Introducing

iMac with M6



Key Messages

Quick Demos

Quiz

Line Up & Compare

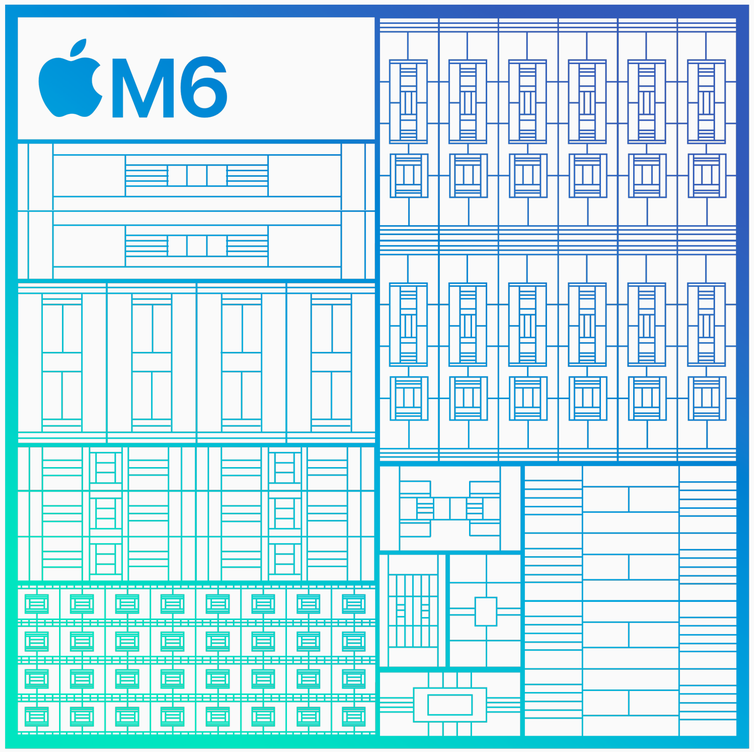
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M6 chip

- M6 delivers up to 2× faster graphics performance for tasks like photo editing than iMac with M4, and up to 3.3× faster than iMac with M1
- iMac is up to 4.3x faster than Intel-based iMac for everyday productivity
- Unified memory starts at 16GB and is configurable up to 32GB, with up to 40 percent higher bandwidth than iMac with M4

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AI performance

- Next-generation GPU with Neural Accelerators in every core delivers up to 5x higher AI compute performance over M4 and up to 18x over Intel-based iMac, speeding up on-device AI workflows
- Dual 16-core Neural Engine enables up to 2x faster performance
- On-device AI processing keeps your personal information, photos, and messages private

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24-inch 4.5K Retina display[1]

- Industry-leading 4.5K Retina display has over 11 million pixels, 5x more than the most popular 24-inch all-in-one PC, bringing content, videos, and photos to life
- With 500 nits of brightness, support for over a billion colors, and a P3 wide colour gamut, there’s no other all-in-one display like it
- Nano-texture display option reduces reflections and glare—so it’s perfect for spaces with challenging lighting conditions

[1] Actual diagonal measurement is 23.5 inches.

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Storage and connectivity

- Up to 2x faster storage, so apps, large libraries, and big projects open in an instant
- Wi-Fi 7[2] and Bluetooth 6 with the Apple-designed N1 chip enable faster, more reliable connectivity
- Available 2.5Gb Ethernet delivers faster speeds and lower latency for tasks like downloading large files
- Up to four Thunderbolt 4 ports enable fast, flexible connectivity for storage, docks, and up to two external 6K displays

[2] Wi-Fi 7 feature availability varies by country. For more information visit support.apple.com/148165.

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Vibrant colours

- Choose from blue, green, pink, yellow, orange, purple, and silver with colour-matched keyboard and mouse or trackpad—to personalise your home or workspace[3]

[3] iMac colour availability may vary.

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Built-in camera and audio

- Enjoy video conferencing with the 12MP Center Stage camera and Desk View. Centre Stage keeps you perfectly framed, even if you move around. And with Desk View, you can share a top-down view of your desk without losing your onscreen presence
- Advanced audio with studio quality three-mic array drastically reduces background noise
- Six-speaker sound system with force-cancelling woofers delivers an immersive audio experience

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macOS 27

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

- You can have rich conversations and revisit them with a new dedicated Siri app, write and edit with Siri virtually anywhere you type, and tap into multimodal capabilities with Visual Intelligence

- Apple Intelligence also makes your everyday apps smarter and more useful—from browsing the web in Safari to editing photos, expressing your creativity, and more[4]

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



Show the colourful, all-in-one design

- Mention that iMac comes in seven colours. Point out the lighter shades on the front and the bold, saturated colours on the back.[1]
- Ask customers to tilt the screen to different viewing angles to experience the thin and light all-in-one design.
- Say that accessories like Magic Keyboard and Magic Mouse come in matching colours and are included with iMac. Customers can choose a Magic Keyboard with Touch ID and Numeric Keypad or a colour-matched Magic Trackpad instead of a Magic Mouse.
- Point out that all accessories have a USB-C port, so customers can charge all their favourite devices with a single cable.
- Mention that with Magic Keyboard models that have Touch ID, customers can log in to websites, use Apple Pay, or quickly switch between user profiles with just the touch of a finger. And multiple users can set up profiles with Touch ID, so every family member can access their own private and secure space.

[1] iMac colour availability may vary.

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Quick Demos



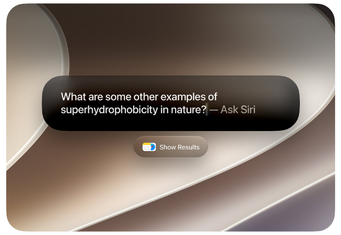
Demonstrate the power of the M6 chip

- Open Safari, Maps, Notes, and Reminders from the Dock, and show how quickly they launch. Mention that these are the same apps that customers who own an iPhone are familiar with.
- Mention that M6 is up to 1.5x faster for productivity tasks, like Excel calculations or editing documents, compared to M4, and up to 2.5x faster than M1. Say that for more demanding workloads, like editing photos or gaming, M6 is up to 2x faster than iMac with M4, and up to 3.3x faster than M1.[2]
- Say that M6 makes on-device AI workflows up to 5x faster than M4, and up to 12x faster than M1. Daily tasks like drafting emails and organising notes with AI or running local LLMs are incredibly fast, while keeping all personal data private. Mention that for Intel-based iMac users, iMac with M6 is up to 18x faster for AI processing performance.
- Tell customers that iMac starts with 16GB unified memory, so multitasking is lightning-fast.
- Let customers know that Microsoft 365 apps, including Word, Excel, and PowerPoint, run natively on Apple silicon. Launch Keynote, open the Seacoast Shapes project, and click Play.

[2] For performance testing details, see www.apple.com/imac

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Quick Demos



Experience the new Apple Intelligence and Siri AI[4]

- Show customers that they can use Siri AI in Spotlight. Press Command–Space bar and demo a “broad world knowledge” query, like “explain how black holes form.”
- Show customers that they can use the shortcut Shift–Command–Space bar to access Visual Intelligence.
- Select a window onscreen, and have Siri answer questions or take action on it, like adding an event to a calendar.
- Show Write with Siri by using Control-click inside Notes or Pages and asking Siri to create some content.
- Show intelligent photo editing tools by opening a photo. Let customers know that they can reframe a photo after it’s been taken with Spatial Reframing, or expand the shot with the Extend tool. And with enhancements to Clean Up, they can remove distractions with better quality and more realistic infill.
- Mention that all of this runs on-device via the Dual 16-core Neural Engine and Neural Accelerators in every GPU core, so personal data stays private.

[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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Quick Demos



Show the 4.5K Retina display

- Point out the minimal borders and the expansive display.
- Open a few apps and point out how many things customers can have open at once, thanks to the 24-inch display.
- Show window tiling and resizing. Open different apps and drag them to the edge of the screen. Point out that macOS automatically suggests a tiled position on the desktop, so it’s easy to stay organised and efficient.
- Open Photos, go to Great Shots, and open an image in full-screen mode. Click through the images and point out how crisp they look. Say that the 4.5K Retina display has over 11 million pixels, which is five times more than the most popular 24-inch all-in-one PC, and it supports 500 nits of brightness and over a billion colours.
- Mention or show the nano-texture glass display option if it’s available. Point out that it drastically reduces glare without compromising image quality and contrast. So it’s perfect for spaces with challenging lighting conditions.

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Quick Demos



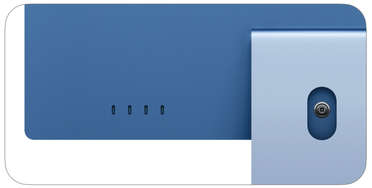
Highlight the 12MP Centre Stage camera and audio

- Open Photo Booth and make sure Centre Stage is turned on. Point out the exceptional 12MP camera quality.
- Maximise the window, and ask customers to move around on camera. Explain that Centre Stage uses machine learning to keep everyone perfectly framed on camera, smoothly accommodating multiple people in the same view.
- Turn on Desk View, and position iMac to capture only the table, and not show the floor. Tell customers that they can use Desk View to share a top-down view of their workspace, so it’s great for things like online music lessons.
- Mention that studio-quality mics and a six-speaker sound system provide an incredible video conferencing experience. And Voice Isolation filters out background noise during video calls.
- Open the Apple TV app and search for a movie trailer that supports Dolby Atmos, then click Play. Point out the theatre-quality sound that customers get with Spatial Audio—and how great things sound with the six-speaker sound system.

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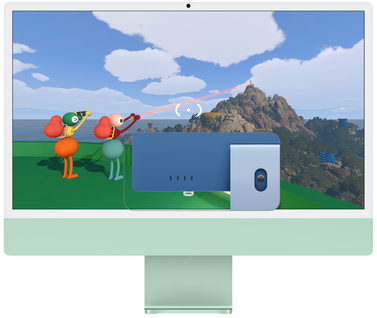
Quick Demos

Highlight the improved connectivity



- Point out the different ports. Explain that the two-port system supports Thunderbolt/USB 4 and one high-resolution external display, while the four-port system supports Thunderbolt 4 and up to two 6K external displays.
- Mention the faster and more reliable wireless connectivity with Wi-Fi 7[3] and Bluetooth 6, and the available 2.5Gb Ethernet for faster large file transfers and smooth streaming.
- Show the headphone jack

Experience gaming with iMac



- Open one of the Apple Arcade games.
- Mention that iMac with M6 delivers richer details and smoother gameplay, with up to 2x faster gaming performance compared to M4.
- Show customers how they can control the game with the keyboard. Tell customers that they can even connect their favourite gaming controllers, including those from Xbox and PlayStation.
- Point out the Game Mode notification in the corner of the screen. Say that when Game Mode is enabled, the CPU and GPU prioritise gaming, lowering usage of background tasks and reducing latency for AirPods and wireless game controllers.
- Show how the gorgeous 24-inch display makes the gaming experience more spacious and how the six-speaker sound system makes it more immersive.

[3] Wi-Fi 7 feature availability varies by country. For more information visit support.apple.com/148165..

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Question 1:
What display option is available on iMac to reduce reflections and glare when working in spaces with challenging or bright ambient lighting?

A) Anti-reflective matte coating
B) Nano-texture glass
C) True Tone privacy filter
D) Liquid Crystal polariser

Correct Answer: B
Learner Feedback:

Correct: Spot on! The nano-texture display option scatters ambient light to reduce glare and reflections to a minimum, while preserving image contrast and sharpness—making it ideal for bright workspaces, near windows, or under direct lighting.
Incorrect: iMac offers a nano-texture display option that reduces reflections and glare without sacrificing image quality, making it ideal for spaces with challenging lighting conditions.

Question 2:
How does the Apple M6 chip advance graphics and computing capabilities on iMac to handle demanding creative workflows like photo and video editing?

A) By routing rendering tasks through external cloud processing
B) Through a next-generation GPU featuring Neural Accelerators integrated into every core
C) By incorporating a discrete secondary graphics card inside the aluminium stand
D) By utilising software-emulated graphics rendering in macOS

Correct Answer: B
Learner Feedback:

Correct: That's right! The M6 chip introduces a next-generation GPU architecture with Neural Accelerators built directly into every core, giving creative apps, gaming, and visual editing tools a major leap in on-device graphics and compute capability.
Incorrect: The M6 chip powers iMac with a next-generation GPU that features Neural Accelerators in every core, delivering significantly faster visual and compute performance for creative and demanding everyday tasks.

Question 3:
How does the built-in 12MP Centre Stage camera improve video conferencing when presenting or collaborating on iMac?

A) It applies an artificial studio background blur to hide room clutter
B) It automatically keeps you centred in the frame if you move around, and supports Desk View to share a top-down view of your workspace
C) It tracks your eye contact to simulate looking directly into the lens
D) It swivels the camera sensor physically inside the display bezel

Correct Answer: B
Learner Feedback:

Correct: Exactly! The 12MP Centre Stage camera automatically keeps you perfectly framed even as you shift or move about your space, while Desk View lets you show a top-down view of your desk simultaneously without losing your onscreen presence.
Incorrect: The 12MP Centre Stage camera keeps you centred in the frame as you move, and enables Desk View so you can easily demonstrate physical sketches or documents on your desk during video calls.

Question 4:
How does the six-speaker sound system on iMac produce deep bass while preventing unwanted chassis vibration?

A) By venting low frequencies through the rear display hinge
B) By using pairs of force-cancelling woofers
C) By routing lower frequencies through the aluminium stand
D) By using passive acoustic radiators tuned to speech frequencies

Correct Answer: B
Learner Feedback:

Correct: Well done! iMac features a six-speaker sound system with pairs of force-cancelling woofers. By mounting woofers back-to-back, mechanical vibrations cancel each other out, producing deep, punchy bass without distorting the audio or vibrating the ultra-thin display.
Incorrect: iMac uses force-cancelling woofers arranged back-to-back to deliver rich bass and clear audio while eliminating unwanted vibrations in the thin enclosure.
lass and aluminium enclosure, eliminating open speaker grilles while delivering richer, clearer audio.

Question 5:
What wired networking capability is available on iMac for faster transfer speeds and lower latency when moving large files or collaborating over a local network?

A) 1Gb Ethernet
B) 2.5Gb Ethernet
C) 5Gb Ethernet
D) 10Gb Ethernet

Correct Answer: B
Learner Feedback:

Correct: Correct! Available 2.5Gb Ethernet provides faster data transfer speeds and lower latency, making it great for users working with network storage, downloading large project files, or collaborating on high-bandwidth local networks.
Incorrect: iMac offers available 2.5Gb Ethernet for fast, reliable wired network connectivity with lower latency and faster file transfers.

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Mac Lineup

Compare Mac desktops here >



24-inch iMac

Green, Yellow, Orange, Pink, Purple, Blue, Silver

A stunning all-in-one desktop for productivity and creativity.

Apple M6 chip



Mac mini

The mini-est, most affordable Mac desktop with mighty performance.

Apple M6 or M5 Pro chip



Mac Studio

Powerful performance and versatile connectivity for pro workflows.

Apple M5 Max or M5 Ultra chip



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