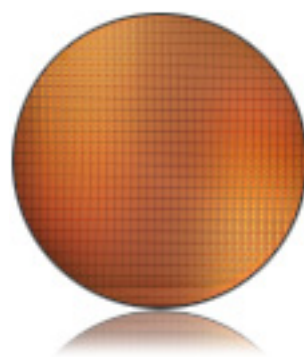




Now every new Mac ships with an Intel processor. Experience delightful responsiveness from the smallest Mac mini to the most beefed-up Mac Pro. Use one of more than 7,000 universal applications that take full advantage of the Intel chip. Run programs from your PowerPC-based Mac in translation. Powered by Intel chips, your new Mac will do all those things that only Macs can do — and do so at an astonishing level of performance.

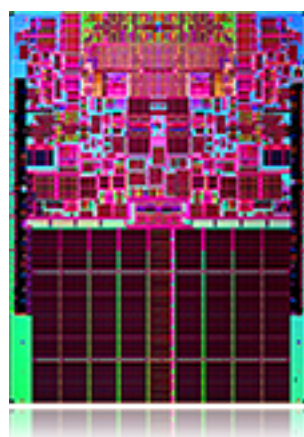


The new Mac core

Every Mac uses a chip based on Intel [Core technology](#), the next generation in processor design from the world's leading chip maker. The result of massive R&D effort involving thousands of engineers. An entire collection of revolutions shrunk into an unimaginably small space, consuming less energy, too. Two cores work together to share resources, and are designed to conserve power when their functions aren't required. Whether in an ultra-sleek MacBook, or workstation class Mac Pro, Intel Core technology lets you get more power with less power.

Four on the floor

And that means pure creative exhilaration with four 64-bit cores inside the new Mac Pro. The Core-based Intel [Xeon](#) is so power efficient, that Apple engineers were able to remove the liquid cooling system from the previous Power-PC based model. Which means you can load up the Mac Pro with more cards, more hard drives, more memory. So you can do more with Final Cut Studio, Aperture, Logic Pro, and the growing number of [universal applications](#) for creative professionals.



Dual-roar

The Intel [Core 2 Duo](#) is actually two processors (cores) engineered onto a single chip — offering virtually twice the computational power of a traditional single processor in the same space. With two cores tightly integrated, increased L2 cache, and a host of engineering breakthroughs, the Intel Core 2 Duo delivers higher performance for all the things you do — from enhancing the family photos to rendering special effects for a feature film.

Now the only question is: [Which one?](#)



Intel processors

Learn more about the Intel [Core Duo](#), [Core 2 Duo](#), and [Xeon](#).

Universal Applications

Look for the Mac and Universal logos when



you purchase software to get the best performance on both PowerPC-based and Intel-based Macs.

Rosetta

[Rosetta](#) technology runs most of your current Mac OS X software on Intel- and PowerPC-based Macs. ⁽¹⁾

For Developers

[Apple Developer Connection](#) hosts the [Developer Transition Resource Center](#). Get your free membership today.

1. See www.apple.com/sg/rosetta for information on Rosetta-supported Apple software. Contact the manufacturer directly regarding third-party software.

Mac

- MacBook
- MacBook Air
- MacBook Pro
- Mac mini
- iMac
- iMac with Retina 5K display
- Mac Pro
- Compare All Mac Models

Accessories

- Magic Mouse
- Magic Trackpad
- Apple Wireless Keyboard
- Thunderbolt Display
- AirPort Express
- AirPort Extreme
- AirPort Time Capsule

OS X

- OS X Yosemite
- OS X Server

Applications

- Photos
- iMovie
- GarageBand
- Pages
- Numbers
- Keynote
- Final Cut Pro X
- Motion
- Compressor
- Logic Pro X
- MainStage
- iBooks Author
- Remote Desktop
- Safari
- QuickTime
- Maps

Markets

- Business
- Creative Pro
- Education

Support

- AppleCare
- Online Support
- Telephone Sales