

Mac at a Glance



Mac with Apple silicon continues to advance performance, efficiency, and AI capabilities. With the M5 chip family, macOS Tahoe, and Apple Intelligence, Mac helps employees tackle demanding workflows faster—while giving organizations a secure, easy-to-manage platform.

New **MacBook Pro (M5 Pro, M5 Max)**. Extreme power. AI-ready.

Available in 14-inch and 16-inch models, MacBook Pro delivers breakthrough performance for pro tasks like AI development, data processing, software builds, and creative production.

- ▶ Up to 4x faster AI performance compared to the previous generation and up to 8x faster than M1 models, enabling new on-device AI workflows.¹
- ▶ Thunderbolt 5 delivers high-speed connectivity for external storage, displays, and professional setups.

New **MacBook Air (M5)**. Thin, light, and powerful.

Delivers Apple silicon performance in a thin, lightweight design—perfect for mobile teams and everyday work.

- ▶ Up to 9.5x faster than M1—making multitasking, productivity apps, and light creative work fast and responsive.²
- ▶ All-day battery life helps employees stay productive from anywhere.

New **MacBook Neo**. Mac made more accessible.

Brings the Mac experience to more employees with a durable design and powerful capability—at a breakthrough starting price of \$599.

- ▶ Apple silicon powers business apps and everyday productivity — up to 50% faster than the bestselling PC with Intel Core Ultra 5.³
- ▶ Ideal for desk and field work across healthcare, real estate, and retail.

MacBook Pro (M5). Pro workflows. Everyday speed.

The 14-inch MacBook Pro with M5 delivers powerful performance for developers, analysts, and professionals running complex workflows.

iMac. All-in-one productivity. Stunning display.

Combines Apple silicon capability with a brilliant display and Center Stage camera—ideal for shared workspaces and customer-facing environments.

Mac mini. Big capability. Small footprint.

Delivers powerful Apple silicon capability in a compact design—ideal for offices, developers, and space-conscious deployments.

Mac Studio. Ultimate desktop power.

Supercharged by Max and Ultra chips, Mac Studio powers advanced AI workflows, graphics, video editing, and engineering applications.

Why Upgrade

With the rapid advances in Apple silicon since the M1 chip, upgrading to the latest Mac unlocks:



AI acceleration.

Advances in the Neural Engine improve on-device AI for analysis and automation—so teams work smarter and uncover insights faster.



Faster results.

CPU and GPU improvements accelerate everyday work—so employees spend less time waiting and more time getting work done.



More value.

New Mac models deliver more performance, memory, and capability across the lineup—so teams get more out of every device.

Seller Benefits

- ▶ **Creates strong upgrade opportunities** as customers move from Mac with M1, older Mac models, or PCs.
- ▶ **Drives higher-value deals** through attach opportunities for AppleCare+, accessories, financing, and other services.
- ▶ **Helps win employee choice programs** where workers prefer Mac for productivity and satisfaction.
- ▶ Differentiates performance of Apple silicon and **on-device AI capabilities** from competing PCs.

Ask Probing Questions

1. How do current devices impact employee productivity?
2. Which workflows require faster performance for running creative apps, compiling code, or working with large datasets?
3. How could AI tools help employees automate tasks or analyze data faster?
4. How important is performance versus portability for employees in their daily work?
5. What goals will guide your next refresh, which roles need more performance, and which need a simple, cost-effective device?

1. Testing was conducted by Apple in January and February 2026. See apple.com/macbook-pro.

2. Testing was conducted by Apple in January and February 2026. See apple.com/macbook-air.

3. Testing was conducted by Apple in January and February 2026. See apple.com/macbook-neo.