

JIM ROMAINÉ - 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



All the essentials.
Light on price.

GPS + Cellular **GPS**
From \$299 From \$249

New
Series 9



Powerful sensors,
advanced health features.

GPS + Cellular **GPS**
From \$499 From \$399

New
Ultra 2



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



 **WATCH**
SE

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



New
Silver Aluminum
Case with
Sport Band

From \$399
or \$33.25/mo. for 12 mo.*



New
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

New gesture

Magic. At your fingertips.


Double Tap





Gestures make Apple Watch even easier to use anytime, especially when your hands are full. Just double tap your index finger and thumb together to answer a call, open a notification, play and pause music, and more.


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




Natural Titanium

Starting at \$1199




Natural Titanium

Starting at \$999

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**