Introducing

MacBook Pro

Silver, Space Black



Key Messages

Quick Demos

Quiz

Line Up & Compare



Powerful performance

- With M6 joining M5 Pro and M5 Max, MacBook Pro features Apple’s most advanced lineup of chips ever built for a pro laptop
- M5 Pro and M5 Max are built using an enhanced three-nanometer technology to deliver industry-leading performance and power efficiency
- Built on top of a two-nanometer process, M6 takes performance even further than M5, with more CPU and GPU cores and the world’s fastest CPU core
- MacBook Pro continues to deliver up to 24 hours of battery life, the longest battery life ever in a Mac[3]

[3] Battery life varies by use and configuration. Charge time varies with region, settings, and environmental factors; actual results will vary. See apple.com/batteries for more information.

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M6 chip

- Brings next-generation speed and powerful on-device AI for college students in STEM, business professionals, and multidisciplinary creators
- Features a 12-core CPU with 2 super cores, 4 performance cores, and 6 efficiency cores, and a next-generation 12-core GPU with Neural Accelerators—two more CPU and GPU cores than M5
- Dual 16-core Neural Engine dramatically speeds up on-device AI workflows
- Supports from 16GB to up to 32GB of unified memory and from 1TB to 4TB of storage
- Delivers up to 24 hours of battery life[3]
- Supports up to two external displays

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M5 Pro chip

- Perfect for scientists, engineers, software developers, and creative pros tackling intensive projects that need more compute performance and unified memory
- Features up to an 18-core CPU with up to 6 super cores and 12 all-new performance cores, and up to a 20-core GPU with Neural Accelerators
- Supports from 24GB to up to 64GB of unified memory and from 1TB to 4TB of storage
- Delivers up to 22 hours of battery life[3]
- Supports up to three external displays

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M5 Max chip

- Apple’s most advanced chip ever built for a pro laptop, capable of powering the most extreme workflows, from 3DVFX to AI development and film score composition
- Features an 18-core CPU with up to 6 super cores and 12 all-new performance cores, and up to a 40-core GPU with Neural Accelerators
- Supports from 36GB to up to 128GB of unified memory and from 2TB to 8TB of storage
- Delivers up to 24 hours of battery life[3]
- Supports up to four external displays

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macOS with Apple Intelligence[4] and Siri AI[4]

- macOS 27 delivers the next generation of Apple Intelligence[4] and introduces Siri AI,[4] which is deeply integrated into Mac—Siri can draw on your personal context to find what you're looking for across apps like Messages, Mail, Photos, and more

- An expansive set of platform improvements, including refinements to Liquid Glass, performance, and search, make Mac even more responsive, reliable, and delightful to use in day-to-day life

[4] Apple Intelligence is available with Siri and device language set to Chinese (Simplified), Chinese (Traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Norwegian, Portuguese, Spanish, Swedish, Turkish, or Vietnamese. 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 macOS 27 and requires an Apple Intelligence-enabled device set to a supported language. Available in English, French, Japanese, Korean, Portuguese, and Spanish to start. Siri AI will not be initially available in the EU on iOS, iPadOS, and watchOS. Siri AI is not available for users under 13. Certain Apple Intelligence features that rely on server-side models are subject to daily usage limits, including but not limited to Siri AI, Intelligent Photo Editing Tools, Image Playground, and AFM 3 Cloud models in Shortcuts. Daily limits may vary by feature, request complexity, system demand, system policies, and other factors. 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.

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Liquid Retina XDR display

- Features 1,000,000:1 contrast ratio and 1600 nits HDR peak brightness for extreme dynamic range, so HDR content is even more true to life
- SDR brightness delivers up to 1000 nits, so you can see what’s on the screen more clearly in bright environments like outdoors
- ProMotion automatically adjusts the refresh rate so you get ultra smooth scrolling and incredible responsiveness
- Nano-texture display option substantially reduces reflections and glare while maintaining an excellent viewing experience and display durability

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Connectivity

- All models feature an HDMI port, SDXC card slot, and a MagSafe 3 port and now support Wi-Fi 7 and Bluetooth 6, enabled by the Apple N1 chip
- Models with M6 feature three Thunderbolt 4 ports, up to 40 Gb/s
- Models with M5 Pro and M5 Max feature three Thunderbolt 5 ports, up to 120 Gb/s

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Camera, mics, and speakers

- Get even more from video conference calls with the 12MP camera with support for Centre Stage and Desk View
- Watch movies and shows with immersive surround sound with the high-fidelity, six-speaker sound system
- Sound your best on video calls with the studio quality, three-mic array

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Advantages of upgrading from the 13-inch MacBook Pro with M1

- Up to 13x faster AI performance with M6[5]
- Up to four more hours of battery life, up to 24 hours, and fast-charge from 0 percent to 50 percent battery in just 30 minutes[3]
- Better visual experience with the immersive Liquid Retina XDR display
- Expanded connectivity with three Thunderbolt 4 ports, HDMI, an SDXC card slot, and a MagSafe 3 port
- More engaging video calls with the 12MP Centre Stage camera

[5] For performance testing details, see www.apple.com/macbook-pro

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Quick Demos



Show the brightest, most colourful Mac display ever

- Open Photos and click through an album in full-screen mode.
- Set the display to full brightness.
- Point out how true to life the images look with amazing detail in highlights and shadows.
- Say that the Liquid Retina XDR display supports 1 billion colours for smoother gradients, so it’s great for photo and video editing. The display offers 1600 nits peak HDR brightness in bright light, so customers can see what’s on the screen more clearly when they’re outside.
- Mention or, if available, show the nano-texture display option. Say that it reduces reflections and glare in challenging lighting conditions while maintaining an excellent viewing experience.



Highlight the powerful chips

- Open Final Cut Pro and navigate to the event titled “04 - Magnetic Mask.”
- Open the “Cap Rock Hike (Magnetic Mask)” timeline.
- Skim through the timeline and point out how quickly and easily customers can navigate through even complex video projects.
- Mention that Apple M6, M5 Pro, and M5 Max chips support unified memory, so multitasking is more fluid. And the media engine delivers hardware-accelerated encode and decode of ProRes files. So customers can seamlessly play back multiple streams of 4K and 8K ProRes footage.
- Say that customers can view, edit, and grade footage in HDR from anywhere. And because of the power-efficient design of Apple silicon, customers get extraordinary battery life.

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Quick Demos



Scroll with ProMotion

- Open a web page in Safari.
- Quickly scroll down the page. Point out that even fast scrolling feels smooth and responsive with ProMotion.

Highlight the 12MP Centre Stage camera and audio

- Open the Apple TV app and search for a movie trailer that supports Dolby Atmos, then click Play. Point out the theatre-quality sound customers get with Spatial Audio.
- Open Photo Booth, then click on the green camera icon in the menu bar to demonstrate macOS camera features like Centre Stage and Desk View, as well as Portrait mode and Studio Light.
- Select Center Stage, then ask the customer to move around or walk in the frame. Point out how the camera follows them.
- Mention that MacBook Air and MacBook Pro features Voice Isolation, which filters out background noise during video calls.

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Quick Demos



Point out the ports

- Mention that all MacBook Pro models have three Thunderbolt ports—and models with M5 Pro or M5 Max feature Thunderbolt 5, which offers super fast transfer speeds of up to 120Gb/s.
- Tell customers that they can also connect to external displays using the HDMI port. Say that they can connect up to two external displays on models with M5, up to three external displays on models with M5 Pro, and up to four external displays on models with M5 Max.
- Point out the MagSafe 3 port. Mention that the cord attaches magnetically, and both the 14-inch and 16-inch MacBook Pro models support fast charging. So customers can charge MacBook Pro up to 50 percent in just 30 minutes.*
- Mention that customers can also charge MacBook Pro with a Thunderbolt port. And they can use any existing USB-C cables, power adapters, docks, and external displays with MacBook Pro.
- Show the SDXC card slot, and say it’s perfect for importing photos or images on the go.
- Show the headphone jack, and mention that it supports enough power output for studio-grade, professional headphones.

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Line Up & Compare

Question 1:
What feature on the MacBook Pro screen helps you see content clearly when working outside in bright sunlight?

A) Up to 1000 nits of outdoor SDR brightness
B) Night Shift mode
C) True Tone colour balance
D) Automatic contrast boost

Correct Answer: A
Learner Feedback:

Correct: That's right! The Liquid Retina XDR display reaches up to 1000 nits of brightness outdoors, making it easy to view your screen clearly even in bright daylight.
Incorrect: The display reaches up to 1000 nits of outdoor brightness, helping you work comfortably in bright sunlight.

Question 2:
What makes the 12MP front camera on MacBook Pro helpful during video calls?

A) It blurs your background automatically
B) It uses Center Stage to keep you in frame and Desk View to show your work surface
C) It adds studio lighting filters
D) It follows your gaze to keep eye contact

Correct Answer: B
Learner Feedback:

Correct: Spot on! The 12MP camera features Center Stage to keep you centred as you move around, and Desk View lets you share an overhead view of your desk during presentations.
Incorrect: The camera supports Center Stage to keep you centred on screen and Desk View to show an overhead view of your desk.

Question 3:
How many external displays can you connect to the 14-inch MacBook Pro with the M6 chip?

A) Up to one external display
B) Up to two external displays
C) Up to three external displays
D) Up to four external displays

Correct Answer: B
Learner Feedback:

Correct: Exactly! The 14-inch MacBook Pro with M6 supports up to two external displays, giving you plenty of workspace for multitasking.
Incorrect: The MacBook Pro with M6 supports up to two external displays.

Question 4:
Which built-in ports let you quickly plug in an SD card, TV, or external monitor without an adapter?

A) USB-A port and VGA port
B) SDXC card slot and HDMI port
C) Ethernet port and Mini DisplayPort
D) Optical audio port and MicroSD slot

Correct Answer: B
Learner Feedback:

Correct: Well done! Every MacBook Pro includes an SDXC card slot and an HDMI port built right in, so you can easily transfer photos and plug directly into monitors or TVs without dongles.
Incorrect: Every model includes a built-in SDXC card slot and an HDMI port, letting you connect displays and memory cards without extra adapters.

Question 5:
What is the maximum battery life offered on the 14-inch MacBook Pro with M6?

A) Up to 18 hours
B) Up to 20 hours
C) Up to 22 hours
D) Up to 24 hours

Correct Answer: D
Learner Feedback:

Correct: Correct! The 14-inch MacBook Pro with M6 delivers up to 24 hours of battery life—the longest battery life ever in a Mac laptop.
Incorrect: The 14-inch MacBook Pro with M6 delivers up to 24 hours of battery life on a single charge.

Key Messages

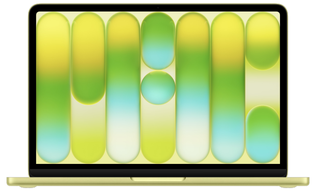
Quick Demos

Quiz

Line Up & Compare

MacBook Lineup

Compare Mac notebooks here >



MacBook Neo

Citrus, Indigo, Blush, Silver

The magic of Mac at a breakthrough price.

A18 Pro chip



MacBook Air (13- and 15-inch)

Silver, Sky Blue, Starlight, Midnight

Thin. Fast. Perfectly portable.

Apple M5 chip

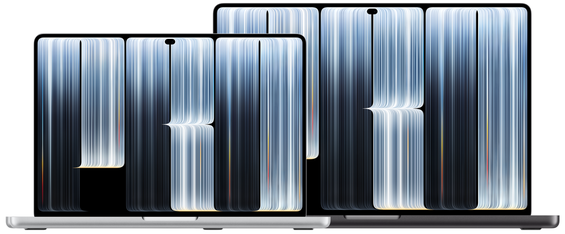


MacBook Pro (14- and 16-inch)

Silver, Space Black

A powerful laptop for every kind of pro

Apple M6, M5 Pro or M5 Max chip



MacBook Pro with PROLED XDR Display (14- and 16-inch)

Silver, Space Black

The most advanced MacBook Pro with the world's best laptop display

Apple M5, M5 Pro or M5 Max chip



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