

Transylvania
Mac Users Group

November 2020

AGENDA

- Introduction and welcome
- TMUG Announcements
- Apple iPhones and Mac announcements
by George Wagner
- Q&A



Announced Products

- iPhone 12 family with 5G
- HomePod Mini
- Beats Flex



5G capabilities

- Fast speed
- Available across all iPhone 12 models
- Limited availability on limited carriers



iPhone 12

- 6.1 inch OLED display
- Fatter edges than 11
- New Blue color
- More scratch resistant glass
- A14 chip
- Better AI performance
- Fastest chip in a smartphone
- New dual-camera system
- MagSafe charging
- iPhone 12 Pro starts at \$999



iPhone 12 Mini

- iPhone 12 Mini starts at \$699
- 5.4-inch OLED display
- Smallest Edge to Edge display
- Same features as the larger iPhone 12
- No charger or headphones
- MagSafe charging supported



iPhone 12 Pro

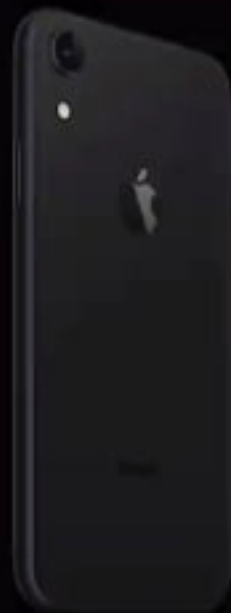
- iPhone 12 Pro Max starts at \$1,099
- 3 main lenses: 1 wide angle, 1 ultrawide, and a 65mm telephoto lens
- New depth-sensing LiDAR scanner
- Silver, Gray, Gold, Blue
- Serious photographers
- 6.1-inch OLED display
- 6.7-inch OLED display
- MagSafe power



iPhone line up



iPhone ^{SE}
From
\$399



iPhone X[®]
From
\$499



iPhone 11
From
\$599



iPhone 12
From
\$699



iPhone 12 Pro
From
\$999



HomePod Mini

- Smaller, cheaper, and spherical
- Streaming songs from Apple Music
- Control all of the smart home actions
- Tightly integrated with iPhone and Apple Watch
- Price is \$99



Beats Flex

- \$50 headphones
- Bluetooth earbuds
- 12 hour battery life
- USB-C charging
- Audio Sharing technology
- Support for W1 chip



MacBook Air 13''

- M1 processor
 - 8 Core CPU 4 performance / 4 efficiency
 - 7 or 8 core GPU
 - 16 core Neural Engine
- Up to 15 hours wireless web / 18 hours movie playback
- Up to 2560-by-1600 resolution
- 8 or 16 GB RAM
- 256GB to 2TB SSD
- 720p FaceTime camera
- Starts at \$999



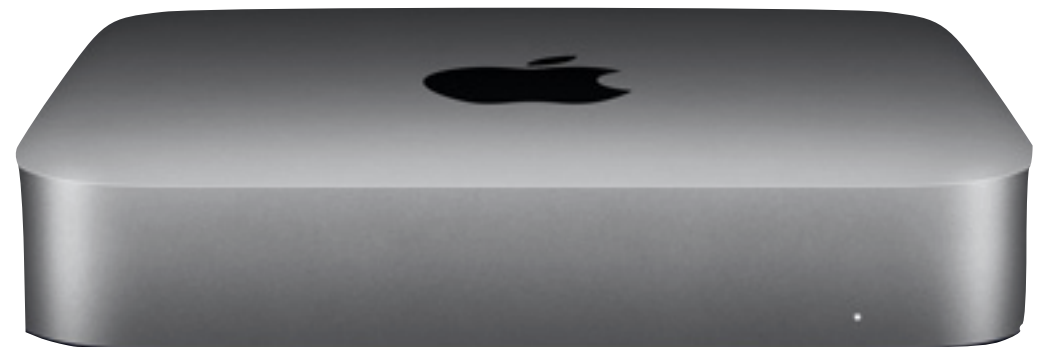
MacBook Pro 13"

- M1 processor
 - 8 Core CPU 4 performance / 4 efficiency
 - 8 core GPU
 - 16 core Neural Engine
- Up to 17 hours wireless web / 20 hours movie playback
- Up to 2560-by-1600 resolution
- 8 or 16 GB RAM
- 256GB to 2TB SSD
- 720p FaceTime camera
- 2 Thunderbolt 3 / 4 USB A
- Touchbar
- Starts at \$1299



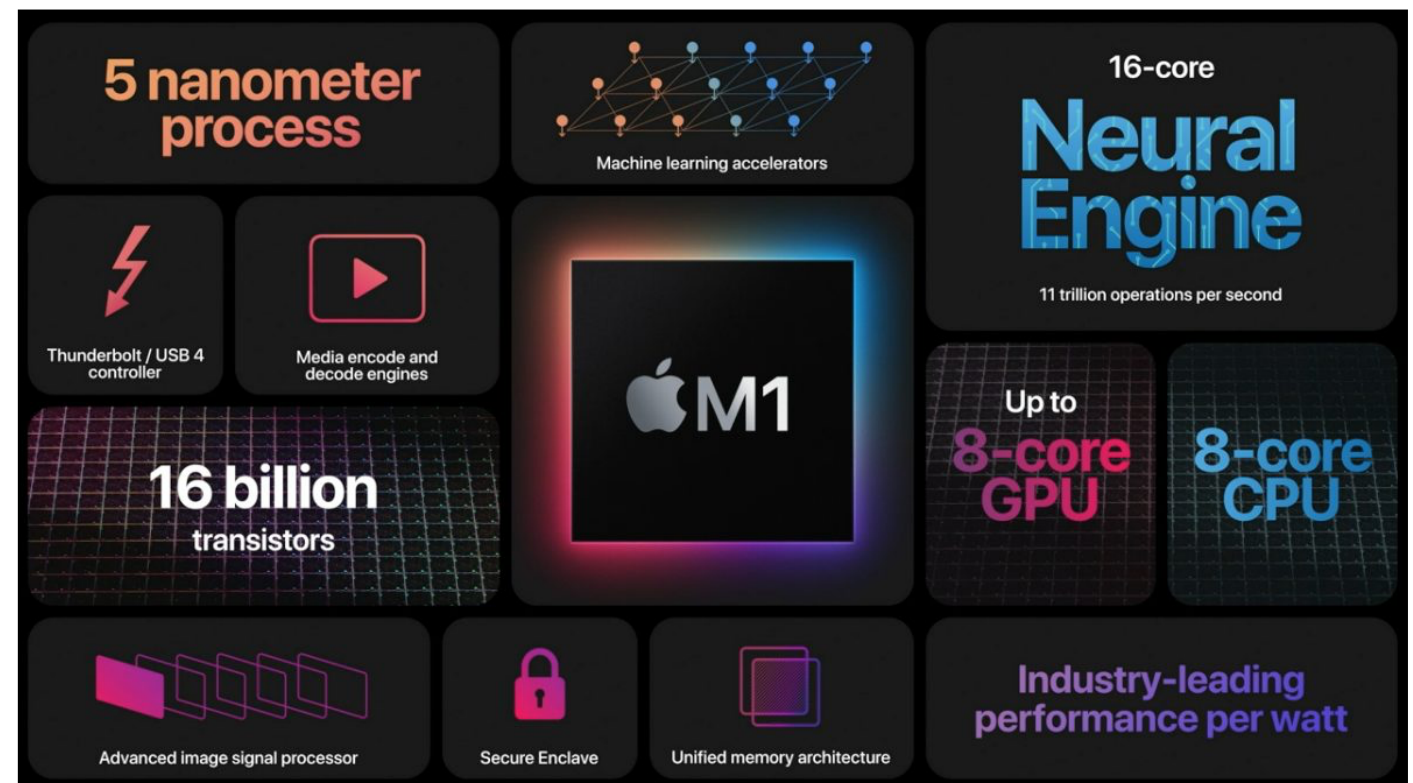
MacMini

- M1 processor
 - 8 Core CPU 4 performance / 4 efficiency
 - 7 or 8 core GPU
 - 16 core Neural Engine
- Supports 2 simultaneous displays
- Starts at \$699



M1 Chip

- First system on a chip
- 2x faster CPU performance
- 25% power consumption
- 8 core CPU
- 4K video streaming GPU
- Neural Engine up to 15x faster
- Latest image signal processor (ISP)
- Latest Secure Enclave
- High performance storage controller
- Low power, high efficiency media encoder/decoder
- Thunderbolt controller with support for USB 4, transfer speeds up to 40Gps
- FaceTime and Apple TV enhanced by M1



Q & A

Question