

Apple Confirms Rumours With Watch

Written by Marco Attard
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Apple finally reveals the one device we've truly been waiting for, one CEO Tim Cook says the company has worked "incredibly hard" on-- the much fabled Apple Watch (NOT iWatch!), a wearable device Cook says is no less than "the best watch in the world."



Essentially a squarish device with a dial on the right, the Watch features metal construction, a flexible sapphire Retina display and multiple bands in different materials, it is also said to be the most customizable and "personal" Apple device yet.

Greeted with nothing less than a standing ovation at the Flint Center, the Watch features what is admittedly one of the most interesting Apple innovations in recent years-- a dial-based UI, which the company calls "Digital Crown." It allows users to fluidly zoom into the display, make precise adjustments and control apps in different ways, all with a minimum of touch-based controls.

A second "Digital Touch" button beneath the dial brings up contacts and various communications options.

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