

Report: Apple Targets July to Begin 'iWatch' Production

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Apple will begin mass producing a smartwatch sometime in July.

According to a [report](#) [1] Wednesday from Business Insider that cites research notes from Brian Blair of Rosenblatt Securities, the new watch will feature a round face similar to Motorola's recently unveiled Moto 360.

Apple is apparently confident it's going to sell a lot of the devices.

Blair reports that Apple is making 18-21 million "iWatch" units, up from a previous forecast of 15-20 million.

Production of both men's and women's styles will begin in the July-August timeframe, which would point to availability around September, when the Apple is expected to launch the iPhone 6.

The report comes as Apple gears up for its annual developer conference next week, where its [rumored the company could unveil a new home automation platform](#) [2].

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<http://www.wirelessweek.com/news/2014/05/report-apple-targets-july-begin-iwatch-production>

Links:

[1] <http://www.businessinsider.com/iwatch-will-have-a-round-face-2014-5>

[2] <http://www.wirelessweek.com/news/2014/05/report-apple-unveiling-smart-home-platform-wwdc>