

Tech[nology]News:

# Apple unveils long-awaited smartwatch

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Since the initial unveiling of the Apple Watch, Apple Incorporated's entry to the wearable technology market, in September 2014 there has been a steadily growing furor of excitement and rumors about the specifics of Apple's newest product. It was in the midst of this furor that Apple welcomed reporters and bloggers to their Spring Forward event on March 9.

Apple began the event by announcing several new products and initiatives, including a partnership with HBO and a new MacBook. While these announcements would be high profile at almost any other event, the anticipation for the Apple Watch caused these announcements to quickly be overshadowed.

The Apple Watch was first unveiled in September 2014 at a preview event. The event allowed Apple to show off the aesthetics of the watch and some of its key functionality, but most major details of the watch and many important questions were left unanswered. As the Spring Forward Event moved on, Apple began to talk about the Apple Watch and began answering many of the questions that had been asked for months.

At the event, Apple chose to highlight the ways through which the Apple Watch told time, connected people, and served as a fitness tracker. This manifested itself by having various Apple employees showing off watch-faces, apps, and functionalities.

Highlights included fitness tracking endorsed by professional athletes, apps from major players including Instagram and Uber, and the ability to take phone calls and send Nintendo DS-style pictochats to others. Many of these features had been previewed at Apple's September event and provided few new details for those in attendance.

New information began to be shared as Apple started to speak about the hardware that makes up the Apple Watch. One of the key questions leading up to the event was the battery life of the Apple Watch, which many have viewed as a potential sore point. Apple announced that they expect the watch's battery to last 18 hours, which they are billing as an "all-day" battery. This served as a disappointment to many due to most competitors having much better battery lives; Android Wear devices such as the Moto 360 and the LG G Watch R have battery lives of two days, and the Pebble line of smartwatches has a battery life of a week.

Apple spent most of its time de-

voted to the Apple Watch speaking about its hardware design. Three different models of the Apple Watch will be available: the Apple Watch Sport, the Apple Watch, and the Apple Watch Edition. While the software experience on all three watches is the same, the hardware that makes up all three is very different. The Apple Watch Sport is made using an anodized aluminum case with different colors of silicone bands, and ranges in price from \$349 to \$399. The Apple Watch has a stainless steel body and various band options, and ranges in price from \$549 to \$1,099. Finally, the Apple Watch Edition has an 18-karat gold body and various band options that make the price for the watch range from \$10,000 to \$17,000.

Apple is making a point to stress the many different watch band options that are available for the Apple Watch, remarking that the watch represents, "the most personal product we've ever made." This approach marks a bigger transition that Apple seems to be making from a technology company to a luxury company. While positioning itself as a luxury company with many different, personalized options makes the company appealing to consumers interested in purchasing a luxury watch, the shift does represent a major turn away from the hallowed design ideals of Apple

founder Steve Jobs.

The wearable technology market is experiencing rapid growth, and Apple's entry to the market will no doubt be successful due to the strength of the Apple brand. Whether or not the Apple Watch will be successful at swaying users not already in the Apple ecosystem to jump ship is yet to be seen. Apple faces stiff competition in the wearable technology market from both fitness trackers and smartwatches. Jawbone and Fitbit both have established themselves as kingpins in the fitness tracker market with significant brand recognition. Google's Android Wear smartwatches are available in many different form factors and rumors are currently flying that Google plans to add support for iOS devices in the future. Finally, Pebble Technologies, the creator of the original smartwatch, has raised over \$17 million on Kickstarter for the creation of the Pebble Time, its next smartwatch.

The Apple Watch is available for preorder direct from Apple on April 10, with shipments beginning on April 24. The Apple Watch is compatible with the iPhone 5, iPhone 5S, iPhone 6, and the iPhone 6 Plus as long as they are running the latest version of iOS 8.



Images courtesy of Apple Inc.

# Netflix and Nachos: The Brothers Grimm

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Sometimes after a hard day of classes and studying, it's nice to just relax a bit. So grab some nachos and enjoy the movie being reviewed this week, "The Brothers Grimm."

"The Brothers Grimm," directed by Terry Gilliam, is a movie set in medieval fantasy Germany. This setting is similar to many of the setting of the fairy tales that we hear as children, which makes sense considering the main characters, the Grimm brothers. These two are well-renowned throughout Germany for fighting demons, witches, and all matter of evils. There is only one problem, they're expert cons and it's working on everyone. Except the French.

It's always the French, isn't it?

The rest of the movie follows the brothers as they follow their biggest case yet, to save nine missing girls from a "mystical" forest. The plot itself is quite good, with enough twists and turns to keep you on the road all the way home. An inspiring but realistic chain of events balance the ideas of dreams versus reality, hope versus realism, and optimism versus pessimism. Definitely a spiritual journey hidden inside the plot that, when discovered, gives the film much more depth.

What pulls this film together is the synergy between the two main characters' actors. Matt Damon and Heath Ledger are leg-

ends of film today, and the duo playing as Will and Jake Grimm create a pair that through witty dialogue and verbal interplay brighten the screen and captivate an audience. The two seem inseparable, creating a brotherly bond on screen that's hard to discern from the real thing.

The hook of the film is the basis of fairy tales; the pull is its modern take. This is no Shakespeare play; the themes of this story bear very modern influences. Many of the jokes even entail modern references that help the viewer relate to the film despite its archaic setting. If you're afraid that you won't get any of the fairy tale references, don't. Though the film is based on many of the Grimm tales, the tales themselves are no more of an after-thought to the overarching story.

If you want a story of brotherhood, magic, and a little bit of love, take a look at "The Brothers Grimm." What comes off as a silly spin-off movie may surprise the average viewer. This movie definitely merits a topping of ground beef with those nachos. You can see "The Brothers Grimm" by going on Netflix, a subscription-based streaming site for movies and TV series that offers a free trial to view thousands of movies and episodes. Or just get your best friend's/parent's/sibling's/girl or boyfriend's password. They won't mind, right?



Images courtesy of impawards.com