

Some Apple Watches shipping sooner than expected

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Apple says some customers will be getting the new Apple Watch sooner than expected.

Many who ordered the new smartwatch online earlier this month were told that delivery could take a month or longer, although Apple has promised to begin [deliveries](#) Friday to those who were among the first to place orders.

But Apple Inc. is now contacting some customers who were originally told to expect a lengthy wait time and letting them know their watches could arrive sooner.

Customers who place new orders are still facing a wait of several weeks. Apple hasn't said how many [watches](#) have been sold since it began taking orders April 10, but it's filling orders in the order they were received. Apple is only selling the watch online, for now.

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