

Apple unveils the new iMac with M4, supercharged by Apple Intelligence and available in fresh colors

The world's best all-in-one desktop features even more performance, a nano-texture display option, a 12MP Center Stage camera, and Thunderbolt 4 connectivity —all in a strikingly thin design.

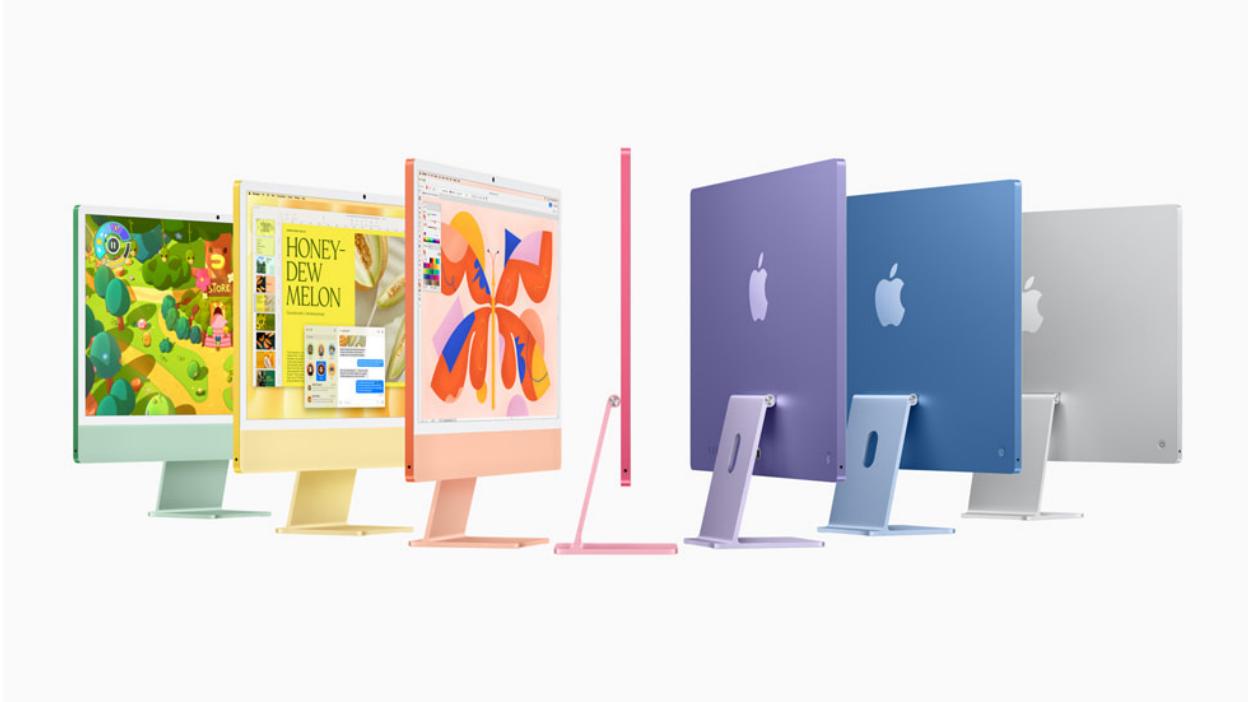


Figure 1: The new iMac is shown in green, yellow, orange, ink, purple, and silver.

Featuring the powerful M4 chip and the incredible capabilities of Apple Intelligence —all in its impossibly thin, all-in-one design —iMac is available in a parade of playful new colors.

CUPERTINO, CALIFORNIA Apple today announced the new iMac, featuring the powerful M4 chip and Apple Intelligence, in its stunning, ultra-thin design. With M4, iMac is up to 1.7x faster for daily productivity, and up to 2.1x faster for demanding workflows like photo editing and gaming, compared to iMac with M1.1. With the Neural Engine in M4, iMac is the world's best all-in-one for AI and is built for Apple Intelligence, the personal intelligence system that transforms how users work, communicate, and express themselves, while protecting their privacy. The new iMac is available in an array of beautiful new colors, and the 24-inch 4.5K Retina display offers a new nano-texture glass option.² iMac features a new 12MP Center Stage camera with Desk View, up to four Thunderbolt 4 ports,³ and color-matched accessories that include USB-C. Starting at just \$1,299, now with 16GB of unified memory, the new iMac is available to pre-order today, with availability beginning Friday, November 8.

“iMac is beloved by millions of users, from families at home to entrepreneurs hard at work. With the incredible features of Apple Intelligence and the powerful performance of Apple silicon, the new iMac changes the game once again,” said John Ternus, Apple’s senior vice president of Hardware Engineering. “With M4 and Apple Intelligence, gorgeous new colors that pop in any space, an advanced 12MP Center Stage camera, and a new nano-texture glass display option, it’s a whole new era for iMac.”

The new iMac brings even more fun with bold new colors, enabling users to add a pop of personalization in their homes, workspaces, or storefronts.

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Figure 2: Three people watch a scene from an animated movie on iMac.



Figure 3: iMac is shown in the storefront of a business.

Supercharged by M4

The M4 chip brings a boost in performance to iMac. Featuring a more capable CPU with the world's fastest CPU core,⁴ the new iMac is up to 1.7x faster than iMac with M1. Users will feel this performance across everyday activities like multitasking between their favorite apps and browsing webpages in Safari. And with an immensely powerful GPU featuring Apple's most advanced graphics architecture, iMac with M4 handles more intense workloads like photo editing and gaming up to 2.1x faster than iMac with M1. This also enables a smoother gameplay experience in titles like the upcoming Civilization VII. The new iMac comes standard with 16GB of faster unified memory —configurable up to 32GB. The Neural Engine in M4 is now over 3x faster than on iMac with M1, making it the world's best all-in-one for AI, and accelerating the pace at which users can get things done.

M4 takes iMac performance even further:

- Families, small businesses, and entrepreneurs can fly through daily productivity tasks with up to 1.7x faster performance¹ in apps like Microsoft Excel, and up to 1.5x faster browsing performance⁵ in Safari compared to iMac with M1.
- Gamers can enjoy incredibly smooth gameplay, with up to 2x higher frame rates⁵ than on iMac with M1.
- Content creators can edit like never before, with up to 2.1x faster photo and video editing performance when applying complex filters and effects in apps like Adobe Photoshop¹ and Adobe Premiere Pro⁵ compared to iMac with M1.
- Compared to the most popular 24-inch all-in-one PC with the latest Intel Core 7 processor, the new iMac is up to 4.5x faster.¹
- Compared to the most popular Intel-based iMac model, the new iMac is up to 6x faster.¹

iMac with M4 features the world's fastest CPU core, making multitasking across apps like Safari and Excel lightning fast.

With the power of M4 and its advanced GPU, iMac enables incredibly smooth gameplay in titles like the highly anticipated Civilization VII.

The new iMac with M4 flies through demanding creative workflows, such as applying complex filters and effects in apps like Adobe Photoshop and Adobe Premiere Pro.

A New Era with Apple Intelligence on the Mac

Apple Intelligence ushers in a new era for the Mac, bringing personal intelligence to the personal computer. Combining powerful generative models with industry-first privacy protections, Apple Intelligence harnesses the power of Apple silicon and the Neural Engine to unlock new ways for users to work, communicate, and express themselves on Mac. It is available in U.S. English with macOS Sequoia 15.1. With systemwide Writing Tools, users can refine their words by rewriting, proofreading, and summarizing text nearly everywhere they write. With the newly redesigned Siri, users can move fluidly between spoken and typed requests to accelerate tasks throughout their day, and Siri can answer thousands of questions about Mac and other Apple products. New Apple Intelligence features will be available in December, with additional capabilities rolling out in the coming months. Image Playground gives users a new way to create fun original images, and Genemoji allows them to create custom emoji in seconds. Siri will become even more capable, with the ability to take actions across the system and draw on a user's personal context to deliver intelligence that is tailored to them. In December, ChatGPT will be integrated into Siri and Writing Tools, allowing users to access its expertise without needing to jump between tools.

Apple Intelligence does all this while protecting users' privacy at every step. At its core is on-device processing, and for more complex tasks, Private Cloud Compute gives users access to Apple's even larger, server-based models and offers groundbreaking protections for personal information. In addition, users can access ChatGPT for free without creating an account, and privacy protections are built in —their IP addresses are obscured and OpenAI won't store requests. For those who choose to connect their account, OpenAI's data-use policies apply.



Figure 4: On a purple iMac, a user has two windows open as they multitask between Safari and Excel.



Figure 5: On a green iMac, a user plays Civilization VII.



Figure 6: On a blue iMac, a user uses Photoshop.

Array of Gorgeous New Colors

The new iMac comes in seven vibrant colors, bringing fresh shades of green, yellow, orange, pink, purple, and blue, alongside silver. The back of iMac features bold colors designed to stand out, while the front expresses subtle shades of the new palette so users can focus on doing their best work. Every iMac comes with a color-matched Magic Keyboard and Magic Mouse or optional Magic Trackpad, all of which now feature a USB-C port, so users can charge their favorite devices with a single cable.



Figure 7: The new iMac in green is shown from the back.

The back of iMac features bold colors designed to stand out, while the front expresses subtle shades of the new palette so users can focus on doing their best work.

iMac features a color-matched keyboard and mouse or trackpad.

These accessories now come with USB-C ports, so users can charge all of their favorite devices with just a single cable.

New Nano-Texture Display Option

The expansive 24-inch 4.5K Retina display on iMac is its highest-rated feature, and for the first time, it's available with a nano-texture glass option that drastically reduces reflections and glare, while maintaining outstanding image quality.² With nano-texture glass, users can place iMac in even more spaces, such as a sun-drenched living room or bright storefront.

Enhanced Video Calls with 12MP Center Stage Camera

A new 12MP Center Stage camera with support for Desk View makes video calls even more engaging. Center Stage keeps everyone perfectly centered on a video call —great for families gathered on FaceTime. Desk View makes use of the wide-angle lens to simultaneously show the user and a top-down view of their desk, which is useful for educators presenting a lesson to students, or creators showing off their latest DIY project. Rounding out the unrivaled audio and video experience is the beloved studio-quality three-microphone array with beamforming and an immersive six-speaker sound system.



Figure 8: A close-up of the green Magic Keyboard for iMac.



Figure 9: A close-up of the green Magic Mouse.
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Advanced Connectivity

On the new iMac, all four USB-C ports support Thunderbolt 4 for superfast data transfers, so users can connect even more accessories like external storage, docks, and up to two 6K external displays, creating a massive canvas with more than 50M pixels for users to spread out their work.³ iMac also supports both Wi-Fi 6E and Bluetooth 5.3. And with the advanced security of Touch ID, users can easily and securely unlock their computer, make online purchases with Apple Pay, and download apps.⁶ Additionally, Touch ID works with Fast User Switching, so customers can switch between different user profiles with just the press of a finger.

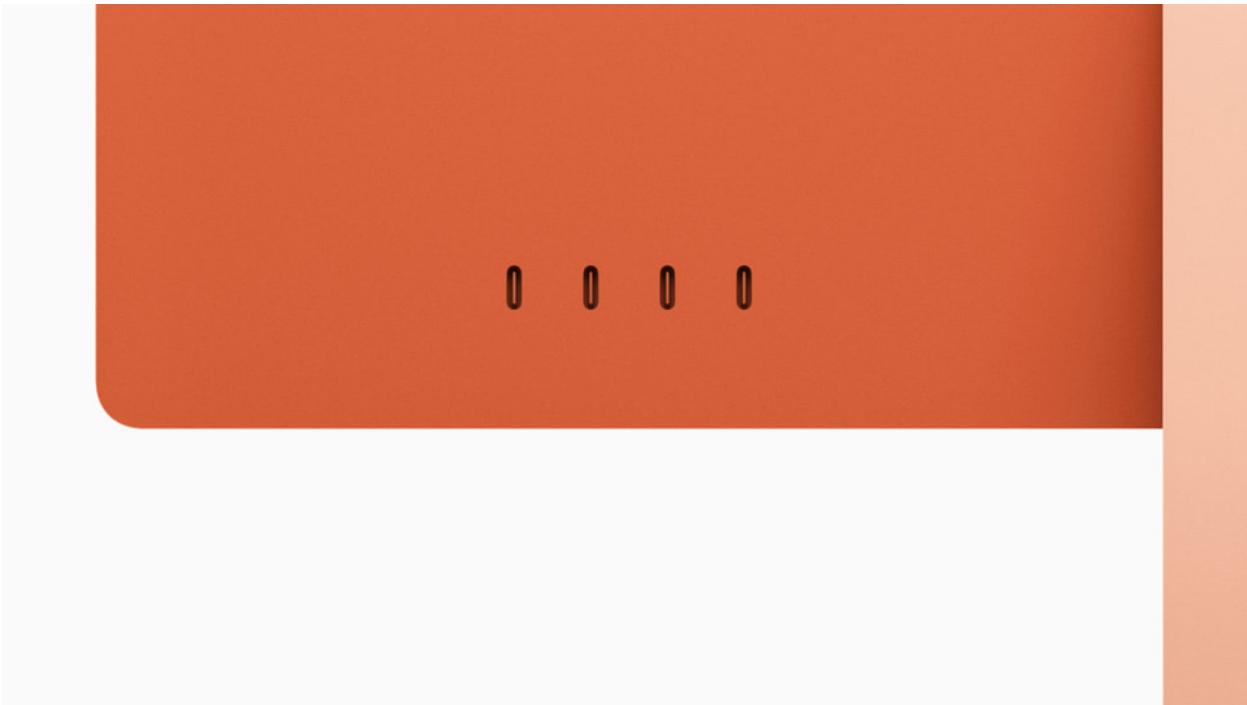


Figure 10: The back of the new iMac in orange shows four USB-C ports.

All four USB-C ports support Thunderbolt 4 for superfast data transfers, so users can connect even more accessories like external storage, docks, and up to two high-resolution displays.

An Unrivaled Experience with macOS Sequoia

macOS Sequoia completes the new iMac experience with a host of exciting features, including iPhone Mirroring, allowing users to wirelessly interact with their iPhone, its apps, and its notifications directly from their Mac.⁷ Safari, the world's fastest browser,⁸ now offers Highlights, which quickly pulls up relevant information from a site; a smarter, redesigned Reader with a table of contents and high-level summary; and a new Video Viewer to watch videos without distractions. With Distraction Control, users can hide items on a webpage that they may find disruptive to their browsing. Gaming gets even more immersive with features like Personalized Spatial Audio and improvements to Game Mode, along with a breadth of exciting titles, including the upcoming Assassin's Creed Shadows. Easier window tiling means users can stay organized with a windows layout that works best for them. The all-new Passwords app gives convenient access to passwords, passkeys, and other credentials, all stored in one place. And users can apply beautiful new built-in backgrounds for video calls, including a variety of color gradients and system wallpapers, or upload their own photos.

Better for the Environment

The new iMac with M4 is designed with the environment in mind, with 100 percent recycled aluminum in the stand, and 100 percent recycled gold plating, tin soldering, and copper in multiple printed circuit boards. iMac meets Apple's high standards for energy efficiency, and is free of mercury, brominated flame retardants, and PVC. New this year, the packaging of iMac is entirely fiber-based, bringing Apple closer to its goal to remove plastic from its packaging by 2025.

Today, Apple is carbon neutral for global corporate operations and, as part of its ambitious Apple 2030 goal, plans to be carbon neutral across its entire carbon footprint by the end of this decade.

Pricing and Availability

- Customers can pre-order the new iMac with M4 starting today, October 28, on apple.com/store and in the Apple Store app in 28 countries and regions, including the U.S. It will begin arriving to customers, and will be in Apple Store locations and Apple Authorized Resellers, beginning Friday, November 8.
- iMac starts at **\$1,299** (U.S.) and **\$1,249** (U.S.) for education, and is available in green, yellow, orange, pink, purple, blue, and silver. It features an 8-core CPU, an 8-core GPU, 16GB of unified memory configurable up to 24GB, 256GB SSD configurable up to 1TB, two Thunderbolt/USB 4 ports, Magic Keyboard, and Magic Mouse or Magic Trackpad.
- iMac with a 10-core CPU and 10-core GPU starts at **\$1,499** (U.S.) and **\$1,399** (U.S.) for education, and is available in green, yellow, orange, pink, purple, blue, and silver. It features 16GB of unified memory configurable up to 32GB, 256GB SSD configurable up to 2TB, four Thunderbolt 4 ports, Magic Keyboard with Touch ID, and Magic Mouse or Magic Trackpad.
- Additional technical specifications—including the nano-texture display option, configure-to-order options, and accessories—are available at apple.com/mac.
- With Apple Trade In, customers can trade in their current computer and get credit toward a new Mac. Customers can visit apple.com/shop/trade-in to see what their device is worth.
- Apple Intelligence is available now as a free software update for Mac with M1 and later, and can be accessed in most regions around the world when the device and Siri language are set to U.S. English. The first set of features is in beta and available with macOS Sequoia 15.1, with more features rolling out in the months to come.
- Apple Intelligence is quickly adding support for more languages. In December, Apple Intelligence will add support for localized English in *Australia, Canada, Ireland, New Zealand, South Africa*, and the *U.K.*, and in April, a software update will deliver expanded language support, with more coming throughout the year. Chinese, English (India), English (Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, Vietnamese, and other languages will be supported.
- AppleCare+ for Mac provides unparalleled service and support. This includes unlimited incidents of accidental damage, battery service coverage, and 24/7 support from the people who know Mac best.
- Every customer who buys directly from Apple Retail gets access to Personal Setup. In these guided online sessions, a Specialist can walk them through setup, or focus on features that help them make the most of their new device. Customers can also learn more about getting started with their new device with a Today at Apple session at their nearest Apple Store.

Footnotes

1. Testing was conducted by Apple in September and October 2024. See apple.com/imac for more information.
2. Actual diagonal screen measurement is 23.5 inches. Nano-texture display is an option on models with 10-core CPU and 10-core GPU.
3. All four USB-C ports support Thunderbolt 4 on models with 10-core CPU and 10-core GPU.
4. Testing was conducted by Apple in October 2024 using shipping competitive systems and select industry-standard benchmarks.
5. Results are compared to previous-generation 24-inch iMac systems with Apple M1, 8-core CPU, 8-core GPU, 16GB of RAM, and 2TB SSD.

6. iMac with 8-core CPU and 8-core GPU can configure to Magic Keyboard with Touch ID and Numeric Keypad, and iMac with 10-core CPU and 10-core GPU comes standard with Touch ID.
7. Available on Mac computers with Apple silicon and Intel-based Mac computers with a T2 Security Chip. Requires that the user's iPhone and Mac are signed in with the same Apple Account using two-factor authentication, their iPhone and Mac are near each other and have Bluetooth and Wi-Fi turned on, and their Mac is not using AirPlay or Sidecar. Some iPhone features (e.g., camera and microphone) are not compatible with iPhone Mirroring.
8. Testing was conducted by Apple in August 2024. See apple.com/safari for more information.