

# Apple Watch SE will have a new look this year

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Apple began a design refresh for its smartwatches last year, starting with the Apple Watch Series 10. Now, the company is reportedly considering a similar 'update' plan for the Apple Watch SE refresh that will launch later this year. In the latest issue of PowerOn, Bloomberg's Apple writer Mark Gurman mentioned a design overhaul that Apple is planning for its entry-level smartwatch.

Gurman didn't go into detail about what specific changes buyers can expect from the next-generation Apple Watch SE. However, an earlier Bloomberg report suggested that the aluminum casing could be replaced with plastic. 'Apple is likely looking to reduce manufacturing costs,' the report said. It's unclear whether the Cupertino company will cut the list price of the product, but it's likely that the use of plastic will help offset the cost of newer, more expensive internal components.

The Apple Watch SE starts at \$249 in the US right now. Meanwhile, Samsung offers the Galaxy Watch FE for just \$200, while the Galaxy Watch 6 — with all the bells and whistles — starts just \$50 more than the Apple Watch SE.



Assuming Apple does go with a plastic chassis — and that's a big assumption — it'll be interesting to see how the build quality compares to the aluminum chassis on the current generation. Plastic will scratch easily, though probably not as badly as metal. With the move to plastic, we can also expect a range of exciting new colors, similar to the iPhone 5c line.

The processor is expected to be a new, more powerful chip, but no details have been revealed. Issues such as a larger screen, larger battery, or thinner profile are also unknown.

In terms of features, it's hard to expect any major upgrades. ECG will likely remain exclusive to the more expensive Apple Watch variants. However, if Apple does decide to include a blood pressure sensor in its smartwatch this year, it's possible that some of the previously top-notch health and wellness features could trickle down to the Apple Watch SE.

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