



Introducing
MacBook Pro



Key Messages

Quick Demos

Line Up & Compare



MacBook Pro

MacBook Pro features the most advanced lineup of chips ever built for a pro laptop. Now powered by the Apple M5 chip, the new 14-inch MacBook Pro takes the next big leap in AI for Mac. With Neural Accelerators in the GPU and an enhanced Neural Engine, MacBook Pro with M5 is built for AI, including powerful Apple Intelligence features. M5 also brings a faster CPU, enhanced graphics, and increased memory bandwidth, making the 14-inch MacBook Pro with M5 the ultimate laptop for users looking to enhance their productivity and creativity. With the world's fastest CPU core in M5 and the incredible multi-threaded performance of M4 Pro and M4 Max chips, MacBook Pro is capable of tackling the most demanding workflows for everyone from creatives to students, developers, and business professionals.

Capacity

512GB, 1TB

Finish

Silver, Space Black



Powerful performance

- All MacBook Pro models are supercharged with Apple silicon, built using enhanced 3-nanometer technology to deliver industry-leading performance and power efficiency
- M5 joins the M4 Pro and M4 Max chips, forming the most powerful lineup of MacBook Pro chips yet
- MacBook Pro continues to deliver up to 24 hours of battery life¹



M5 chip

- Brings next generation speed and powerful on-device AI to the personal, professional, and creative tasks you do everyday
- Features a 10-core CPU and 10-core GPU
- Next-generation GPU in M5 features a powerful Neural Accelerator in every core, providing up to 3.5x faster AI performance than M4,² greatly speeding up on-device AI tasks like running LLMs or enhancing speech in video
- Starts with 16GB of faster unified memory and supports up to 32GB of unified memory
- Supports up to two external displays

² For performance testing details, see www.apple.com/macbook-pro

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M4 Pro chip

- Provides more performance and higher memory options, perfect for scientists, engineers, software developers, and creative pros tackling intensive projects
- Features up to a 14-core CPU and up to a 20-core GPU
- Supports 24GB or 48GB of unified memory
- Supports up to two external displays



M4 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
- Offers up to a 16-core CPU and up to a 40-core GPU
- Supports from 36GB to up to 128GB of unified memory
- Supports up to four external displays

Apple Intelligence

Apple Intelligence and macOS Tahoe

- Every Mac with Apple silicon is built for Apple Intelligence³ to help you write, express yourself, and get things done effortlessly, while prioritising privacy
- macOS Tahoe comes loaded with new features to help you be more creative and productive, brought to life by the Liquid Glass design, which looks phenomenal on the XDR display



Liquid Retina XDR display

- Features 1,000,000:1 contrast ratio and up to 1600 nits of 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 environments like the bright 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



Connectivity

- All models feature a MagSafe 3 port, HDMI, and an SDXC card slot
- M5 model features three Thunderbolt 4 ports with transfer speeds up to 40Gb/s, and models with M4 Pro and M4 Max chips feature three Thunderbolt 5 ports with transfer speeds up to 120Gb/s



Camera, mics, and speakers

- Get even more from video conference calls with the 12MP camera with support for Center 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



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

- Get up to 6x faster performance²
- Get up to four more hours of battery life, up to 24 hours,¹ and fast-charge from 0 percent to 50 percent battery in about 30 minutes¹
- Experience the best display ever in a laptop with the Liquid Retina XDR display
- Get expanded connectivity with three Thunderbolt 4 ports, HDMI, an SDXC card slot, and a MagSafe 3 port
- Take video conferencing to the next level with the 12MP Center Stage camera

¹ 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. ² For performance testing details, see www.apple.com/macbook-pro.

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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 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 "8 - 4K and High Dynamic Range."
- Open the project called "Final" and play a few seconds.
- Skim through the timeline and point out how quickly and easily customers can navigate through even complex video projects.
- Mention that Apple M5, M4 Pro, and M4 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.
- Show the Liquid Retina XDR display, and point out how 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.



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 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 Center 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.

Quick Demos



Check out the ports

- Mention that all MacBook Pro models have three Thunderbolt ports—and models with M4 Pro or M4 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.
- 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 their 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.

* Customers can charge MacBook Pro up to 50 percent in just 30 minutes with either the 96W USB-C Power Adapter with the 14-inch model or the 140W USB-C Power Adapter with the 16-inch model. 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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MacBook Lineup

[Compare Mac notebooks here >](#)



MacBook Air
(13- and 15-inch)

Silver, Sky Blue, Starlight, Midnight



MacBook Pro
(14- and 16-inch)

Silver, Space Black

Thin. Fast. Perfectly portable.

The most advanced Mac laptops for demanding workflows.

Apple M4 chip

Apple M5, M4 Pro or M4 Max chip

