

Most Powerful Mac Notebooks Ever

The new MacBook Pro pushes the limits of what a notebook can do, delivering incredible performance and all-new capabilities.

When compared to the previous-generation high-end 13-inch model, the all-new 14-inch MacBook Pro is immensely more powerful.³

- With the 10-core CPU in M1 Pro and M1 Max, the 14-inch MacBook Pro enables:
- Up to 3.7x faster project builds using Xcode.
- Up to 3x more Amp Designer plug-ins in Logic Pro.
- Up to 2.8x faster computational fluid dynamics performance in NASA TetrUSS.

Featuring the 16-core GPU in M1 Pro and the 32-core GPU in M1 Max, the 14-inch MacBook Pro transforms graphics-intensive workflows with:

- Up to 9.2x faster 4K render in Final Cut Pro with M1 Pro, and up to 13.4x faster with M1 Max.

- Up to 5.6x faster combined vector and raster GPU performance in Affinity Photo with M1 Pro, and up to 8.5x faster with M1 Max.
- Up to 3.6x faster effect render in Blackmagic Design DaVinci Resolve Studio with M1 Pro, and up to 5x faster with M1 Max.

Both M1 Pro and M1 Max are supercharged with a 16-core Neural Engine, allowing users to enjoy faster ML tasks, including:

- Up to 8.7x faster object tracking performance in Final Cut Pro with M1 Pro, and up to 11.5x faster with M1 Max.
- Up to 7.2x faster scene edit detection in 1080p ProRes 422 video in Adobe Premiere Pro.
- Up to 2.6x faster performance when selecting subjects



14" AND 16" APPLE

MacBook Pro



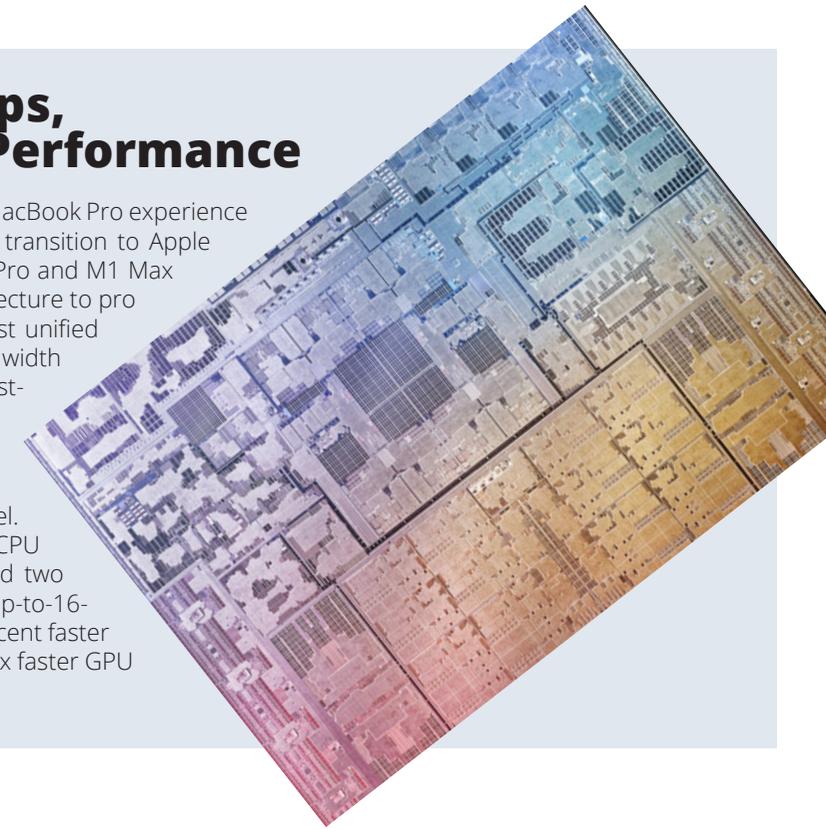
The new MacBook Pro features a 1080p camera, the best audio system in a notebook, and the most advanced connectivity ever in a MacBook Pro



Two New Pro Chips, Game-Changing Performance

M1 Pro and M1 Max revolutionize the MacBook Pro experience and mark a huge step forward in the transition to Apple silicon on Mac. MacBook Pro with M1 Pro and M1 Max applies a system-on-a-chip (SoC) architecture to pro systems for the first time, featuring fast unified memory and increased memory bandwidth for unparalleled performance with best-in-class performance per watt and industry-leading power efficiency.

M1 Pro takes the groundbreaking architecture of M1 to a whole new level. Featuring a powerful up-to-10-core CPU with eight high-performance cores and two high-efficiency cores, along with an up-to-16-core GPU, M1 Pro delivers up to 70 percent faster CPU performance than M1, and up to 2x faster GPU performance.



RE-IMAGINING THE PRO LAPTOP

Apple today unveiled the completely reimaged MacBook Pro powered by the all-new M1 Pro and M1 Max — the first pro chips designed for the Mac. Available in 14- and 16-inch models, MacBook Pro delivers groundbreaking processing, graphics, and machine learning (ML) performance whether running on battery or plugged in,

as well as amazing battery life — enabling workflows previously unimaginable on a notebook. The new MacBook Pro also features a stunning Liquid Retina XDR display, a wide range of ports for advanced connectivity, a 1080p FaceTime HD camera, and the best audio system in a notebook. Combined with macOS Monterey, which is engineered down to its core to take full advantage of M1 Pro and M1 Max, the user experience is simply unrivaled. Shattering the limits of what a notebook can do, MacBook Pro is designed for developers, photographers, filmmakers, 3D artists, scientists, music producers, and anyone who wants the world's best notebook. The new MacBook Pro joins the 13-inch MacBook Pro with M1

to form the strongest lineup of pro notebooks ever. Customers can order the new 14- and 16-inch MacBook Pro models today, and they will be available beginning Tuesday, October 26.

“We set out to create the world’s best pro notebook, and today we’re excited to introduce the all-new MacBook Pro with M1 Pro and M1 Max — a game-changing combination of phenomenal performance, unrivaled battery life, and groundbreaking features,” said Greg Joswiak, Apple’s senior vice president of Worldwide Marketing. “The all-new MacBook Pro adds a breathtaking XDR

display, more ports like MagSafe 3, an advanced 1080p camera, and a sensational six-speaker sound system, all in a stunning new design. The new MacBook Pro simply has no equal and is by far the best pro notebook we’ve ever built.”

