

## Mystery Apple event planned for March 9, likely on Watch

February 26 2015

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View of the Apple watch displayed in a shop in Paris, France, on September 30, 2014

Apple sent invitations Thursday for a mystery event due to take place March 9, amid speculation about an imminent launch of its much anticipated Apple Watch.

The invitation simply said "Spring Forward," referring to the fact that

clocks will spring forward one hour in the United States the day before for daylight savings time.

Apple said the event would take place at 10:00 am (1900 GMT) in San Francisco.

The company has said that its smartwatch wearable devices, unveiled last year to much fanfare, were on track to begin shipping in April.

It will mark Apple's first new product type since the iPad in 2010.

Apple has previously indicated that the entry price would be \$349 in the United States, and that two different sizes would be available in three collections, including the "Apple Watch Edition," featuring 18-karat gold cases in yellow or rose, sapphire crystal and finely crafted bands and closures.

Experts see great growth potential in [wearable electronics](#) like the Apple Watch, which could help increase the popularity of such devices.

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