enhanced graphics performance ensures smooth scrolling and animated transitions
- Responsiveness: Quick processing speeds translate into a more intuitive and responsive UI
- Sophisticated App Capabilities: The chip's robust hardware supports the running of intricate apps and games
- Accurate Health Monitoring: Advanced machine learning capabilities enable more precise health metrics like sleep tracking and heart rate monitoring
- Precision Tracking: A new ultra-wideband chip delivers highly accurate location tracking, beneficial for features like the Find My app.



Apple S9 SiP Processor

SIP TECHNOLOGY

 New gestures can control certain features of Series 9 and Ultra 2 watches



SIP GESTURES

Allows one handed operation of certain tasks on Apple
 Watch series 9 and Ultra 2

- Play and pause music while carrying groceries.
- Answer a call while paddleboarding.
- Stop a timer while baking a pie.
- Reply to a message while walking the dog.
- Check your Smart Stack while holding your toddler.

Apple iPhone 15

- Two models
 - iPhone 15 and 15 Plus
 - 15 Plus has larger display
 - 15 Plus has longer video playback time
- Has all safety features
- Has aluminum case
- Features dynamic island
- Uses USB C connector
- Advanced dual camera system
- 4x optical zoom



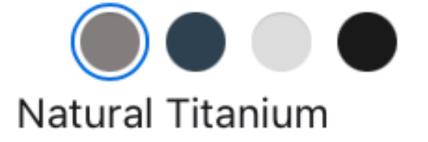
Apple iPhone 15 Pro

- Consists of two models
 - Pro and Pro Max
- Has titanium case available in four colors
- Has all safety features
- Features dynamic island
- Pro camera system
- 10x optical zoom
- Telephoto mode
- Uses USB C connector









Apple iPhone SE

- Entry level iPhone
- Uses A15 chip same as iPhone 13
- Single camera system
- Uses lightning connector
- Starts at \$429
- Lacks Face ID
- Lacks emergency SOS via satellite
- Lacks crash detection
- Lacks roadside assistance via satellite

What a finish.

iPhone SE comes in Midnight, Starlight, and (PRODUCT)RED.



SUMMARY

- Buy latest model you can afford
- Consider Apple refurbished
- Consider features you must have
- Consider features you can live without
- Consider Apple Care if you are new to product
- Trade in used Apple device for discount (through Apple Store or website)
- Look for carrier special offers



References:

- apple.com website
- NBC Apple Watch Review is it worth it?
- Tech Radar the best watches of 2023
- Best Reviews Five Best Apple
 Watches
- Tom's Guide Apple Watch Series 9