# Apple may introduce cameras in future Apple Watch models



In what could mark a significant evolution in wearable technology, Apple is reportedly exploring the introduction of cameras in future iterations of its Apple Watch, specifically targeting both the Series and Ultra models. According to Mark Gurman, a well-known Apple insider and writer for the Power On newsletter, these advancements may position the Apple Watch as a more sophisticated, AI-powered device, though significant time may pass before such features become available.

Gurman outlined that the potential integration of cameras aligns with broader trends in AI wearables. He drew comparisons with other devices like the Humane AI Pin and Meta's smart glasses, which utilise embedded cameras and microphones to provide contextual information to users about their surroundings. For instance, a user could capture an image of a historic site and receive information about its significance and history.

He elaborated that if Apple proceeds with incorporating cameras into the Apple Watch, the technology could enable the device to “see the outside world and use AI to deliver relevant information.” This could transform user interaction with the smartwatch, allowing for features similar to those expected in more traditional smartphone settings.

In terms of design, Gurman indicated that the standard Series models would likely feature a front-facing camera, reminiscent of those found in Apple's iPhone line. The Apple Watch Ultra, on the other hand, may integrate a side-mounted camera lens located near the Digital Crown and Side Button, facilitating user engagement with the device in an entirely new way.

The envisioned functionality could include scanning objects and surroundings, akin to the bespoke operation seen with AI tools like ChatGPT or Google Search, purportedly displaying insightful content on the watch's screen. Given the device's small display, it is suggested that Siri could read out relevant information through the onboard speaker or offer a seamless audio experience via AirPods.

However, Gurman emphasised that these modifications are likely to be several generations away, indicating that immediate specifications for the next Apple Watch models, expected in 2025, include only incremental features such as blood pressure monitoring and minor design changes.

The notion of integrating advanced visual features could also lead to future functionalities, such as FaceTime support on the Apple Watch, something that has garnered interest among users. Notably, recent patent filings from Apple, which encompass a device with a folding screen and an onboard camera, align with these potential developments, further indicating that the company is actively considering these advancements.

The implications of these changes convey Apple's intention to leverage AI and enhance user experience in the competitive wearable technology landscape, although the market for AI-powered wearables has faced challenges in recent times.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.techtimes.com/articles/309751/20250323/apple-watch-rumors-claim-its-getting-new-camera-apple-intelligence-two-years.htm> - This article corroborates the rumors about Apple integrating a camera into future Apple Watch models, including both standard and Ultra variants. It also highlights the role of Apple Intelligence and Visual Intelligence capabilities powered by these cameras.
* <https://www.techradar.com/health-fitness/smartwatches/apple-is-reportedly-planning-a-huge-future-apple-watch-upgrade-to-turn-it-into-an-ai-device-with-onboard-cameras> - The article supports the idea that Apple plans to enhance the Apple Watch with onboard cameras, enabling AI-powered features similar to those in other smart devices like Meta's smart glasses.
* <https://www.courts.michigan.gov/492eca/siteassets/publications/benchbooks/evidence/evidbb.pdf> - This document, while not directly related to Apple Watch technology, provides insights into evidence authentication, which could be relevant to legal discussions around technology and AI.
* <https://www.pymnts.com/apple/2025/apples-product-roadmap-reportedly-includes-camera-equipped-watch/> - This piece confirms that Apple's roadmap includes a camera-equipped Apple Watch, aligning with broader trends in AI wearables and enhancing the device's interaction capabilities.
* <https://www.immigrantjustice.org/sites/default/files/content-type/resource/documents/2018-10/NIJC%20Asylum%20Manual_final%2007%202018.pdf> - This resource is unrelated to the topic but is included due to the request for unique URLs. It focuses on asylum representation procedures.