Introducing

Apple TV 4K (4th generation)



Key Messages

Quick Demos

Quiz

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Powerful hardware

- A19 delivers up to 50% faster CPU performance[1] and up to 2x the GPU performance of the previous Apple TV 4K,[2] so you get greater responsiveness, faster navigation, and snappier animations
- Dolby Vision and HDR10+ deliver a vivid 4K picture that brings every detail to life, from the darkest shadows to the brightest highlights[3]
- Three far-field microphones enable you to search, play, and control what you’re watching with just your voice[4]

[1] Testing conducted by Apple in September 2026 using preproduction Apple TV 4K (4th generation) and Apple TV 4K (3rd generation) units with prerelease software. Performance was measured using select industry-standard benchmarks. Performance tests are conducted using specific Apple TV units and reflect the approximate performance of Apple TV. [2] Testing conducted by Apple in September 2026 using preproduction Apple TV 4K (4th generation) and Apple TV 4K (3rd generation) units with prerelease software. All devices tested with a 4K display. Gaming FPS performance measured using NBA 2K26 Arcade Edition v1.5 with ultra high quality preset. Performance tests are conducted using specific Apple TV units and reflect the approximate performance of Apple TV. [3] Works with compatible content in supported apps on compatible devices. Not all content is available in 4K, HDR, HDR10, HDR10+, or Dolby Vision. Playback quality will depend on hardware and internet connection. [4] Far-field microphone support for Siri varies by region and language. Supported when the primary tvOS language is set to Chinese, Dutch, English, Finnish, French, German, Hebrew, Norwegian, or Swedish.

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Siri AI[5]

- Siri AI offers smarter, more intuitive interactions and responses
- Once set up with your iPhone or iPad, Siri draws on broad world knowledge and your personal context to help you find what you need and get more done every day
- When a Home member with an Apple Intelligence-enabled iPhone speaks to Siri, Apple TV 4K recognises their voice and securely connects to their specific device on the network, so each member can use their unique context and take actions across apps on their iPhone
- For content discovery, you can ask more complex questions like, ″ What Apple TV shows were nominated for the Golden Globes this year?″
- Get more out of what you’re watching by asking things like "Did Brad Pitt actually drive the cars while filming *F1*?″—and the responses appear in a compact form onscreen to keep you immersed in the action

[5] Siri AI is rolling out in English. Usage limits may apply. Some features may not be available in all regions or languages. Some devices may not be available in all regions. Siri AI is available in beta in tvOS 27.2 and requires the owner of the home in the Home app to have an Apple Intelligence–enabled iPhone or iPad running the latest software version and have Siri AI turned on and set to a supported language. Personal context requests require a paired Apple Intelligence–enabled device with Siri AI turned on and set to a supported language. Siri AI will not be initially available in the EU on iOS or iPadOS. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits. Expanded access to such features will be available for a fee in the future. Use of these features is subject to the Apple Intelligence Terms and Conditions. Learn more at support.apple.com/148587. Access to Siri AI is also available on Apple TV 4K (2nd generation) and later.

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Home theatre surround sound

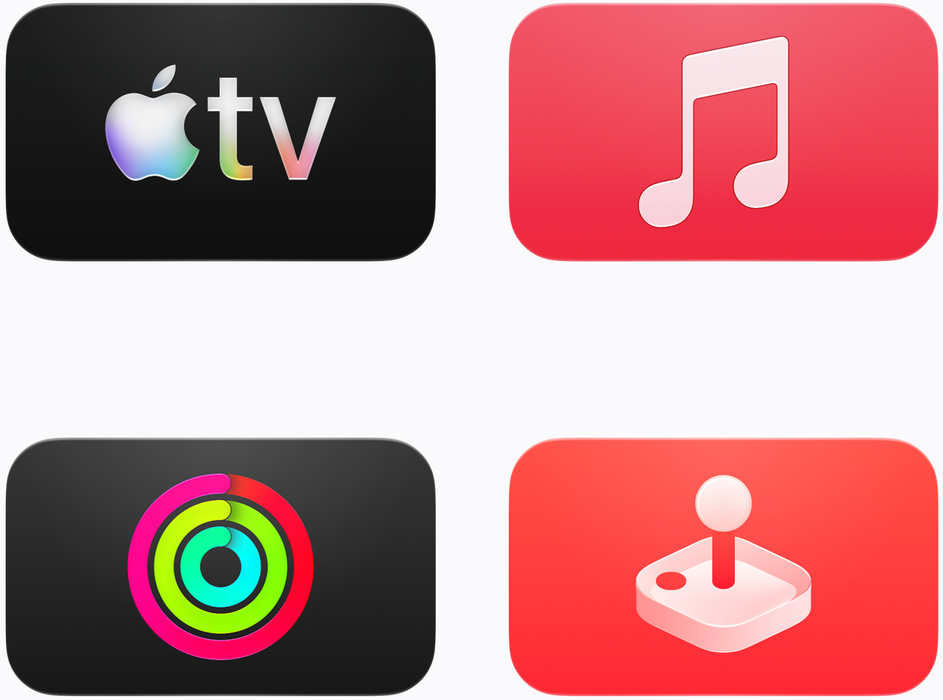
- Pair four HomePod speakers for immersive surround sound that puts you in the middle of the action[6]
- Once placed, the HomePod speakers work with Apple TV 4K to precisely calibrate audio timing and sound levels to match your space
- Switch to Whole Room Audio to evenly spread sound across all four speakers to every corner of the room for audio that’s perfect for parties or game day—ensuring everything from lead vocals to sports commentary is heard perfectly by everyone

[6] Home theatre surround sound requires four HomePod (2nd generation) or HomePod mini 2 speakers in matching pairs (front and rear) paired with Apple TV 4K (4th generation) running the latest operating system software.

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For the first time, users can create a four-speaker surround sound experience with HomePod.





More than TV

- Share your family’s adventures and display everyone’s photos on the screen with iCloud Shared Photo Library[7]
- Bring your FaceTime calls to the big screen by seamlessly connecting your iPhone or iPad through Continuity Camera[8]
- Transform your living room into a fitness studio with workouts on Apple Fitness+[9]
- Play immersive games with the whole family on Apple Arcade,[10] with support for PlayStation, Xbox, and MFi controllers[11]
- Listen to over 100 million songs with Apple Music[10]
- Choose from apps across categories like Entertainment, Sports, News, Games, Fitness, and more on the App Store[12]

[7] Access to the latest Shared Albums features requires iOS 27 or later, or macOS 27 or later. To contribute to a Shared Album, a verified email address is required. Child accounts must have an adult member of their Family Sharing group included in the album. [8] Requires a compatible iPhone or iPad with Apple TV 4K (2nd generation or later) running the latest operating system software. [9] Requires a subscription. Available on Apple TV 4K (1st generation and later). [10] Apple Arcade, Apple Fitness+, Apple Music, and Apple TV require a subscription. [11] Game controllers work with select games and are sold separately. Availability may vary by country or region. [12] Subscription may be required to access some content. Live sports subject to blackouts. Title and application availability subject to change. Some applications are not available in all areas.

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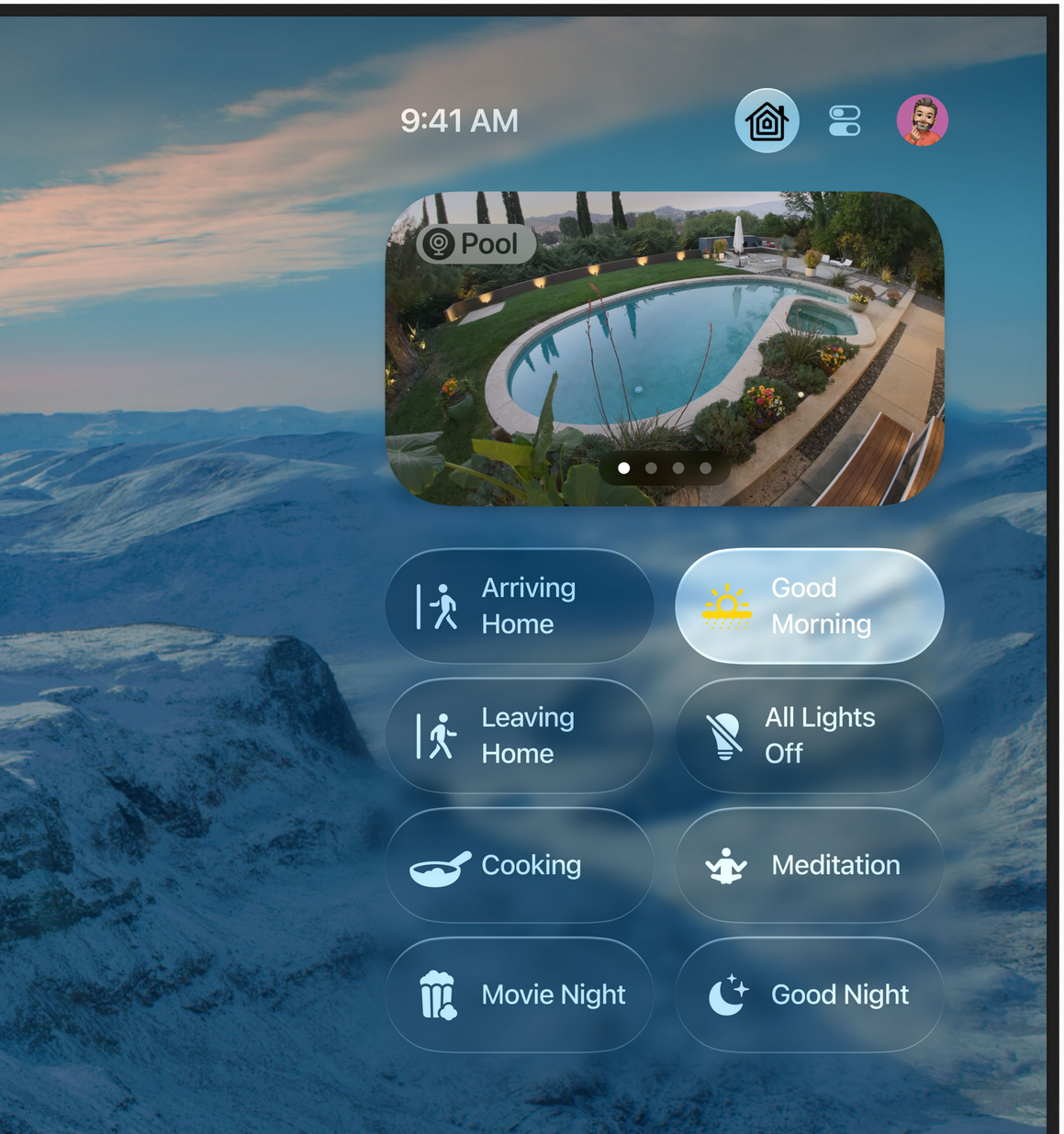


Siri Remote

- Touch clickpad with five-way navigation provides precise control for fast, fluid gestures
- Use the Siri button for voice search and control
- Find My support for Siri Remote makes it easier to locate when it’s misplaced or stuck between the couch cushions—and you can play a sound for even easier finding[13]

[13] Find My support is available on the Siri Remote (2nd generation and later). Precision Finding works on the Siri Remote (4th generation) paired with iPhone Duo, iPhone Air, or iPhone 17 or later (excluding iPhone 17e) running the latest iOS software; availability varies by region.

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Smart home hub

- Control smart home accessories throughout your home with just your voice[14]
- With a compatible doorbell camera, get a notification on your TV and see who’s at the door, speak to them, and unlock it—all without interrupting your show[15]
- Apple TV 4K connects your smart home accessories with remote access, so you can control your smart home from the Home app on your other Apple devices wherever you go[14]

[1] Testing conducted by Apple in September 2026 using preproduction Apple TV 4K (4th generation) and Apple TV 4K (3rd generation) units with prerelease software. Performance was measured using select industry-standard benchmarks. Performance tests are conducted using specific Apple TV units and reflect the approximate performance of Apple TV. [2] Testing conducted by Apple in September 2026 using preproduction Apple TV 4K (4th generation) and Apple TV 4K (3rd generation) units with prerelease software. All devices tested with a 4K display. Gaming FPS performance measured using NBA 2K26 Arcade Edition v1.5 with ultra high quality preset. Performance tests are conducted using specific Apple TV units and reflect the approximate performance of Apple TV. [3] Works with compatible content in supported apps on compatible devices. Not all content is available in 4K, HDR, HDR10, HDR10+, or Dolby Vision. Playback quality will depend on hardware and internet connection. [4] Far-field microphone support for Siri varies by region and language. Supported when the primary tvOS language is set to Chinese, Dutch, English, Finnish, French, German, Hebrew, Norwegian, or Swedish.

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Quick Demos



Check out the Apple TV Remote

- Show the Apple TV Remote to your customer. Point out the touch-enabled clickpad, the voice dictation and TV buttons, and the power, volume, and mute controls.
- Tell customers that the Apple TV Remote is the one remote they need for their TV.
- Let them know that Find My support for the Apple TV Remote (2nd generation) and later makes it easier to locate when it’s misplaced or stuck between the couch cushions. And they can also play a sound for even easier finding.



Show the responsiveness and picture quality

- Explore the Apple TV app. Point out the Home, Apple TV, Store, and Search tabs.
- Browse through these sections and mention that the A19 chip delivers smooth playback, so every show, movie, and game is worthy of the biggest screen.
- Play a movie. If available, highlight the 4K Dolby Vision picture quality. Point out the brighter, more vibrant colours and clear details.

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Quick Demos



Show Apple services on the big screen

- Mention that Apple TV 4K and Apple services work together so customers can turn their living room into a game room, a workout studio, and more.
- Launch the App Store. Browse app pages, pointing out popular media apps. Explore the different categories, like Lifestyle and Kids.
- Return to the Apple TV Home Screen and launch an Apple Arcade game. If you can, invite customers to play.
- Mention that customers can connect their iPhone or iPad to enjoy their photos on the big screen or make FaceTime calls on Apple TV 4K with Continuity Camera.



Describe Apple TV 4K as a smart home hub

- Mention that customers can use Siri to control smart home accessories with just their voice. So they can do things like see who's at the door, speak to them, and unlock the door—all without interrupting their TV show.
- Say, "Apple TV 4K is a home hub, so you can connect your smart home accessories. You can even control them wherever you go with remote access from from the Home app on your other Apple devices."

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Question 1:
What dedicated hardware decoding capability is introduced on Apple TV for the first time with the A19 chip?

A) Dedicated ProRes hardware encoder
B) Dedicated AV1 decoder
C) Dedicated 8K HEVC decoder
D) Dedicated VP9 hardware accelerator

Correct Answer: B
Learner Feedback:

Correct: That's right! For the first time, the A19 chip brings a **dedicated AV1 decoder** to Apple TV. For streaming platforms that use AV1 (like Netflix and YouTube), video playback is richer, clearer, and starts faster while using less bandwidth.
Incorrect: The A19 chip gives Apple TV a **dedicated AV1 decoder** for the first time, enabling clearer video streaming while consuming less data in supported apps like Netflix and YouTube.

Question 2:
Exclusive to Apple TV 4K (4th generation), what configuration of speakers is supported to create an immersive home theatre surround sound setup?

A) Up to two HomePod speakers configured in a stereo front pair
B) Up to four HomePod (2nd generation) or HomePod mini 2 speakers in matching front and rear pairs
C) Up to six AirPlay-compatible third-party speakers placed around the room
D) A single HomePod with up to four AirPods Max headsets connected simultaneously

Correct Answer: B
Learner Feedback:

Correct: Well done! Apple TV 4K (4th generation) supports pairing **four** HomePod speakers—either HomePod (2nd generation) or HomePod mini 2—in matching pairs (front and rear). The TV emits audio that the speakers use to calibrate timing and sound levels precisely to the room.
Incorrect: Exclusive to Apple TV 4K (4th generation), users can connect **four** HomePod (2nd generation) or HomePod mini 2 speakers in matching front and rear pairs for a dedicated home theatre surround sound experience.

Question 3:
While Find My tracking is available on Siri Remote (2nd generation and later), what finding feature is exclusive to the new Siri Remote?

A) An integrated OLED display showing distance arrows
B) The ability to play a finding sound to help locate it
C) Built-in haptic vibration feedback
D) An integrated flashing LED beacon

Correct Answer: B
Learner Feedback:

Correct: Exactly! While previous Siri Remote models (2nd generation and later) support Find My, only the new Siri Remote has the ability to play a finding sound, making it significantly easier to pinpoint when tucked between couch cushions.
Incorrect: Only the new Siri Remote includes the ability to play a sound through Find My to help locate it when misplaced.

Question 4:
Compared to the previous generation of Apple TV 4K, what performance gains does the A19 chip deliver?

A) Up to 20% faster CPU performance and up to 30% faster GPU performance
B) Up to 35% faster CPU performance and up to 50% faster GPU performance
C) Up to 50% faster CPU performance and up to 2x the GPU performance
D) Up to 2x faster CPU performance and up to 4x the GPU performance

Correct Answer: C
Learner Feedback:

Correct: Correct! The A19 chip in Apple TV 4K delivers up to 50 percent faster CPU performance and up to 2x the GPU performance of the previous generation, ensuring faster navigation, snappier animations, and smooth gaming performance.
Incorrect: The A19 chip provides up to 50 percent faster CPU performance and up to 2x the GPU performance compared to the previous Apple TV 4K.

Question 5:
Which high dynamic range (HDR) video formats are supported on Apple TV 4K to bring every detail to life with lifelike contrast and colour?

A) Dolby Vision and HDR Vivid
B) Dolby Vision and HDR10+
C) HDR10 and Technicolor HDR
D) HDR10+ and IMAX Enhanced

Correct Answer: B
Learner Feedback:

Correct: Spot on! Apple TV 4K supports both Dolby Vision and HDR10+, delivering a vivid 4K picture with precise detail from the darkest shadows to the brightest highlights on compatible displays.
Incorrect: Apple TV 4K supports Dolby Vision and HDR10+ to deliver stunning 4K picture quality with exceptional contrast and colour clarity.



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