

Apple Springs Forward With Watch, New MacBook

Written by Marco Attard
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The latest Apple event, dubbed "Spring Forward," is all about the company's various offerings, from iPhone app development and a new MacBook to the Apple TV and, of course, the Apple Watch.



The keynote was opened by CEO Tim Cook with video from the latest Chinese flagship Store in West Lake, China, no doubt highlighting how important the Chinese market is to Apple.

Taking the spotlight, of course, is the Apple Watch-- "the most personal device we have ever created," as Cook puts it. Crafted in either stainless steel, anodised aluminium (Sport) or 18k gold (Edition), the watch allows users to quickly check iPhone notifications, track health data and live the Dick Tracy dream by answering calls right from their wrists. Neat!

One can also summon Siri directly from the Watch by either tapping the crown or simply saying "Hey Siri" into their wrist. Further Watch control comes through swipes and a combination of long or short presses, and Apple Pay comes as standard. As for battery life, Apple says the Watch lasts for 18 hours on a "typical" day, meaning it requires nightly charging.

The Watch is available from 24 April 2015, and before that date customers can try the device out at Apple Stores featuring special "custom table" displays.

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