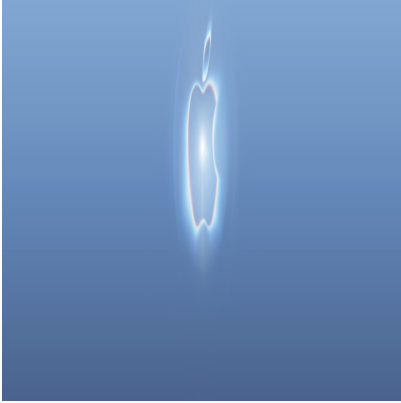


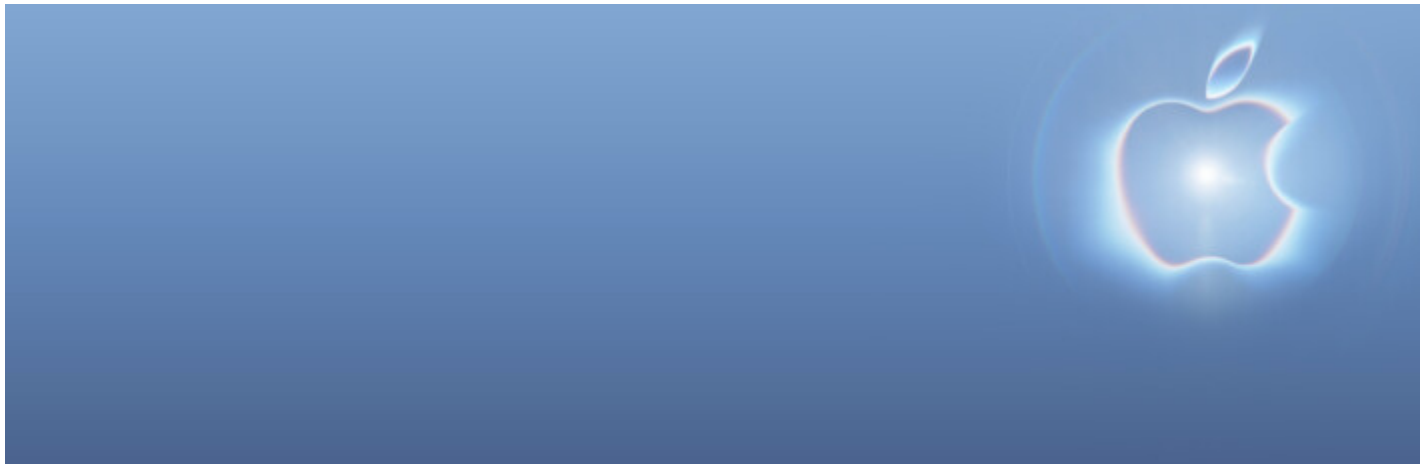


Apple to stream Surprise and Shine event on 10 September at 1am SGT

Description

Apple will stream a special event, titled Surprise and shine, on **10 September 2026 at 1am SGT**.

The time is printed on [Apple's Singapore website](#), checked on Saturday (Aug 29). The same listing appears on the [Apple Events page](#).



Apple's Singapore homepage, checked on Saturday (Aug 29): Surprise and Shine, 10 September 2026 at 1am SGT. Source: Apple.

WATCH DETAILS

The stream is listed as an online event on apple.com or the Apple TV app. Apple has not published a ticket, a Suntec session, or a late-night window at Apple Store Orchard.

1am SGT on Thursday, 10 September is the only start time given for Singapore. Apple has not published an on-demand window for this stream.

WHAT IS CONFIRMED

- The title is Surprise and shine.
- The date and time are 10 September 2026 at 1am SGT.
- The stream is listed on apple.com and the Apple TV app.

No phone, watch, headphones or Singapore pre-order clock has been named on the Singapore site.



Apple Events page, checked on Saturday (Aug 29): apple.com or the Apple TV app. Source: Apple.

The Events page still lists the 9 September 2025 event as history: iPhone 17 Pro, iPhone 17, iPhone Air, AirPods Pro 3, and the latest Apple Watch family. Those products are already on sale. The most recent Event listed before this one is WWDC on 8 June 2026.



Apple Events gallery, checked on Saturday (Aug 29): the 9 September 2025 event is listed as history. Source: Apple.

CEO CHANGE

Apple said in a [22 April 2026 newsroom note](#) that John Ternus will become chief executive officer on 1 September 2026, with Tim Cook moving to executive chairman. The September stream will be the first Event after that handoff. The note does not name products for 10 September.

NOT YET PUBLISHED

Apple has not published Singapore prices, pre-order times, store hours for the night of the stream, or education and trade-in terms tied to any new device.

The [Mac mini M6 is listed from S\\$1,299](#) on apple.com/sg, with a buy button that still reads check back later for availability.

[COMEX 2026](#) runs at Suntec Singapore from 3 to 6 September, in the same fortnight as the stream.

Date Created

29/08/2026

Author

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