

## New Apple Watch superguide: Details of the 2025 Apple Watch Series 11, Ultra 3 and new Apple Watch SE

### Summary

Apple unveiled three new Apple Watch models for 2025: the Series 11, Ultra 3, and SE (3rd-gen). The Series 11 and Ultra 3 feature 5G connectivity, with the Ultra 3 also offering satellite connectivity. The SE (3rd-gen) introduces an always-on display, sleep apnea notifications, and temperature sensing.

Apple has unveiled three new Apple Watches for 2025: an Apple Watch Series 11, Apple Watch Ultra 3 and the Apple Watch SE 3rd gen, here's the lowdown.

By [Lloyd Coombes](#) Contributor, Macworld SEP 19, 2025 10:00 am PDT

### New Apple Watch 2025: Summary



Image: Apple

- **Release date:** Apple Watch Series 11, Ultra 3, and SE (3rd-gen) were revealed at Apple's 'Awe Dropping' event on September 9, 2025. They went on sale on September 19.
- **Price:** Apple Watch Series 11 starts at \$399, Ultra 3 from \$799, and SE (3rd-gen) from \$249.
- **Specification changes:** 5G is here for Series 11 and Ultra 3, while the latter gets satellite connectivity. No processor bump, though.

On September 9, Apple held its September event, dubbed "Awe Dropping", and while the iPhone 17 was the focus, we got a trio of Apple Watch models, too. From the Apple Watch Series 11, which adds 5G, to the much more capable Apple Watch SE and rugged Apple Watch Ultra 3, there's a lot to cover.

Perhaps the biggest news is that Apple did, in fact, manage to get blood pressure monitoring and hypertension detection onto its wearables this year. Apple says the condition is dubbed a 'silent killer', and has been fine-tuning its machine learning algorithm to help notify over 1 million users of potential hypertension. While it's great that it's finally on the Apple Watch it's not unique to the 2025 models though: the

hypertension detection feature will also be available on Series 10, Series 9 and Ultra 2 with the arrival of watchOS 26.

Alongside that, sleep tracking is vastly improved. A new Sleep Score will help calculate an easy-to-understand number based on sleep duration, consistency of bedtime, and sleep stages, all wrapped up by an algorithm developed using 5 million nights of sleep data. Again, the Sleep Score feature isn't unique to the new watches: that will work on Series 6, Ultra 1 watches, and newer Apple Watches. You don't need to buy a new watch to benefit from these new features.

So, that's the top-level stuff, but what about each device? Let's get into it.

## **At a glance: What is new for the 2025 Apple Watch**

### **Apple Watch Series 11**

- 2x more scratch-resistant Ion-X glass for aluminium model; tough sapphire crystal display for titanium model.
- 5G cellular.
- High blood pressure detection.
- Improved battery life (24 hours, up from 18 hours).
- Faster fast charging.
- Same S10 processor as found in Series 10.
- Priced from \$399/£369.

### **Apple Watch Ultra 3**

- Slightly larger display due to thinner borders.
- Tough sapphire crystal display.
- LTPO3 wide-angle OLED with 3,000 nits.
- 5G cellular and satellite connectivity.
- High blood pressure detection.
- 42 hours of battery life.
- Faster fast charging.
- S10 processor (up from S9).
- Priced from \$799/£749.

### **Apple Watch SE (3rd-gen)**

- Always-on display with 2 nits minimum brightness.
- 4x more crack-resistant Ion-X glass than previous generation.

- Sleep apnoea notifications.
- Temperature sensing.
- Wrist flick and double tap gestures.
- Media playback capable.
- Fast charging.
- S10 processor (up from S8).
- Priced from \$249/£219.

## New Apple Watch 2025 design & dimensions

The big design changes came to the Apple Watch Series 10 in 2024 with bigger screens. This time round the changes are more subtle. The Ultra gets a fractionally larger screen which allows for a few more pixels. The SE will finally show the time all the time thanks to the Always On display. What else is new? We explain the design changes below.

## Apple Watch Series 11 design and dimensions

- More scratch-resistant, but mostly the same as the Apple Watch Series 10 on the outside.
- Available in Jet Black, Silver, Rose Gold, Space Gray in the standard aluminum body, or Natural, Gold, and Slate Titanium versions.



The Apple Watch Series 11 comes in aluminium or titanium.  
Apple

Apple updates its mid-range Apple Watch every year, but it doesn't always deliver major changes. 2024's Series 10 brought a larger display and thinner design, and at a quick glance, the Apple Watch Series 11 is much the same.

It comes in Jet Black, Silver, Rose Gold, and the new Space Gray colorways for the standard versions, with Titanium options in Natural, Gold, and Slate.

The new display is more scratch-resistant than 2024's model. The Ion-X glass that comes with the aluminium case is 2x more scratch-resistant than the Series 10, and the titanium version offers the same tough sapphire crystal

display used for the Ultra 3.

## Apple Watch Ultra 3 design and dimensions

- Larger display due to thinner bezels, but not massively different to the Apple Watch Ultra 2.
- Comes in the same natural and black titanium options.



The Apple Watch Ultra 3 features a aerospace-grade titanium case  
Apple

The Apple Watch Ultra 3 is, as was rumored, getting a slightly larger display, in fact Apple proudly states that it's got the largest Apple Watch display ever. On paper though that larger display is only fractionally bigger: Apple still describes it as 49mm, but the difference is in pixels and visible area: 422×514 pixels rather than 410×502 pixels and 1,245 sq mm display area instead of 1,185 sq mm display area.

The 'larger' display is possible because Apple was able to reduce the bezel size (apparently the borders are 24% thinner), and that's thanks to the new new, LTPO3 wide-

angle OLED panel.

That display is also described by Apple as a tough sapphire crystal display, which should make it more durable than the Ultra 2. The Series 11 offers this same durable sapphire crystal display with the titanium case.

The Apple Watch Ultra 3 comes in Black and Natural titanium hues, which is... about what we'd expect.

### Apple Watch SE 3 design and dimensions

- Finally has an always-on display.
- Available in Starlight and Moonlight.



The Apple Watch SE 3 comes in 40mm or 44mm sizes.  
Apple

The SE is now in its third generation, and it's finally gaining an always-on display.

Not much has changed visually. It's the same 44mm or 40mm case, and the colours are the same, with the omission of the silver aluminium option in favor of Starlight and Moonlight. As a result, existing silver aluminium straps may not match as well as they might have.

Like the other 2025 watches, the SE 3 display is more scratch-resistant than its predecessor. The Ion-X glass that comes with the aluminium case is 4x more scratch-resistant than the Apple Watch SE 2 (and just as scratch-proof as the Series 11).

## New Apple Watch 2025 features



Image: Apple

- **Blood pressure monitoring:** Apple has introduced the much-hyped hypertension detection feature. It will be available for the Apple Watch Series 11 and Ultra 3 – and also the Apple Watch Series 9 and 10 and the Ultra 2.
- **AI features:** Live translation, adaptive notifications, and contextual suggestions via Apple Intelligence on iPhone.

Apple’s hypertension detection algorithm could help identify hypertension for more than a million users, according to the company. It’s not unique to the new Apple Watch Ultra or Series 11 though, it’s coming to the 2024 and 2023 Apple Watches too. So you’ll also find it on the Series 10 and 9, and the Ultra 2.

Like the hypertension alerts, most of the new health and fitness related features are part of watchOS 26. For example:

- Live Listen transcription and Live Translation will automatically transcribe phone calls and messages on your Apple Watch screen in real time.
- Workout Buddy will use Apple Intelligence from your iPhone to provide you with words of encouragement based on your workout data and fitness history.
- Automatic volume adjustment, so that notifications are adjusted depending on your environment.
- Sleep Score will also be a feature of this year’s models and all models running watchOS 26. That includes Series 6 and Ultra 1 watches.
- New Smart Stack hints that will make proactive, context-aware suggestions when your watch detects a specific situation like an appointment or new location.

## New Apple Watch SE 3 features

The Apple Watch SE 3 gains some new health features that weren’t available on the SE 2, including a wrist temperature sensor and Sleep Apnoea notifications.

Other new features making their way to the Watch SE 3 include on-device Siri, the wrist flick and double tap gestures. Plus the SE 3 will be capable of media playback, unlike the previous generation.

## New Apple Watch 2025 specs

- **Processor:** All models feature the S10 chip.

- **Connectivity:** 5G has come to Apple Watch Series 11 and Ultra 3, while the latter gains satellite connectivity, too.

## 5G and satellite

The Apple Watch has had an option for LTE cellular connectivity since the Series 3, and now the Apple Watch Series 11 and Apple Watch Ultra 3 will finally move to 5G speeds.

Not only that, but Apple Watch Ultra 3 will add satellite connectivity for emergency contacts, messaging, and location sharing when you don't have any connectivity at all. Apple says it doubled the strength of the internal radio to achieve that feat.

## S10 processor

The Apple Watch Series 11, Apple Watch Ultra 3, and Apple Watch SE 3 were expected to see a spec bump to a new chipset, but that's not the case. In fact, the Apple Watch Series 11 and Ultra 3 will have the S10 chip – the same as the Apple Watch Series 10 last year.

If you've been waiting for a new Apple Watch SE model, though, your patience is being rewarded. It's jumping to S10, too.

## Battery life

Apple has improved the battery life of the Series 11 and Ultra 3 models. The Series 11 will now get up to 24 hours of battery, with the Ultra 3 reaching 42 hours.

The SE still hits 18 hours, but it's a little behind the curve. It's gaining a wrist temperature sensor for now, though.

## Other specs



The Apple Watch SE 3 will get a speaker that is capable of playing audio.

SE is finally getting a speaker.  
Apple

## New Apple Watch 2025 release date

- Announcement date: 9 September, 2025.
- **Onsale date:** 19 September, 2025.

The new 2025 Apple Watch models are shipping now.

## New Apple Watch 2025 price

- Apple Watch Series 11: From \$399/£369.
- Apple Watch Ultra 3: From \$799/£749.
- Apple Watch SE 3: From \$249/£219.

Apple hasn't changed its pricing structure since the [Apple Watch Series 3](#), and it's still holding firm today. That means the Series 11 will start at \$399 for the 42mm model, and \$429 for the larger 46mm version, with an extra \$100 for cellular, while the Apple Watch Ultra 3 will likely cost \$799/£799 (which includes cellular connectivity).

New this year is the Titanium Series 11, which will start at \$699 and comes with cellular included.

The Apple Watch SE currently starts at \$249/£219, but can often be found for as low as \$189 at Amazon U.S. With the rumors of a new plastic design, it's possible the Apple Watch SE gets another price cut, as it did when the 2nd-gen model arrived in 2022.



Image: Apple

## New Apple Watch 2025 FAQ

### FAQ

#### 1. When is the new Apple Watch coming out?

The new Apple Watch is actually three watches – Apple Watch Series 11, Apple Watch Ultra 3, and Apple Watch SE (3rd-gen). All were announced at Apple’s ‘Awe Dropping’ event on September 9, 2025. Preorders are live, and you can get them from September 19.

## **2. How much will the new Apple Watch cost?**

Apple pricing has stayed the same again this year. This means Apple Watch Series 11 starts at \$399, Apple Watch Ultra 3 at \$799, and the third-gen Apple Watch SE at \$249.

## **3. Will the new Apple Watch include blood pressure monitoring?**

Yes! Despite being expected last year, Apple Watch Series 11 and Apple Watch Ultra 3 will offer blood pressure monitoring and hypertension detection. However, non-invasive blood glucose monitoring is still thought to be a few years off.

## **4. Will the new Apple Watch have Apple Intelligence?**

Live Translation, Live Listen Transcription, and Workout Buddy are AI-powered, but they’re powered by your iPhone.

## **5. Will the new Apple Watch support satellite connectivity?**

Satellite connectivity is exclusive to the Apple Watch Ultra 3.

## **6. Will the new Apple Watch be faster?**

While we had expected a fresh processor for this year’s Series 11 and Ultra 3 models, both will stick with the Series 10’s S10 system in package (SiP).

## **7. What will the new Apple Watch look like?**

As we covered above, there’s very little that’s changed design-wise with the Series 11, but that makes sense since Apple Watch Series 10 was seen as a sizeable refresh. Thankfully, the SE 3 looks more modern, while the Ultra 3 has a subtle change that gives it a larger display.

## **8. What colors will the new Apple Watch come in?**

Apple Watch Series 11 will have Jet Black, Silver, Rose Gold and Space Gray versions in aluminum, while the titanium variant will come in Natural, Gold, and Slate. The Apple Watch SE 3 will come in Starlight and Moonlight colors, while the Ultra 3 will stick to Black and Natural titanium.

## **9. Will the new Apple Watch be called Series 26?**

No. While Apple is moving its software numbering into line with the year it is available, it is not expected to be doing the same with its hardware. The new Apple Watches will be known as Apple Watch Series 11, Ultra 3 and SE (3rd-gen).

## **10. Will the new Apple Watch battery life be better?**

Battery life is improved on Series 11, now finally hitting 24 hours on a single charge, while Ultra 3 sees a jump to 42 hours. The SE 3 still has 18 hours, but Apple says it'll charge twice as fast.

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