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## Introducing CyberDrive

*Register today for a free CD-ROM.*

### eMate 300

Mobile,  
Affordable,  
& Smart



### MOVIES FROM MARS



QuickTime VR  
Takes You Out  
of this World

### What's Hot

#### Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

#### Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

#### Want a PowerBook?

Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

#### Newton Connects

Newton, Inc., will enhance network connectivity for Newton-based devices this fall via [Newton Internet Enabler 2.0](#). Ethernet capability can connect devices to Local Area Networks.

**Big Help for Small Biz** Find out what you need to make your small business a success. [Apple Small Business](#) has information about everything from great deals on leasing to dealing with the SBA.

#### Welcome to Mars

See alien terrain in [QuickTime VR movies from Sojourner](#), the brave six-wheeler that covers the Red Planet for NASA's Pathfinder mission.

#### eMate Special

Parents of school-age children have a limited-time [special opportunity](#) to purchase Apple's exciting eMate 300 mobile computer at promotional prices.

#### Boston Mac Party

Join the fun at [Macworld Expo/Boston](#), the summer's biggest bash for the Macintosh community, August 5-8.

1997

Apple Softwear

# Apple



May 8, 1998

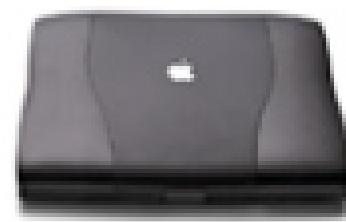
Hot News Headlines

Pro. Go. Whoa. A Strategy as Simple as the Macintosh.



Pro.

Creative professionals, meet your match.



Go.

We rewrote the book on mobile computing.



Whoa.

It's okay, you don't have to say anything.

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# Apple

iMac to go.  
Introducing iBook.

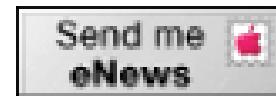


August 27, 1999, 10:41 a.m. PT

<a href="#">Hot News Headlines</a>	<a href="#">QuickTime Live! Conference in November.</a>			
<b>The Apple Store</b>  <i>Buy now</i> and receive additional 128 MB RAM <i>free.</i>	 <b>AirPort</b> Turn your iBook into a wireless Internet surfing machine.	Intercasters debut new content on our high performance network for digital media.	 <b>QuickTime TV</b>	
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# Apple

iBook.  
Black tie optional.



February 26, 2000 05:25 AM PST

[Hot News Headlines](#)[Faster Power Mac G4s Boost Perf](#)

The new PowerBook.  
Make desktop movies on the go.

 [Power Mac G4](#)

Introducing  
Desktop  
Movies.

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commercial.

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1-800-MY-APPLE



1" thick

5.3 pounds

Slot-loading DVD

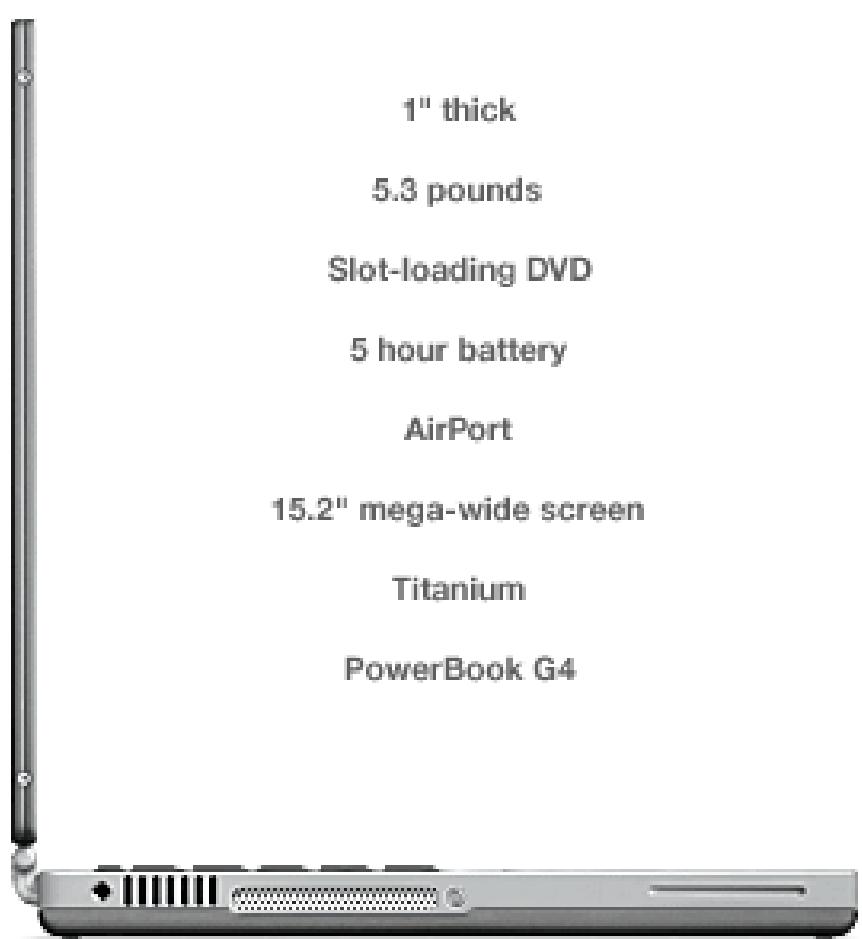
5 hour battery

AirPort

15.2" mega-wide screen

Titanium

PowerBook G4



January 18, 2001 5:59 PM

Hot News Headlines

Get Ready: Mac OS X Is Coming March 24.

Power to burn.

The new Power Mac G4 burns CDs, DVDs and Pentiums.

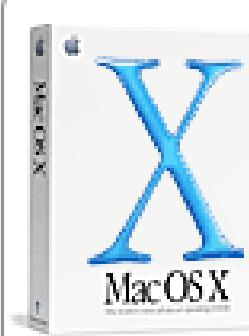


A new spin on music.

Introducing iTunes.



Download now.



Available March 24.

The world's most advanced operating system.

Presenting iDVD.



Your movies. Now on DVD.

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# The 700MHz iBook.

700MHz G3 Processor

512K L2 cache

100MHz system bus

30GB hard disk

ATI Mobility RADEON graphics

## Hot News Headlines

"Xserve is powerful and priced to move"—Charles Haddad, BusinessWeek Online

### Introducing Xserve.



Rack-optimized 1U design  
Dual 1GHz G4 Processors  
2MB DDR L3 cache per chip  
480GB storage capacity  
Unlimited Mac OS X Server

### iPhoto 1.1



New features,  
editing tools,  
and more ways  
to share your  
digital photos.

### eMac



Designed  
for education.

### PowerBook G4

800MHz G4 Processor  
1MB DDR L3 Cache  
1280x854 Hi-res Display  
DVI Digital Video Out  
ATI Mobility Radeon 7500

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# The new iMacs.

17-inch widescreen 1440x900 display  
1GHz G4 and 4X SuperDrive  
256MB DDR SDRAM and 80GB hard disk  
AirPort Extreme and Bluetooth ready  
Bundled iLife applications  
**\$1799**

15-inch 1024x768 display  
800MHz G4 and 32X Combo Drive  
256MB SDRAM and 60GB hard disk  
AirPort ready, Bluetooth optional  
Bundled iLife applications  
**\$1299**

[Hot News Headlines](#)[Keynote: "Superior elegance and simplicity"—Forbes.com](#)

## The new Power Mac



Faster, more expandable and starting at just \$1499.

## 20" Cinema Display



Now just \$1299.

## The new PowerBooks



Less is more. More is more.



Suddenly, it all connects.

**iLife**

[Important update for Power Macs and iMacs with SuperDrive.](#)

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# iPod mini

The world's smallest 1,000 song digital music player.  
For Mac and Windows.

In stores February 20th, 6pm.

[Hot News Headlines](#)

"GarageBand is a terrific tool for amateur musicians"—Wall Street Journal

**100 million  
free songs.**



**Introducing iLife '04**



It's like Microsoft Office for the rest of your life.

**iSync 1.4**

Support for more Nokia and Siemens models, plus over 110 Japanese mobile phones.



[Download now.](#)

**Xserve G5**

1U, 64-bit, G5 Processor  
Single or Dual 2.0GHz



[iBook Logic Board Repair Extension Program](#)

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2004



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# Music runs in the family.



iPod shuffle

512MB \$99  
1GB \$149



iPod mini

4GB \$199  
6GB \$249



iPod

20GB \$299



iPod photo

30GB \$349  
60GB \$449

[Hot News Headlines](#)

[Blu-Ray Disc Association Welcomes Apple](#)

## Introducing Mac mini



Starting at just \$499.  
[Now Shipping.](#)

## The new PowerBooks



Faster, more affordable.  
Starting at \$1499.



## WWDC2005

Worldwide Developers Conference

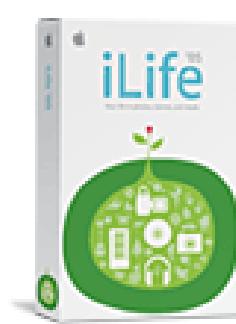
Conference features and  
session details posted.

June 6-10, San Francisco  
Register early and save.

## iLife '05

Your life in  
photos,  
movies and  
music.

[Now  
shipping.](#)



[Important Safety Recall — Rechargeable Battery for 15-inch PowerBook G4](#)

[Expanded iBook Logic Board Repair Extension Program \(12/17/2004\)](#)

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\*Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced.  
Battery life and number of charge cycles vary by use and settings. See [www.apple.com/batteries](#) for more information.

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2005



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What's an Intel chip doing in a Mac? A whole lot more than it's ever done in a PC.



4x faster. (Wishes do come true.)  
15.4-inch MacBook Pro starting at \$1999



2x faster. Twice as amazing.  
iMac from \$1299



**Intel Core Duo**  
Powers Apple's first  
dual-core portable  
and all-in-one desktop.



**Front Row**  
Music, photos  
and video with  
Apple Remote.



**Built-in iSight camera**  
First iSight ever in a  
notebook (and twice  
the resolution).



**iLife '06 with iWeb**  
Photos, music, movies,  
blogs, podcasts.

[Hot News RSS Headlines](#)[Apple Announces the iPod Radio Remote](#)

#### Macworld Keynote

[Watch the QuickTime Webcast.](#)

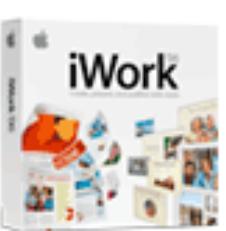
#### Introducing iLife '06

Featuring iWeb.  
Photos, music,  
movies, blogs,  
podcasts.

[Just \\$79](#)

#### Presenting iWork '06

Keynote 3 and  
Pages 2 with  
new themes,  
smart tables,  
and 3D charts.

[Just \\$79](#)

#### .Mac Your best friend for iLife.

One-click iWeb  
publishing for  
your blogs,  
photocasts,  
and podcasts.

[\\$99.95 a year](#)[Visit an Apple Store](#)[Search Apple.com](#)[1-800-MY-APPLE](#) | [Find a Reseller](#) | [Site Map](#) | [RSS Feeds](#) | [Job Opportunities](#) | [Media Info](#) | [Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)

Based on estimated results of industry-standard SPECint and SPECfp rate tests (see: [www.spec.org](http://www.spec.org)). For more information on performance data, please see the [iMac](#) and [MacBook Pro](#) sites.

[Important Safety Recall](#) of rechargeable batteries for 12-inch iBook G4, 12-inch and 15-inch PowerBook G4.

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## Introducing iPhone. Apple reinvents the phone.

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[Apple Announces New Mac OS X Server Leopard Features](#)

#### Macworld Keynote



#### Presenting **appleTV**



#### More movies



#### New iPod Ads

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[iBook G4 and PowerBook G4 Battery Recall](#)

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2007

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# iPhone Software Roadmap

See what's ahead for developers, enterprise users, and you.



March 6 Event  
[Watch the presentation ▶](#)



[iPhone Developer Program](#)  
[Download the SDK ▶](#)



[iPhone Enterprise Beta Program](#)  
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Kudos for the "outstanding AirPort Express"

**The new MacBook Pro.**  
2.6GHz Intel Core 2 Duo + Multi-Touch



**MacBook Air.** A guided tour.



**American Idol on iTunes.**  
Download this week's performances.



**A new gig for iPod shuffle.**  
New 2GB for \$69.  
1GB just \$49.



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American Idol® and © 2008 FremantleMedia North America, Inc. and 19 TV Ltd. All rights reserved. Licensed by FremantleMedia Enterprises. [www.americanidol.com](#).



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2008

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# The world's thinnest and lightest 17-inch notebook.

Introducing the new  
17-inch MacBook Pro.



Featuring a breakthrough  
8-hour battery.

[Watch the video ▶](#)



[Watch the keynote ▶](#)



[Hot News Headlines](#) | ["Plenty of power packed into" iWork '09](#)

## iLife '09. Now shipping.

Get the new iPhoto, iMovie,  
GarageBand, and iWeb.



## There's an app for just about anything.

See the new iPhone TV ad.



## Introducing iWork '09

The new Keynote,  
Numbers, and Pages.



## High-quality, DRM-free Music

iTunes Plus is the new standard on iTunes.



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2009

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# iPad is here.

[Hot News Headlines](#) | [FileMaker Announces Bento for iPad](#)

**A whole new world of apps.**  
Discover apps made just for iPad.



**Get to know iPad.**  
Watch the Guided Tours.



**Watch the TV ad.**  
See iPad in action.



**Ready for iPad.**  
See standards-based websites  
that look great on iPad.

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Wi-Fi models available now. Wi-Fi + 3G models available in late April.

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2010

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# iPad 2

Thinner. Lighter. Faster.  
FaceTime. Smart Covers. 10-hour battery.

[Watch the iPad 2 video](#)[See the iPad Smart Cover in action](#)

[Hot News Headlines](#) | [GarageBand for iPad: Music Talent Not Required](#)

## WWDC 2011

The future of iOS and Mac OS X.



## iOS 4.3 Software Update

Get all-new features free for iPhone, iPad, and iPod touch.



## Watch the new iPad TV ad.



## Songs for Japan

Get the album on iTunes and help the Red Cross in Japan.



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2011

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# iPhone 4 S

Dual-core A5 chip.  
All-new 8MP camera and optics.  
iOS 5 and iCloud.  
And introducing Siri.

It's the most amazing iPhone yet.



[Watch the iPhone 4S video ▶](#)



[Watch the iPhone 4S TV ad ▶](#)

## iPad 2

Now with iOS 5 and iCloud, it just got even harder to put down.



## Watch the iPod touch TV ad.



## MacBook Air

Everyone should have a notebook this advanced.



## Supplier Responsibility

Apple's Supplier Code of Conduct and 2012 Progress Report



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2012

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# iPad mini

Every inch an iPad.

[Watch the video](#)[Watch the TV ads](#)

## iPad with Retina display

Now with twice the performance, faster Wi-Fi, and new FaceTime HD camera.



## The new iMac

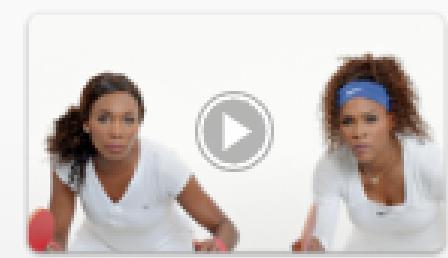


## iPhone 5

The biggest thing to happen to iPhone since iPhone.



## Watch the new iPhone TV ad



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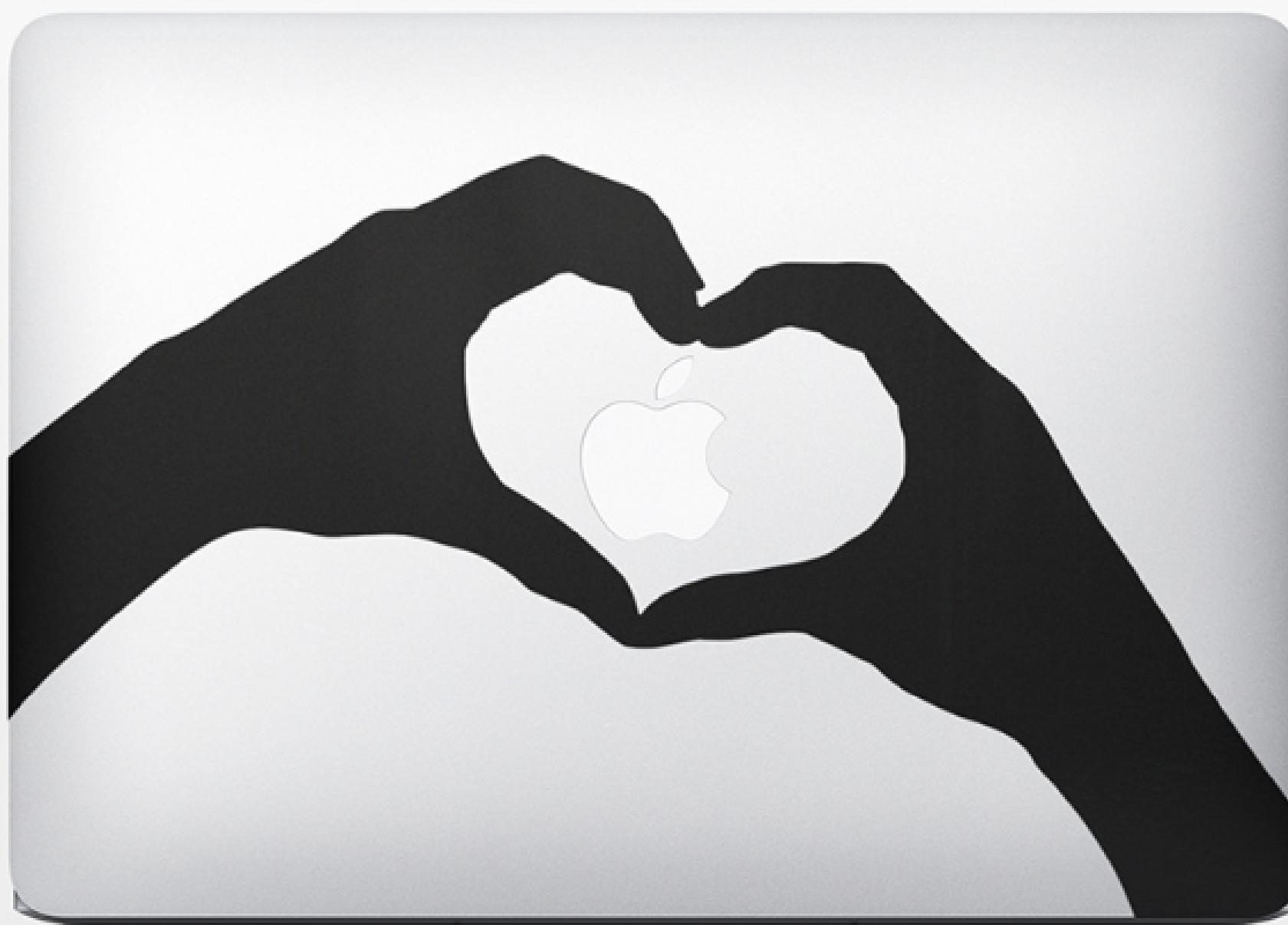
2013

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# The notebook people love.

## MacBook Air

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2014

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# Apple WATCH

Available 4.24.15

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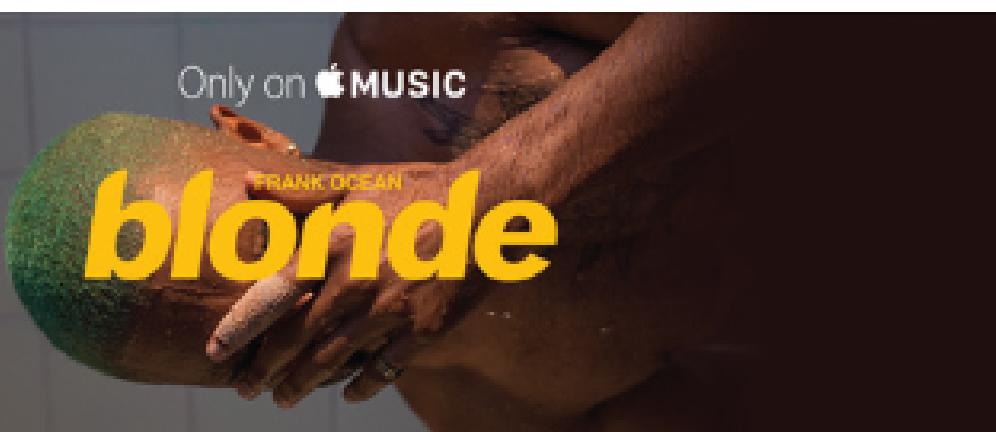
2015

# iPad Pro

Super. Computer. Now in two sizes.



• ○ • • •



Only on **APPLE MUSIC**

FRANK OCEAN  
**blonde**

Swift Playgrounds  
Learn serious code on your iPad.  
In a seriously fun way.



# iPhone X

Say hello to the future.



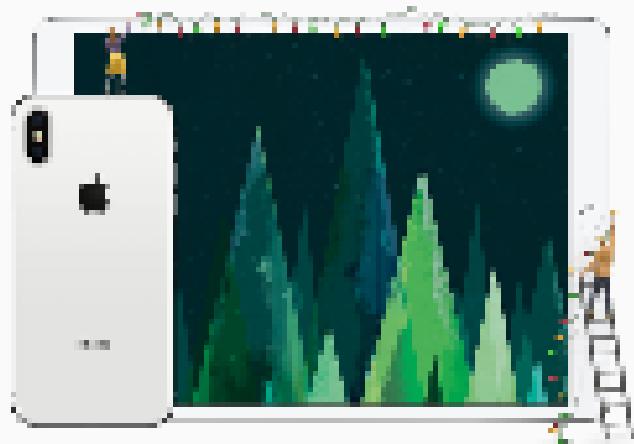
# iPhone 8

A new generation of iPhone.



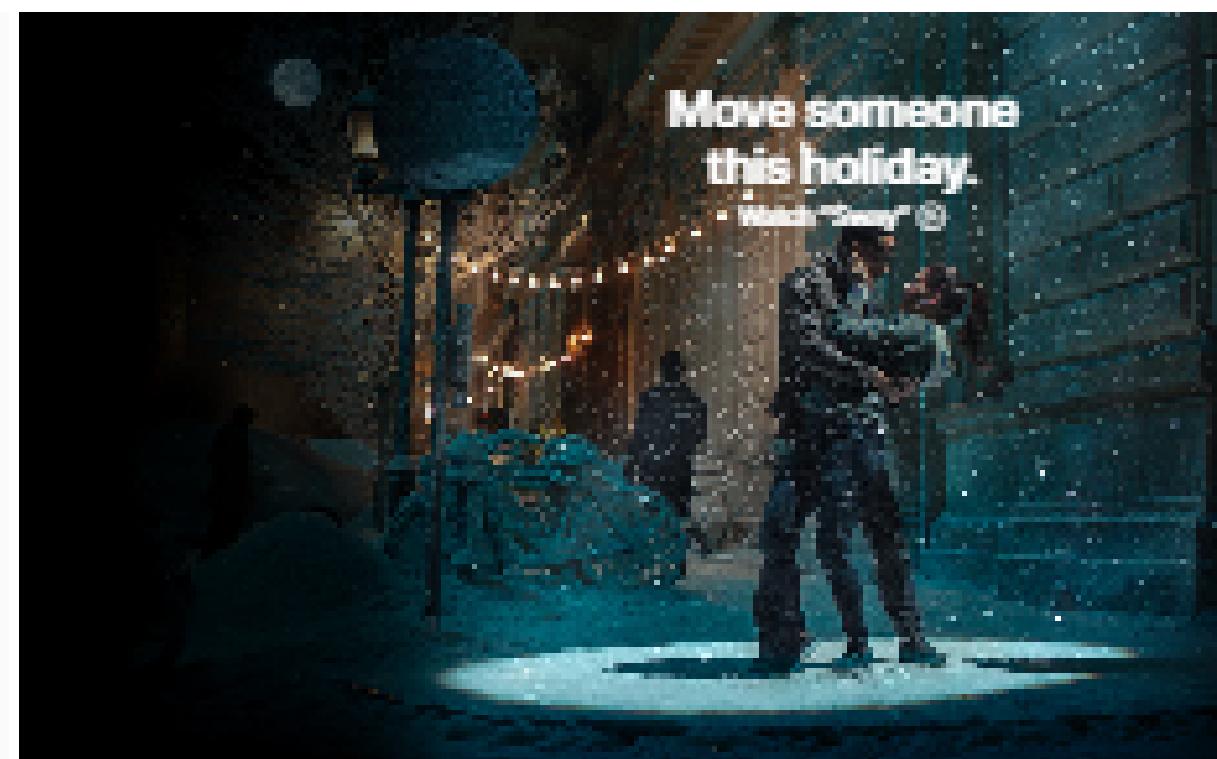
Imagination is a gift.

Shop for everyone and every list.



Move someone  
this holiday.

Watch Now



apple WATCH

2017

apple TV 4K

The 4K HDR era. Now playing.





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# iPhone X

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# iPhone 8

A new generation of iPhone.

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# iPad

Like a computer. Unlike any computer.

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2018

## iPhone XR from \$19.99/mo. or \$479.

Two great ways to buy. Just trade in your current iPhone online or at an Apple Store.\*

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## iPhone X®

All-screen design. Longest battery life ever in an iPhone.  
Fastest performance. Studio-quality photos.

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## iPhone Xs

Largest Super Retina display. Fastest performance with A12 Bionic. Most secure facial authentication with Face ID. Breakthrough dual cameras with Depth Control.

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# iPhone SE

Lots to love. Less to spend.  
Starting at \$399.

From \$9.54/mo. or \$229 with trade-in.<sup>1</sup>

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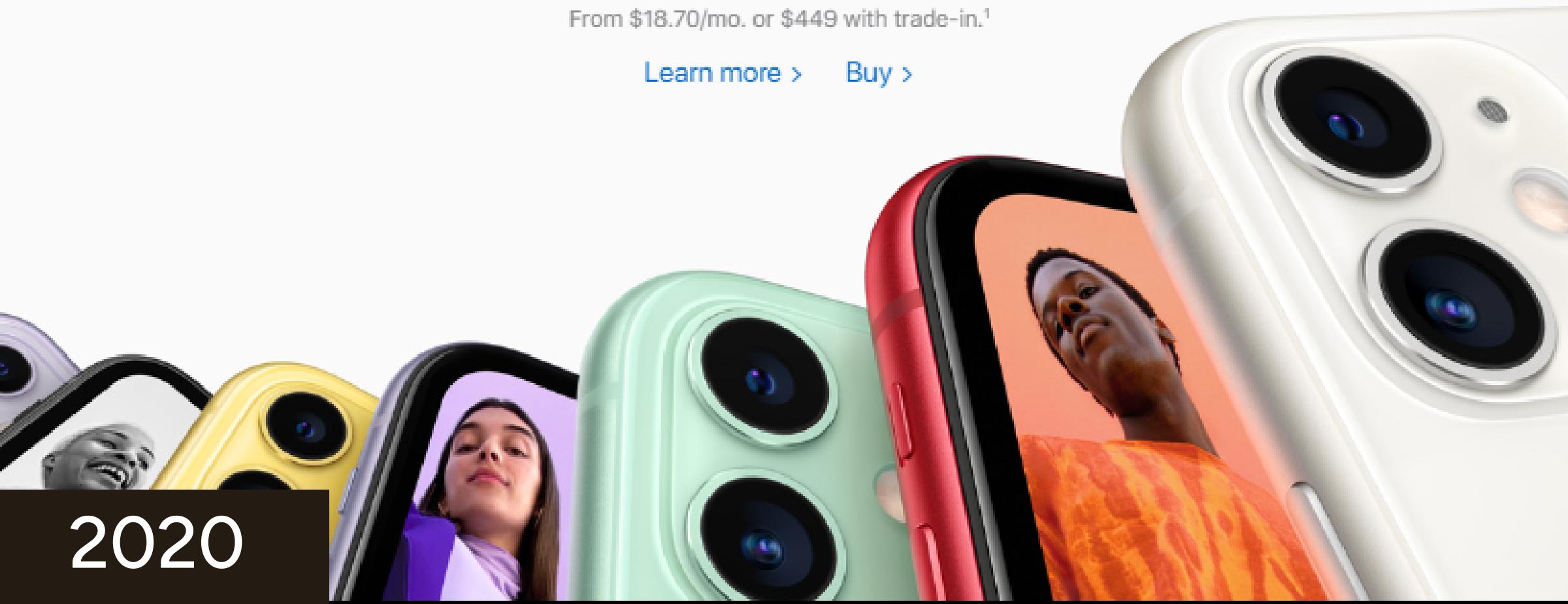


# iPhone 11

Just the right amount of everything.

From \$18.70/mo. or \$449 with trade-in.<sup>1</sup>

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2020

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