

The Virgin Islands Consortium

Apple's smartwatch will have sapphire screen

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[\(The Verge\)](#) -- A new report today from The Wall Street Journal says Apple's upcoming smartwatch will match the iPhone 6 with a sapphire screen that's more resistant to scratches and other common wear and tear. The Journal claims sapphire glass intended for the watch and phone will begin rolling off production lines at Apple's Arizona factory "this month." Presumably Apple is also sourcing the key component from other manufacturing partners in China, since we've seen at least one convincing leak that showcases the screen's durability. The report goes on to note Apple's significant investment in sapphire; competing smartphone makers will likely have trouble following the company's lead here.

But the report gets a bit confusing when it comes to Apple's plans for sapphire and the iPhone 6 — expected to debut early next month. "Apple is considering using sapphire screens in more-expensive models of the two new, larger iPhones it plans to debut this fall," it says. That seems to imply sapphire may be reserved for iPhones with higher capacity flash storage. And that would be strange, since Apple has never created such a significant divide between iPhone models. In the past, the company has used color choice as one method of upselling consumers, but switching up the glass in different versions of the iPhone would be a new tactic.

Also, it's a bit late for Apple to be "considering" anything at this stage; final decisions about the iPhone 6 were likely made some time ago if the phone is to hit retail soon after September 9th. Of course, there's always the possibility the Journal has it wrong on this point and every model will get the superior screen. We'll know for sure in just a few short weeks.