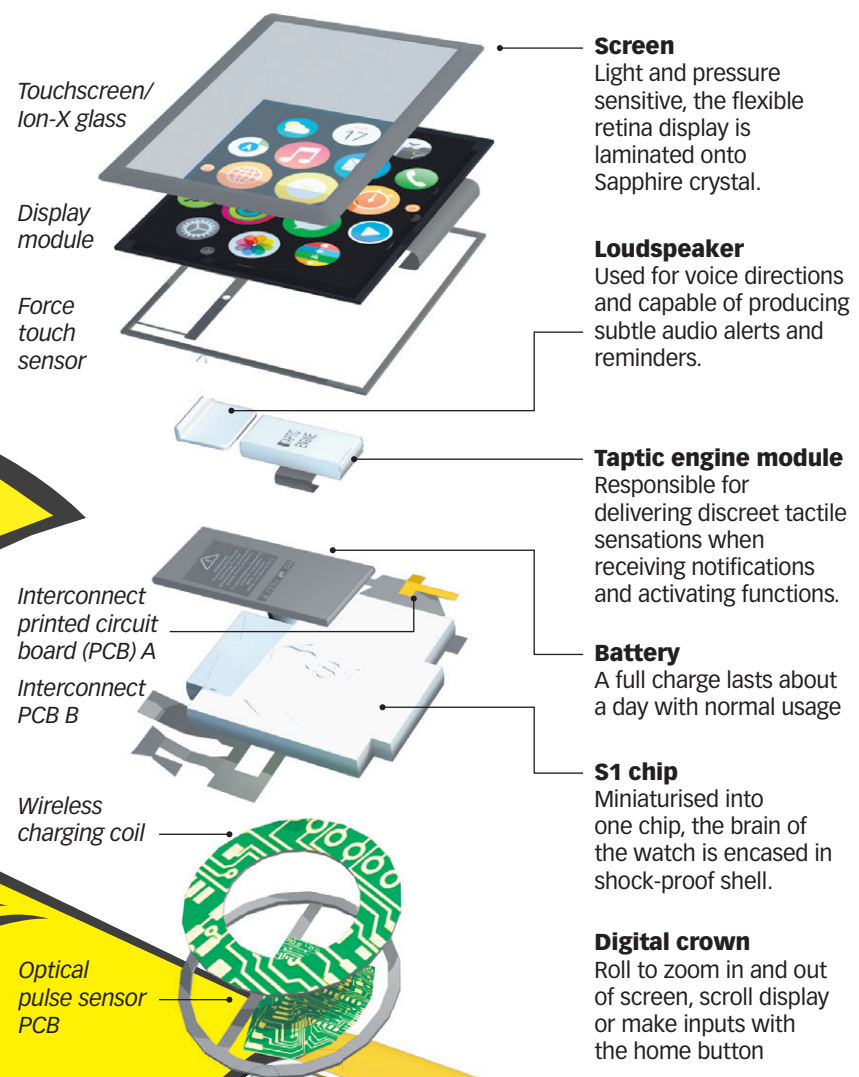


WATCH OUT!

The Apple Watch finally hit Singapore shores on Friday with the various models going on sale at selected stores. Apple has entered the smart wearables segment rather late, with most of its smartphone and tablet competitors already having established a presence with various products.

Despite the late entry, the Apple Watch, with its elegant design, cool features and the sheer allure of the Apple brand, is expected to energise the wearables market in much the same way the first iPhone did for the smartphone market.

INSIDE AN APPLE WATCH



MODELS

APPLE WATCH SPORT

- Silver Aluminium Case**
38 MM, 42 MM
- White Sport Band
 - Blue Sport Band
 - Green Sport Band
 - Pink Sport Band

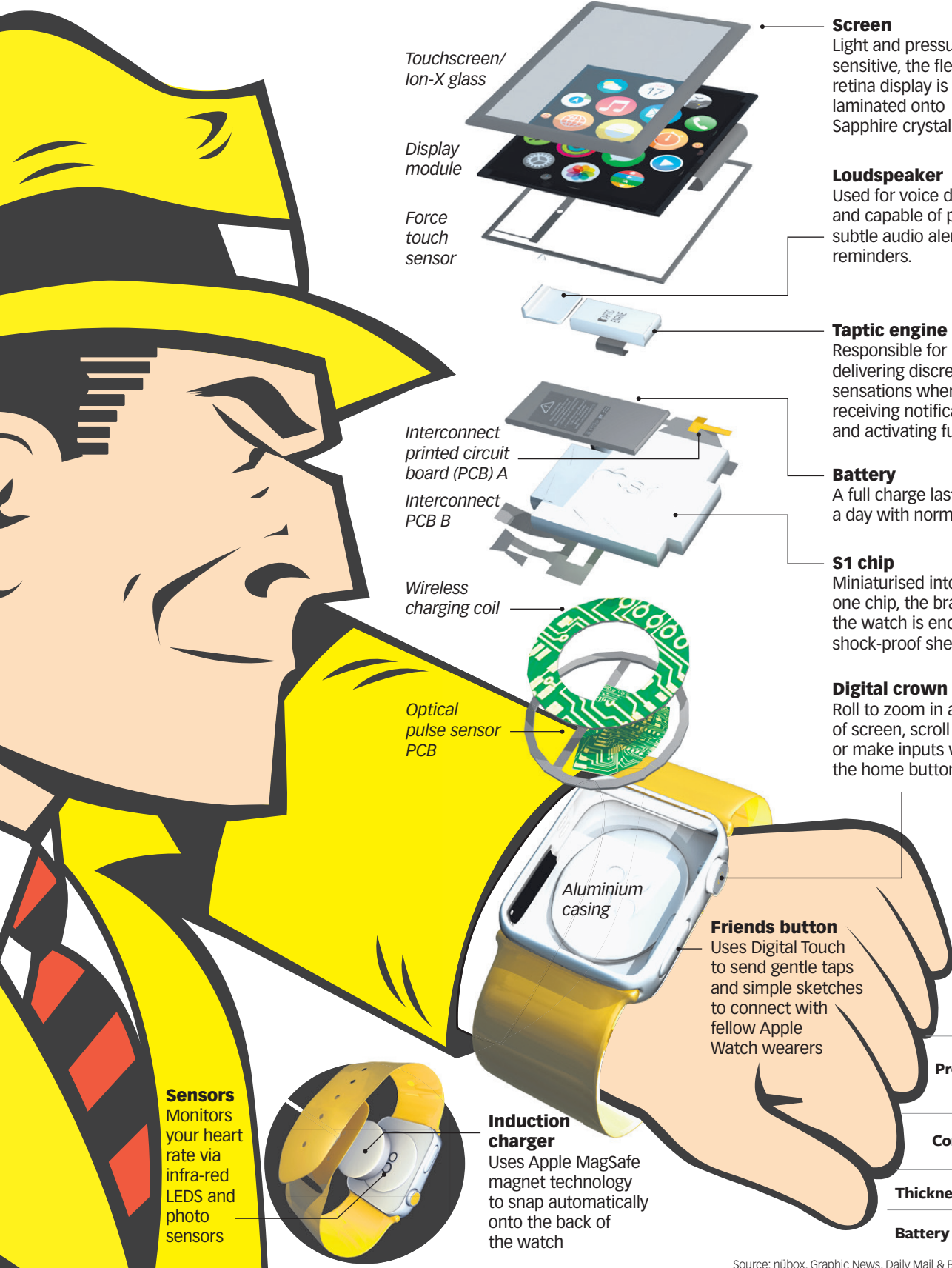
- Space Grey Aluminium Case**
38 MM, 42 MM
- Black Sport Band

APPLE WATCH

- Stainless Steel Case**
38 MM, 42 MM
- White Sport Band
 - Black Sport Band
 - Black Classic Buckle
 - Milanese Loop
 - Link Bracelet

- Space Black Stainless Steel Case**
38 MM, 42 MM
- Space Black Link Bracelet

- Stainless Steel Case**
38 MM (S, M, L)
- Black Modern Buckle
 - Midnight Blue Modern Buckle
 - Soft Pink Modern Buckle
 - Brown Modern Buckle
- 42 MM (M, L)
- Black Leather Loop
 - Bright Blue Leather Loop
 - Stone Leather Loop
 - Light Brown Leather Loop



Sensors
Monitors your heart rate via infra-red LEDs and photo sensors

Induction charger
Uses Apple MagSafe magnet technology to snap automatically onto the back of the watch

Friends button
Uses Digital Touch to send gentle taps and simple sketches to connect with fellow Apple Watch wearers

FACE-OFF

	Apple Watch	Motorola Moto 360	Samsung Gear S
Pros	Wireless charging, elegant usage	Wireless charging, affordable	Allows user to make phone calls
Cons	Expensive & long waits	Screen is cut short at bottom	Huge and heavy
Thickness	10.5mm	11.5mm	12.5mm
Battery life	18hrs	24hrs	48hrs