Apple Watch's time to shine

Article

We forecast that there will be over 25 million US Apple Watch users this year, nearly half of all US smartwatch users. But Apple is seeking a bigger piece of the pie, leaning into health and safety features with its latest Watch devices to attract new (and current) users.

Thank you, next: In addition to a bigger screen and better battery life, the Apple Watch Series 8 includes the same health features of the Series 7, like heart rate notifications and the ECG app, plus:

- A temperature sensor that can be used to track women's health, including ovulation.

- Crash Detection, a safety feature powered by two motion sensors. The sensors can detect severe car crashes and automatically alert emergency services.

Who's it for? New users looking to monitor their health more closely, current users looking for an upgrade on features and design.

Available September 16, starting at $399

Mini-me: The Apple Watch SE is a streamlined, lower-cost version of the Series 8 watch. The model also boasts a bigger screen as well as a new design on the back case. This model, too, has added healthy and safety features like:

- Heart rate notifications
- Fall detection

Who's it for? Apple's making a play for children that don't have their own iPhone yet. Users can make calls and texts to pre-approved contacts and share their location with others.

Available September 16, starting at $249

Rough and tumble: The Apple Watch Ultra, which Apple says has been "years in the making" has the biggest, brightest display, a titanium case, and a technical watch face that includes a compass and can be customized for mountain, ocean, trail, and nighttime conditions. Other features, which are also designed to withstand extreme circumstances, include:

- An orange action button for quick, easy use
- An enhanced audio and microphone system
- A battery capable of 36 hours of use on a single charge (60 hours using a battery optimization feature coming this fall)

Who's it for? With its "most rugged and capable" watch, Apple is targeting outdoor athletes and adventurers.

Available September 23 at $799

Hold the phone. Of course Apple shared details on the iPhone 14, which also comes with new health and safety options. Here's the breakdown:

- The latest cell phones from Apple have larger displays (6.1" for the iPhone, 6.7" for the Plus), better battery life, enhanced photo and video capabilities, and digital SIM cards.

- Starting next week, Apple Fitness Plus will be available to all iPhone users, even those who don't have an Apple Watch.

- In November, Apple will launch another safety feature for the iPhone 14 that allows it to connect to satellites for emergency services. The feature will be free for two years for those with an iPhone 14.

Who's it for? Everyone. Whether it's someone's first iPhone or their annual upgrade, this phone has universal appeal.

iPhone 14 available September 16 for $799, Plus available October 7 for $899

Going pro. The iPhone 14 Pro and Pro Max contain what Apple is calling its most powerful chip yet, the A16 bionic chip. In addition:

- The phones are redesigned to include a "dynamic island," which displays notifications and background activity in a small box at the top of the screen. The box expands for alerts, but doesn't distract users from the current app or activity they are in.

- They also have an always-on display, an all-day battery life, and a 48-megapixel camera with an option for action or cinematic video mode.

Who's it for? Amateur photographers looking to step up to the big leagues or those who are easily distracted.

Available September 16, starting at $999

Last but not least. Apple's next generation of Airpods Pro will feature double the noise cancellation, a better battery life, and a better audio experience.

Who's it for? Music lovers, neighbors of new parents, or really anyone looking to block out the noise of the world.

Available September 23 for $249

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