

## Apple aims to redefine health, launches SmartWatch

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**Singapore:** Venturing into the wearables market, global technology giant, Apple launched the Apple Watch, alongside the large-screen [iPhone6](#) and the Apple Money service. The [Smartwatch](#) is said to be the company's first significant big launch since the iPad and the unveiling on this product, with its healthcare benefits has certainly taken the digital healthcare market by a storm.

In the last one year, Samsung, Asus, Sony, LG and even Motorola have all launched their own range of smartwatches, most using Google's Android system. Apple however revealed that the Smartwatch has been fully developed under the leadership of the chief executive Mr Tim Cook. To be available from early next year, the device will be combining health and fitness tracking, along with other features like heart rate monitoring and communications. The Smartwatch would also be able to store music, provide directions when the wearer is walking, send messages and allow access to hundreds of third-party apps, such as Twitter and Facebook.

"The Smartwatch is the most personal device we've ever created. We've set up to make the best watch in the world. One that is precise. It's synced with a universal time standard," commented Mr Cook at the unveiling of the product in Cupertino, California on September 9, 2014. He added that the device would be available in three editions: the stainless steel Watch, aluminium Watch Sport, and 18c gold Apple Watch Edition. All three need a constant wireless connection to an iPhone to operate and will start at \$349 in the US.

Describing the product, the company said that the screen is covered by a curved sapphire glass touch screen that can also detect pressure as well as simple touch to differentiate between a tap and a touch. Several of Apple's apps will be available on the Watch, including Siri, Messages, Maps and lots of at-a-glance information pulled from calendars, email and other apps on an iPhone. The watch feeds the health information into Apple's Health app for the iPhone and iPad, allowing review and analysis of the data.

The 'digital crown' as the company calls it, turns like a jog dial for adjusting functions including zooming and setting the time. It also functions as the home button. Apple Watch also includes a new communication app called digital touch, which allows users to tap the screen and send a virtual poke to another wearer, as well as send small drawings and even a heart beat.