good morning and welcome! we are so pleased that you could join us today. we've got some really exciting product announcements to share with you.

let's get started with apple watch. watch os 7 adds several important health features that take advantage of the powerful technology in apple watch. And watch os 7 now uses your motion and heart rate to measure a lower range of vo2 max values. And coming later this year you can receive a notification if your vo2 max drops to those lower levels. There's a new blue aluminum case, this updated classic gold stainless steel finish, a new gray black stainless steel called graphite and for the first time a stunning new apple watch product red. The new health sensor in series 6 shines red and infrared light onto your **wrist**(rɪst) and measures the amount of light reflected back. Advanced algorithms use this data to calculate the color of your blood which indicates the amount of oxygen present. The new blood oxygen app lets you take a measurement in just 15 seconds. And series 6 also captures periodic background readings and stores them in your health fab. So, if you wear your apple watch to bed it can recórd background measurements while you sleep.

We will explore how changes in blood oxygen and heart rate can be early signals of the onset of these respiratory conditions. It's all made possible by apple silicon. The s6 is up to 20% faster than the previous generation. In watch os 7 we also gave developers new tools to build even more specialized watch faces. So, if you're into surfing there's a watch face for that. With apps like dawn patrol to check surf conditions or if you're into photography there's a watch face for that. With apps like Lumi to help you track the sun's position or if you're a health care provider there's a watch face for that. With apps like notable to see your upcoming appointments. The solo loop is remarkably simple - no clasp, no buckle, no overlapping parts. Just one continuous piece made from custom liquid silicone. The solo loop is stretchable so you can easily slip it on and off your wrist. It looks great and it's durable and it's swim proof so it can go anywhere. It's available in a range of sizes so you can find your most comfortable fit. And it comes in seven fantastic colors this new band style is so comfortable we did another version called the braided solo loop. It's made from 100 recycled yarn that's meticulously braided with ultra thin silicone threads and it will be available in five colors.

We're excited to introduce family setup. With family setup you can use your iphone to pair watches for your children or older members in your household who don't have their own phones and they will have their own phone number and account. You can specify which contacts your kids can communicate with when using messages and more. And you can set up automatic location notifications. So, whether it's grandma's house, school or basketball practice you'll get the reassurance your child is exactly where you expect them to be. To help them stay active kids can now track move minutes and use all the other great features of activity and workout in a way that works best for them. Whether they're learning at home or in. The classroom the new school time mode helps kids stay focused with do not disturb, restricted interaction and this distinctive look which teachers or parents can recognize at a glance. Family setup requires a cellular model of apple watch series 4 and later and will be available at launch with these carrier partners. In these regions around the world with more coming later this year.

The second thing we're doing to make apple watch available to even more people is to create a new model that combines elements of series 6 design with the most essential features of apple watch all at a more affordable price. We call it apple watch se. Apple watch se has the features customers love. We think apple watch se will be the perfect watch for many new customers. Apple watch se starts at just 279. Apple watch series 6 with the breakthrough new blood oxygen sensor starts at just 3.99 and series 3 continues at its great entry price of just 1.99. You can order both today and availability starts this Friday.

By 2030 apple will be 100% carbon neutral. Beginning last year our aluminum watch cases are made with 100% recycled aluminum and for series 6 we're now using 100% recycled rare earth elements and tungsten in the taptic engine. This year we are removing the usb power adapter from apple watch.

Producing apple fitness plus a new service for apple watch designed to inspire you to get fit and stay fit. With fitness plus you simply choose the workout you want to do from the catalog of videos on your iphone, ipad or apple tv. And when you start the video it automatically starts the correct workout in your apple watch workout app. And it sends those metrics in real time right to the screen you're viewing the workout. So, you have all of your data on your wrist and on the screen in front of you and your metrics come to life to keep you motivated. Fitness plus is launching with the most popular workout types so there is something for everyone. Yoga, cycling, dance, treadmill walk and treadmill run, strength, core, hit, rowing and even mindful cooldowns. You can do the workouts with any brand of equipment and many of the workouts require just a set of dumbbells or no equipment at all. And if you're also an apple music subscriber it's easy to save the playlist from fitness plus and then listen to them later in apple music whether you're working out or not. And if you're brand new to fitness or it's been a while since you've worked out there's an absolute beginner program built right in. The price is 9.99 per month or just 79.99 for a whole year. And your family will also be able to enjoy fitness plus for no additional charge. Fitness plus will be available in these countries at launch. The service will be available before the end of the year and for those purchasing a new apple watch you get fitness plus free for three months to help make 2021 your fittest and healthiest year ever.

Apple one gives you and your family all the services you love in one simple plan. Starting with the individual plan which offers the best of entertainment, including apple music, apple tv plus, apple arcade, plus 50 gigabytes of icloud. The family plan lets you share all these services with up to five members of your family plus 200 gigabytes of icloud. And in countries where available there's premiere which adds apple news plus, apple fitness plus and a massive two terabytes of icloud it's everything for the entire family for one incredible price. Apple one will be available this fall and it includes 30 days free. So, you can try any of the services you don't already have.

Let's turn our attention to ipad. Today we're updating the rest of our full-size ipad lineup starting with our most popular ipad. The new ipad 8th generation. It's more capable than ever and it starts with the a12 bionic. This chip is a powerhouse. It has a 40 faster cpu and delivers a massive two times jump in graphics. This extra performance is great for everything from working with high resolution content to immersive gaming experiences. The neural engine for machine learning which comes to our most popular ipad for the very first time. It's capable of processing up to 5 trillion operations per second and it powers some magical experiences on ipad like allowing you to instantly transform the color of your photos or even analyze your tennis game and provide real-time stats like ball speed and body positioning and taking the apple pencil experience to a whole new level is ipad os 14. **Handwritten** text is just as powerful as type text. Ipad os even understands what you write letting you take quick actions with just a tap as you sketch. Shape recognition helps you draw perfect circles, stars and more. Smart selection understands the difference between **handwriting and drawings**, making it easy to select only what you want and paste your handwritten notes as type text into another app. We have scribble which lets you handwrite into any text field even straight into numbers. Or to add a final thought to that document you've been working on. And it all runs beautifully on the new ipad 8th generation with its 10.2 inch retina display, huge performance boost from the a12 bionic, keyboard and pencil support, great cameras and so much more. And it starts at just 329 and it's just 299 for education customers. Customers can order ipad 8th generation today and it will be available starting this Friday.

So, that brings us to ipad air. Ipad air was designed to deliver pro features at a very affordable price. And the new ipad air design comes in five gorgeous colors including a new rose gold, green and sky-blue finish. The new ipad air features a larger 10.9 inch liquid retina display with a resolution of 2360 by 1640. That's over 3.8 million pixels for extra crisp text and photos. And it has advanced display technologies like full lamination, white color, true tone and an anti-reflective coating that combined deliver an amazing visual experience.

So, we designed a next generation touch id and integrated it right into the top button. This is the smallest authentication sensor we have ever designed and it delivers the same performance, ease of use and security you know and trust from touch id.

Our latest A-series processor a14 bionic and now with a14 we'll be the first in the industry to use the breakthrough 5 nanometer process technology. It delivers big performance updates for the cpu and gpu. Makes ipad air much more powerful for machine learning and also features the latest isp for higher quality videos and photos and even faster secure enclave for touch id. Another great feature we're bringing to ipad air is usb-c. It provides a fast connection to a host of external devices. The new air also includes great cameras front and back. And to elevate the audio experience we've redesigned the speaker system providing stereo, audio and landscape mode. Featuring a 10.9 inch liquid retina display, next generation touch id, a huge boost in performance with a14 bionic, usb-c, advanced cameras, wi-fi 6 and LTE that's 60% faster. It’ll start at 5.99 it will be available beginning next month.

We will also be releasing major os updates tomorrow beginning with ios 14, with redesigned widgets right on the home screen. A new way to organize your apps with the app library and a new and even faster way to experience apps the moment you need them. Ipad os 14, watch os 7 and tv os 14 - all of these new releases will be available tomorrow and all of the products we announced today will ship with these os updates