Introducing MacBook Pro

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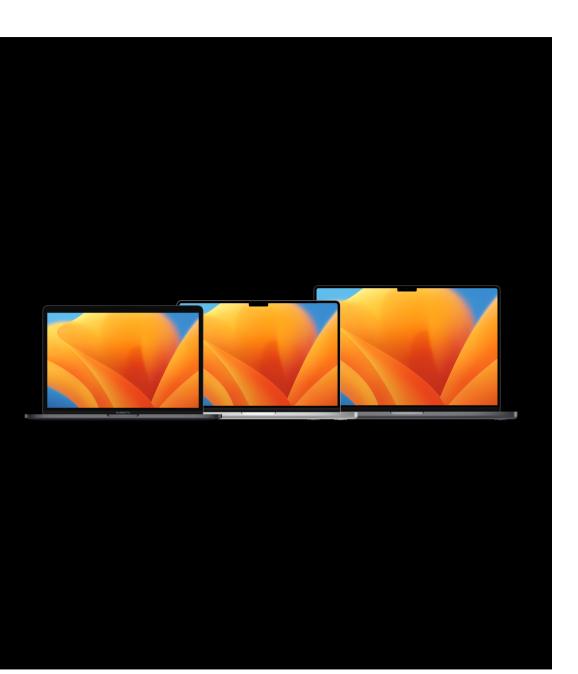


Meet the new MacBook Pro and Mac mini

Learn more and watch the film - 18 minutes



Key Messages Line Up & Compare



Design

- 13-inch model offers powerful performance in a compact design
- Advanced thermal system in 14-inch and 16-inch models maximizes performance for sustained pro workflows—in a thin and light design

1 For performance testing details, see www.apple.com/macbook-pro-14-and-16. 2 For performance testing details, see www.apple.com/macbook-pro-13. 3 Battery life varies by use and configuration. See

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Powerful performance

- Apple M-series chips offer industry-leading performance and power efficiency
- 16-core Neural Engine across the lineup turbocharges machine learning-based tasks with over 15 times faster performance than previous Intel-based MacBook Pro models¹
- Enhanced media engine features hardware-accelerated ProRes
- 16-inch models with M2 Max feature High Power Mode for maximum performance in sustained workflows

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M2 chip

- 8-core CPU and 10-core GPU deliver powerful CPU and graphics performance
- Supports 8GB, 16GB, or 24GB of superfast unified memory
- Supports playback of up to 11 streams of 4K or two streams of 8K ProRes video²

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M2 Pro chip

- Offers up to a 12-core CPU and up to a 19-core GPU
- Supports 16GB or 32GB of superfast unified memory
- Supports playback of up to 23 streams of 4K or five streams of 8K ProRes video¹

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M2 Max chip

- Offers the same powerful CPU performance as M2 Pro and up to a 38-core GPU
- Supports up to 96GB of superfast unified memory, enabling workflows that were previously only possible on desktops
- Supports playback of up to 43 streams of 4K or 10 streams of 8K ProRes video¹

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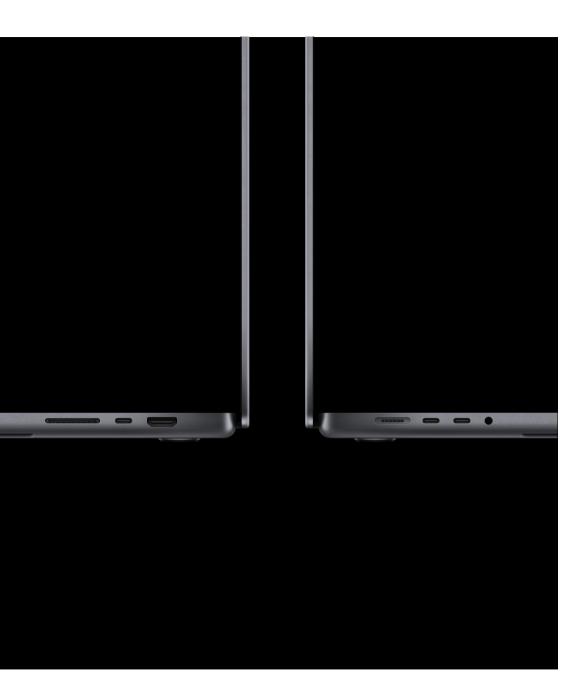


Amazing displays

- Retina display on 13-inch MacBook Pro features 500 nits of brightness and a P3 wide color gamut, so text is crisp, details are sharp, and photos and video are vivid
- Liquid Retina XDR displays on 14- and 16-inch MacBook Pro feature 1,000,000:1 contrast ratio and up to 1600 nits of brightness for extreme dynamic range, so HDR photos, videos, and games are even more true to life
- ProMotion on Liquid Retina XDR displays automatically adjusts the refresh rate so you get ultrasmooth scrolling and incredible responsiveness

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Wide array of connectivity options

- All MacBook Pro models have Thunderbolt ports with data transfer speeds up to 40Gb/s and a 3.5 mm headphone jack that supports high-impedance headphones
- 14-inch and 16-inch models include a MagSafe 3 port, HDMI port, and an SDXC card slot, so you can easily connect to displays and camera memory cards
- 14-inch and 16-inch models support up to two external displays with M2 Pro, or up to four external displays with M2 Max
- 13-inch MacBook Pro supports one external display

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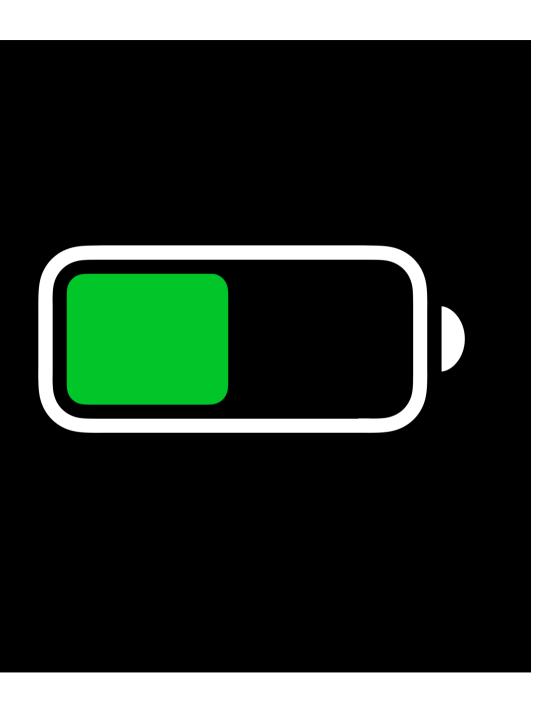


Camera

- All models feature an advanced ISP, so you'll look your best on video calls
- 14-inch and 16-inch models have a 1080p FaceTime HD camera that uses the ISP and Neural Engine to deliver sharper video, especially in low light

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All-day battery life³

- Enjoy up to 20 hours of battery life on the 13-inch model
- Get up to 18 hours of battery life on 14-inch MacBook Pro and up to 22 hours on 16-inch MacBook Pro—and both models support fast-charging from 0 percent to 50 percent battery in 30 minutes⁴

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More immersive audio

- High-fidelity, six-speaker sound system with force-cancelling woofers on 14-inch and 16-inch models delivers up to 80 percent more bass output
- All models offer support for Spatial Audio when you play movies and music with Dolby Atmos
- All models include a studio-quality, three-mic array with high signal-to-noise ratio and directional beamforming so you get exceptional clarity in recordings

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Magic Keyboard

- Touch Bar on 13-inch MacBook Pro adapts to what you're doing and suggests shortcuts when you need them
- Using shortcuts in pro apps is even easier with the dedicated, full-height function row of mechanical keys on 14-inch and 16-inch models
- Lock and unlock your Mac, authorize purchases in apps, use Apple Pay, or AutoFill passwords with Touch ID on every model

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Key Messages

Line Up & Compare

MacBook Lineup

Compare Mac notebookes here >





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