

Apple Watch

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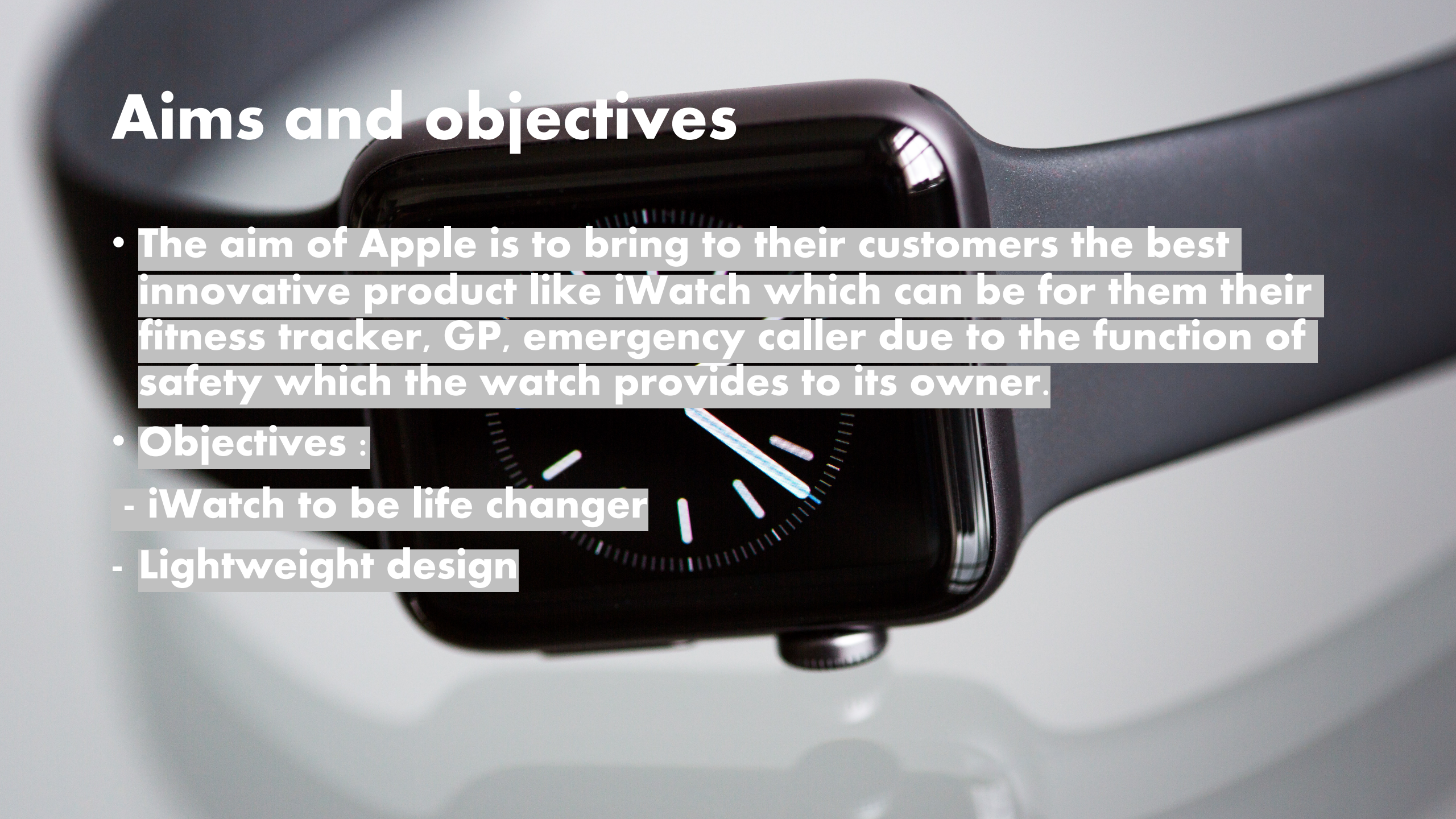
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Introduction

- What is Apple Watch (iWatch)?
- Line of smartwatches produced by Apple Inc.
- Operates with the same software as the other products of Apple.

Aims and objectives



- The aim of Apple is to bring to their customers the best innovative product like iWatch which can be for them their fitness tracker, GP, emergency caller due to the function of safety which the watch provides to its owner.
- Objectives :
 - iWatch to be life changer
 - Lightweight design



Background

- First Apple watch presented by Tim Cook in April 2014, created with the purpose of:
 - Fashion, body style, ability to communicate.
- 2nd series of Apple watch in 2015.
 - Little improvements.
- Period of 2014 till 2021 – 7 different series of Apple Watch with lots of upgrades and improvements.

Mission of Apple

“To bringing the best user experience to its customers through its innovative hardware, software and services.”

- ✓ Best user experience
- ✓ Innovative hardware
- ✓ Innovative software devices



Vision of Apple

“We believe that we are on the face of the earth to make great products and that’s not changing.”

- **Making great products**
- **Focusing on innovation**
- **Focus on a few key projects**
- **Excellence as the standard**



Challenges of Apple watch Smart Watches

- Apple solved problem and combines on device
- Saving time and space



2021 Apple watch Series 7

1980 Casio digital watch with calculator



Heart rate



Blood oxygen



Workout tracking



Sleep tracking



GPS



Water resistant to 50m



Phone call & Text



A close-up image showing a white, articulated robotic hand reaching towards a human hand. The background is a dark, checkered pattern. The robotic hand has visible joints and a metallic finish. The human hand is positioned to the right, with fingers slightly spread. A small, bright orange light is visible at the point where the robotic hand's fingers are near the human hand's fingers.

Insights of Apple Watch

The technology which Apple is using for Apple Watch is Artificial Intelligence also called 'technology of the decade'.

It's a development of computer system which performs tasks where its required human intelligence.

Speech recognition, decision-making and visual perception.

"Hey, Siri"



Siri (AI of Apple)

- It's an artificial intelligence
- Siri is a digital assistant
- Siri has machine learning so she can learn and understand
- Data and machine learning are responsible for the development of Siri.

Characteristics of Siri



What can I
help you with?

Some of the characteristic for AI are:

- Facial recognition
- Data ingestion
- Cloud computing
- Deep Learning

Impact of Apple Watch

Impact of the Apple watch is Health and fitness tracking which has inspired many of us towards healthier lifestyle.





Here is a list of the many features which Apple Watch has:
(the iWatch has 65 features)

- Health monitor
- GPS
- Synchronized technology
- Digital clothing
- ECG
- Walkie- talkie

Pros and Cons of Apple Watch

- Pros:
- Making and receiving calls
- Design
- Fall detection

- Cons:
- Battery life
- Price
- EMF radiation

Apple watch – Case study

What can you control with Apple watch?

- Apple TV
- Iphone's camera
- Thanks to Siri
- Home kit integration (control lights, thermometer, blinds etc.)



Cool things you can do with Apple



Answer and decline calls directly



Check incoming emails and messages



Mute incoming calls



Ditch your phone entirely.

Conclusion



The purpose of
the Apple Watch

How this device is
meeting the
criteria of Modern
technology

How the company
made the product
for the nowadays
generation.

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