Apple Event

Company Participants

- Craig Federighi, Senior Vice President, Software Engineering
- John Ternus, Vice President of Hardware Engineering
- Johny Srouji, Senior Vice President, Hardware Technologies
- Julie Broms, Senior Manager, Hardware Engineering
- Laura Metz, Senior Product Manager
- Shruti Haldea, Product Line Manager, Pro Mac - Apple
- Tim Cook, Chief Executive Officer

Presentation

Tim Cook {BIO 14014370 <GO>}

Hello and welcome back. It's great to have you join us. I'm really excited for today and the news we have to share with you. It's amazing to think that this is our third major event in just the past two months. In the midst of enormous challenges this year, our teams have remained focused and they haven't stopped innovating. We're on an unbelievable pace of new product releases, delivering more new products this fall than ever before, starting with upgrades to our powerful operating systems as well as our other remarkable products, the incredibly capable and affordable Apple Watch SE and Apple Watch Series 6 putting the future of health on your wrist, an entirely new fitness experience with Apple Fitness Plus, a convenient way to subscribe to Apple services with Apple One, the new and more powerful 8th generation iPad, and the stunning and versatile new iPad Air, the amazingly capable and compact HomePod mini, and we began a new era for iPhone with iPhone 12, and for people who want the most out of their iPhone, iPhone 12 Pro.

We're so excited iPhone 12 mini and iPhone 12 Pro Max will begin shipping this product, but there is just one more thing. It's time to talk about the Mac. We love the Mac. It's in our G&A, and it's the tool that we used to build our phenomenal lineup of products. Our users love it too. Today, the Mac is stronger than ever. It continues to lead the industry in customer satisfaction as it has for over a decade, and more customers than ever are choosing the Mac.

In fact, the Mac business grew by nearly 30% last quarter, and the Mac is having its best year ever, and the Mac continues to attract new users. Today, over 50% of buyers are new to the Mac, which is simply amazing, and all around the world, people use the Mac to do remarkable things. Like the Mac itself, they challenge the status quo, they take chances, they create, they innovate, they use the Mac to help change the world, and we would like to celebrate them.

(Video Presentation)

It's great to see how people use the Mac to do such amazing things. The Mac has always been about innovation and bold change. In June, we announced that the Mac is taking another huge leap forward by transitioning to Apple Silicon and we promise that the first Mac with Apple Silicon would arrive by the end of this year. Well that day is here.

To tell you more, here's John.

John Ternus {BIO 22135753 <GO>}

We love the Mac and our teams have been working tirelessly to deliver the best lineup of notebooks and desktops that we've ever have. Well, now it's time for the Mac to take a gigantic leap forward. To do this, we needed to develop a new set of advanced technologies. So for the past several years, we've had our teams working with a singular purpose of defining and building the next generation of Mac. And at the core of this effort is the Silicon. We've been making Apple Silicon for more than a decade. It's at the heart of iPhone, iPad and Apple Watch. And now, we want to bring it to the Mac, so the Mac can take a huge leap forward with the incredible performance, custom technologies, and industry-leading power efficiency of Apple Silicon.

And as we've said, we're developing a family of chips, and we're going to transition the Mac line to these new chips over the next couple of years. Well, today we are incredibly excited to announce our first step in this transition with our first chip designed specifically for the Mac. And we call it M1. M1 has been optimized for our most popular low power systems where small size and power efficiency are critically important. It is a stunningly capable chip and it assures in a whole new era for the Mac.

Now, let's get started by spending a few minutes on a deep dive into this new chip with Johny.

Johny Srouji {BIO 19052877 <GO>}

M1 is a break-through chip for the Mac. Our approach with M1 was to deliver industry-leading performance and features, while relentlessly focusing on power efficiency. As a result, M1 delivers a joint leaping performance per watt, and every Mac with M1 will be transformed into a completely different class of product.

M1 is the first system-on-chip or SOC for the Mac. Let me show you what that means. Until now, a Mac needed multiple chips to deliver all of its features. It's hard chips for their processor, IO, security, and memory. Now, with M1, these technologies are combined into a single SOC, delivering a whole new level of integration for more simplicity, efficiency, and amazing performance. M1 also features our unified memory architecture or UMA. M1 unifies its high-bandwidth, low latency memory into a single pool within a custom package. As a result, all of the technologies in the SOC can

access the same data without copying it between multiple pools of memory. This dramatically improves performance on power efficiency.

M1 is the first personal computer chip built using the industry-leading 5-nanometer process technology, with incredibly small transistors measured at an atomic scale, M1 is remarkably complex. It packs the largest number of transistors we've ever put into a single chip. M1 has a massive 16 billion transistors and we use all of these transistors to give M1 amazing performance and leading-edge technologies. And our goal is to make each of these technologies best in class.

The incredible performance of M1 starts with the CPU which features two types of cores; high performance and high efficiency. Each performance core is designed on a single task of thread as efficiently as possible while maximizing performance. We've been advancing it year after year. And now with the huge improvements in M1, when it comes to low power silicon, our high performance core is the world's fastest CPU core, and M1 has four of these incredibly fast high-performance cores, so multifaceted workloads take a huge leap in performance as well.

To handle life of workloads more efficiently, M1 brings high efficiency cores to the Mac. They use a tenth of the power while still delivering outstanding performance. This equals the most efficient place to unlike the tasks and allow the performance cores to be used for the most demanding workloads. And M1 has four of these efficiency cores, which on their own deliver similar performance as the current generation dual-core MacBook Air at a much lower power.

And finally, M1 has our latest performance controller that the (inaudible) for maximum performance and efficiency. Altogether, the 8-core CPU in M1 is by far the highest performance CPU with ever created. And more importantly, it delivers this performance at the lowest possible power. In fact, the M1 CPU leads the industry by delivering the world's best CPU performance per watt.

Let's take a look. Here is the CPU performance on power usage of the very latest PC laptop chip and here's M1. M1 delivers significantly higher performance at every power level and adjust in watts, the thermal envelope of MacBook Air, you can see that M1 delivers up to two times the CPU performance of the PC chip, and M1 can deliver the peak performance of the PC chip while using just a quarter of the power. This is a big deal. What you are seeing here with M1 is extreme level[ph].

When you look back at the single-threaded performance of low power silicon in the Mac, gains in performance per watt have been very small from one chip to the next. But when we look at M1, we see a massive 3 times improvement in performance per watt. This is unheard of. Now, what about graphics? We design GPUs that deliver the maximum graphics performance and the thermal envelope of each of our products. This results in a balanced system with a GPU that complements the incredible performance of our CPU complex. Typically, PCs got to achieve this balance with integrated graphics. To get great graphics performance, they have to use a discrete

chip, which consumes a lot of power. M1 is different. With its integrated graphics, we get the best of both worlds, incredible performance and low power.

The GPU in M1 benefits from years of thorough analysis of Mac applications. It's the most advanced graphics processor we've ever created, and with up to eight of these GPU cores, M1 is capable of executing nearly 25,000 threads at a time. From teraflops to texture bandwidth to fill rate along with its incredible efficiency, M1's GPU is in a class of its own. Here is the graphics performance on power usage of that same PC laptop chip and here's M1.

M1 delivers significantly higher performance every power level, with M1 delivering up to 2 times more graphics performance than the PC chip. And again, M1 can deliver the peak performance of the PC chip while using just one-third of the power. When it comes to personal computers, M1 has the world's fastest integrated graphics. Now, Apple Silicon is more than just a fast CPU and GPU. We pack our chips with powerful custom technologies.

M1 features our most advanced Neural Engine. With a 16-core design, it's capable of executing a massive 11 trillion operations per second. The entire M1 chip is designed to excel at machine learning, and tasks like video analysis, voice recognition, and image processing will have a level of performance never seen before in the Mac.

Finally, M1 integrates our latest generation Secure Enclave. It's faster than ever and brings best-in-class security to the Mac. So that's M1, our first SOC design for the Mac. With its 8-core CPU featuring the world's fastest CPU core along with an 8-core GPU that delivers the world's fastest integrated graphics, M1 leads the industry-leading performance per watt, and it has leading-edge technologies like the Neural Engine, Thunderbolt and USB 4, a faster Secure Enclave, our latest ISP and more. With its unique combination of remarkable performance, powerful features, and incredible efficiency, M1 is by far the best chip we've ever created. And we're absolutely thrilled to bring to the Mac.

Now, back to John.

John Ternus {BIO 22135753 <GO>}

It is so incredibly exciting to think about the Macs we can build, with the performance and capability of M1. The Mac has never had a chip upgrade this profound. But the Silicon is only part of the story. For all Apple products, it's a tight integration of our hardware and software that makes the user experience so amazing. To deepen this integration on the Mac, we use Mac specific software workloads to optimize the architecture of M1. And in the same way, iOS and iPadOS are built to maximize our A-series chips, macOS Big Sur has been built to maximize M1. To hear how it unlocks entirely new experiences and capabilities, let's turn it over to Craig.

Craig Federighi {BIO 6190419 <GO>}

For the first time ever, we've been able to design macOS for our own silicon. I'm so excited about what this means for the platform. Our latest release, macOS Big Sur, is absolutely incredible on M1. Big Sur introduces a bold new design, powerful updates for apps like Safari in Messages and the latest improvements to our industry-leading privacy features. And by designing the whole system together, hardware and software, we're able to make the things you love about your Mac even better.

Your Mac now instantly wakes from sleep, just like the iPhone and iPad. Let me show you, but first, let's set the mood.

(Video Presentation)

How cool is that? And with M1, things you do every day, like launching apps are nearly instantaneous, and Safari, which is already the world's fastest browser, really shines on Apple Silicon. It's now 1.5 times speedier at running Java script and almost 2 times more responsive. The whole system is distinctively snappy and system animations are buttery smooth. The sheer speed of M1 together with macOS technologies like Metal deliver a huge boost to the most demanding apps, so you can render 3D animations in a raw video footage with ease.

Now, part of the secret behind this breakthrough performance is M1's unified memory architecture. We built macOS on Apple Silicon to use the same data formats for things like video decode, GPU, and display, so there is no need for expensive copying or translation. And macOS gives apps access to more graphics memory than ever, unlocking breakthrough performance for task ranging from color grading 6K video to playing graphically intensive games for performing real-time machine learning influence.

Big Sur also features advanced power management, which intelligently allocates task between M1's performance and efficiency cores, automatically optimizing for lightweight tasks like reading a node or performance intensive tasks like playing a game. So your Mac gives you quiet performance and even better battery life.

When it comes to security, M1 represents a major leap forward. For years on iOS, we've worked to continuously advance the state of the art for computer security. And with M1, we're bringing this architecture to the Mac. This includes not only hardware verified secure boot automatic high performance encryption for all your files, but also new security protections built deep into the code execution architecture of M1, giving you the most advanced security of any personal computer. macOS Big Sur is engineered down to it's core to fully take advantage of all the capability and power of M1, and it does this all while maintaining everything you love about macOS.

Of course, we've optimized all of our apps for M1, from every app that comes with macOS to every other app made by Apple. Apps like Pages, Numbers, and Keynote, and GarageBand and iMovie are showing us how great performance can be with M1. For example, with Logic Pro, you can run up to 3 times more Instruments and effect

plug-ins. And Final Cut Pro can fly through tasks like rendering a complex timeline up to 6 times faster. We can't wait for you to unleash your creativity.

Now, macOS Big Sur has incredible technologies that enable you to run a greater range of apps than ever before. First, our universal apps. Simply put, universal apps are the fastest, most powerful apps you can get. Universal apps include a native binary version built for Apple Silicon as well as a native version for Intel processors. The two come together into a single app that you can download from the App Store or from the web, meaning that one app can run on all of your Macs.

We're hearing a lot of excitement from developers as they get ready to launch their universal apps. For example, Omni Group is bringing universal versions of all of their great Mac apps and Adobe is bringing universal versions of their apps, starting with Lightroom next month, and other flagship apps including Photoshop early next year.

For existing apps that haven't yet upgraded to universal, Big Sur includes an amazing new technology, Rosetta 2. On M1 systems, Rosetta seamlessly runs apps built for Intel based Macs. So even without an app update, you can keep working on that Fusion 360 project and get to the next level in your favorite game.

Thanks to Metal and M1, some of the most graphically demanding apps actually perform better under Rosetta than they did running natively on previous Macs with integrated graphics, it's really incredible. The transition to M1 is also great for developers. M1 scales up the architecture that they're already accustomed to on iPhone and iPad, so they can optimize their code across the whole family. And these new Macs can do something that no Mac has ever done before. For the first time ever, you can run your favorite iPhone and iPad apps directly on your Mac. You have more games to play, more content to watch, and more apps for everything you want to do, altogether you get access to the biggest collection of apps ever for the Mac and it's only going to get better as developers continue to build new apps for M1. Here are some of them in action.

(Video Presentation)

It's amazing to see developers take advantage of the incredible performance and features of M1 and Big Sur. We can't wait to see them re-imagine what apps can do.

Over to you, John.

John Ternus {BIO 22135753 <GO>}

The combination of M1 and macOS Big Sur is super exciting. It truly takes the Mac to a whole new level. So now, we have all the technologies we need for the next generation of Mac and it's time to introduce the first Mac with M1, a product where the power efficiency of M1 changes everything. Here it is.

(Video Presentation)

This is the new MacBook Air with M1. In the first, MacBook Air was pulled out of that envelope, it defined the category of thin and light notebooks. And our users have been loving it ever since. Now with the groundbreaking efficiency of M1, the new MacBook Air will completely redefine what a thin and light notebook can do. To tell you all about it, here's Laura.

Laura Metz {BIO 18783784 <GO>}

MacBook Air is the most popular Mac. In fact, it's the world's best selling 13-inch notebook. Users love its stunning retina display, great everyday performance, and incredible portability, all in a sleek wedge-shaped design. These days, users are working more from home, learning remotely, and using the air to stay connected, making performance and battery life extremely important. And we're thrilled that M1, our first chip for the Mac, enables MacBook Air to do things that were previously impossible on such a thin and light notebook. With eight incredibly powerful cores, the CPU source to a whole new level of performance that's up to 3.5 times faster than the previous generation. So if you're editing family photos or exporting a video for the web with iMovie, the new Air believes this right through it. Or if you're working in light room, you can manage huge raw libraries that unheard of speeds, turning your Air into a mobile photo studio, and with the world's fastest integrated graphics that feature up to 8 cores, Air delivers up to 5 times faster graphics performance. That's the biggest leap ever for MacBook Air.

So when it comes to gaming, you can play immersive graphically-intensive titled at significantly higher frame rates. And for the first time, you can add multiple streams of full quality 4K Pro res video without dropping a frame, that's mind-blowing for such a thin and light notebook. And when you compare MacBook Air to the best selling Windows laptop in its class, the new Air is up to 3 times faster. And what's even more amazing is that with M1, MacBook Air is faster than 98% of PC laptops sold in the last year.

Now, let's talk about that Neural Engine. With 16 cores, machine-learning workloads are up to an astonishing 9 times faster than the previous Air, so apps like Final Cut Pro, they use ML-based features such as Smart Conform to intelligently frame a clip, can do so in a fraction of the time. And even storage gets a performance boost with SSDs that are up to 2 times faster. Thanks to the M1 storage controller and latest flash technology. The tasks like previewing massive high-res images or importing large files are super quick. What's also remarkable is that with the industry-leading efficiency of the M1 chip combined with the power management and macOS Big Sur, the new Air delivers all this performance without a fan. So, no matter how intense the task, MacBook Air is completely silent, and that same incredible efficiency also delivers extraordinary battery life with up to 15 hours of wireless web browsing and up to an amazing 18 hours of video playback, that's six hours longer than before.

And when you're video conferencing, which can rapidly drain the battery, you can go up to twice as long on a single charge. This is the longest battery life ever in a MacBook Air. And if users connect with friends, family, and coworkers remotely, we know camera image quality matters even more. So we're excited that with M1, Apple's latest image signal processor comes to the Mac. This ISP delivers better

noise reduction and greater dynamic range for sharper images and more detail in shadows and highlights, as well as improved auto white balance combined with ML-enhanced face detection, so you look more natural on your FaceTime calls. In fact, everything looks stunning on the 13-inch retina display, which now supports P3 wide color for even more vibrant true to life images. And with the Secure Enclave in M1 combined with Big Sur, Air delivers best-in-class security with features like Touch ID, which make it easy to unlock your Mac and make secure online purchases using Apple Pay, with just the touch of your finger.

And finally, all these powerful features with a completely new level of performance are delivered in a sleek, wedge-shaped design. With M1 and Big Sur, we've taken the MacBook Air and transformed it into something far beyond any other thin and light notebook. And even with this gigantic increase in performance, along with its new features, the Air still starts at just $999. And for education, it starts at just $899, delivering way more value than ever before. So that's the new MacBook Air. With M1, it has jaw-dropping performance, 3.5 times faster CPU, 5 times faster GPU, all in a silent fanless design. It also has a more vibrant retina display, improved camera quality, and incredible battery life up to 18 hours, the longest-ever in a MacBook Air. So once again, MacBook Air completely redefines what a thin and light notebook can do.

Back to you, John.

John Ternus {BIO 22135753 <GO>}

This new MacBook Air is amazing. So think about what we've done here. We've taken our most popular notebook, and with M1, giving it more performance, the 98% of PC laptops sold in the last year. A huge increase in battery life, and at the same time, we pulled out the fan, not just noise. With that unbelievable combination of performance and portability, it is by far the best MacBook Air we've ever made. But that's not all, because today we're bringing M1 to another beloved[ph] Mac and here it is.

(Video Presentation)

This is the new Mac mini. The tremendous level of integration offered by the system on a chip design of M1 allows us to pack a remarkable amount of performance and capability into its compact design. To tell you more about it, here's Julie.

Julie Broms

Mac mini delivers the Mac desktop experience in an incredibly small form factor. Our users love its outstanding performance, array of connectivity and signature design. And most of all, they love its versatility. It's why you'll find Mac minis everywhere from home offices to home theaters, studios to render farms.

Today, M1 comes to Mac mini, bringing a seismic shift and what an ultra-compact desktop can do.

With the 8-core CPU in M1, Mac mini delivers up to 3 times faster CPU performance than the previous quadcore version. This is a monumental leap in CPU performance for Mac mini. So if you're a developer compiling a million lines in Xcode or musician using Logic Pro to take music production to a whole new level, performance never skips a beat. And the 8-core GPU gives the mini a gigantic six-fold increase in graphics performance. This enables you to do things you wouldn't have dreamed of before on the Mac mini, like designing a graphics intensive game in unity, or when the work is done, cranking up the graphic settings while playing a great game like Baldur's Gate III.

The mini has an outrageous amount of performance in such a compact design. In fact, if you compare Mac mini to the top selling PC desktop and its price range, the mini is just one-tenth the size, and yet, it's up to 5 times faster. Mac mini just blows the competition away and there is more with M1 bringing the Neural Engine to Mac mini, machine learning workloads take a quantum leap forward with up to 15 times faster ML performance than the previous generation. This means the new Mac mini will supercharge innovative features that are powered by ML, like magically increasing the resolution of a photo in Pixelmator Pro, giving it more sharpness and detail.

It also makes Mac mini a great machine for developers, scientists, and engineers, utilizing deep learning technologies like TensorFlow or CreateML, which are now accelerated by M1. And with the Mac mini's advanced thermal design, M1 is unleashed, easily sustaining its breakthrough performance while the mini stays cool and quiet.

When it comes to connectivity, there is an array of IO, including two USB-C ports that now support both Thunderbolt and USB 4, to connect a wide range of peripherals, including the Pro Display XDR at a full 6K resolution.

With the M1 chip and Big Sur, our most versatile Mac packs a staggering amount of performance and incredible new features, and even with all of its power and capability, Mac mini now starts at just $699. That's a $100 lower than the previous generation. No other desktop combines such breathtaking performance with such an affordable price.

So, that's the mighty new Mac mini, powered by the M1 chip, it takes an enormous jump in performance with a 3 times faster CPU, 6 times faster GPU, and the Neural Engine that boosts M1 performance up to 15 time. The new Mac mini is a phenomenal desktop that's far more versatile and far more capable than ever.

Now, back to John.

John Ternus {BIO 22135753 <GO>}

This really is the most incredible Mac mini we've ever made. Thanks to the integration and phenomenal graphics capabilities of M1. This new mini will enable high performance general purpose computing in a way that was never before

possible in such a compact design, and there has never been a Mac mini like it, but we're still not done. You've seen how the efficiency and integration of M1 yields incredible capability and performance in the MacBook Air and Mac mini. That performance is so good that it's also an excellent choice for another one of our most popular Macs, a perfect Mac for many creative pros.

(Video Presentation)

Here is the new 13-inch MacBook Pro. With M1, our most popular and affordable MacBook Pro dramatically changes your expectations of what a compact Pro notebook can do. And to tell you all about it, here's Shruti.

Shruti Haldea

The 13-inch MacBook Pro is the best selling notebook in its class and it appeals to an incredibly wide range of users. Students rely on it to get them to college and pros use it to channel their creativity and produce all inspiring work. Users love it because it delivers powerful performance and has a gorgeous display, all in a sleek and portable 3-pound design. And with M1, the 13-inch MacBook Pro becomes way more powerful and way more pro. The 8-core CPU delivers up to 2.8 times faster performance. This is game changing for developers using Xcode, who can now build their apps nearly 3 times faster than before. And for photographers using Photoshop, who can apply filters and effects to high-res photos faster than ever.

When it comes to graphics, the 8-core GPU is up to a whopping 5 times faster. So, whether you're using Shapr3D to design a new product or constructing an immersive new world in Cinema 4D, the new MacBook Pro handles it all with ease.

And when compared to the best-selling Windows laptop in its class, it's up to 3 times faster. In fact, the new 13-inch MacBook Pro can do things that no other compact 3-pound Pro notebook can do, like playback 8K progress footage in full quality in DaVinci Resolve without dropping a single frame. And when it comes to machine learning, performance is spectacular. Thanks to the Neural Engine, ML is up to 11 times faster than the previous generation, which means for on-device ML task that use the Neural Engine, the 13-inch MacBook Pro is the world's fastest compact Pro notebook.

The new MacBook Pro also features an active cooling system. This allows it to sustain its remarkable Pro performance when ripping through intensive tasks like video transcode in Compressor. And even with all this unbelievable compute power, the battery life is simply amazing. Thanks to the efficiency of M1 running Big Sur, the new MacBook Pro delivers up to an incredible 17 hours for wireless web browsing and up to 20 hours for video playback, that's 10 more hours than before, and that's the longest battery life ever in a Mac.

And with this combination of performance and awesome battery life, the productivity of our pro users goes through the roof. For instance, software developers can compile 4 times as much code on a single charge. The new Pro also has studio

quality mics with an improved signal to noise ratio. So whether you're on a FaceTime call or recording a vocal track, audio will be super clean and it benefits from the M1's advanced camera ISP. So when users are connecting with coworkers on video calls, they'll have sharper video with less grain and better contrast and detail in low light conditions.

With Big Sur and the Secure Enclave, you get best-in-class security features like activation lock, which helps protect your Mac if it's ever lost or stolen. And finally, with its two Thunderbolt ports with USB 4 support, the new Pro connects to more peripherals than ever, including the Pro Display XDR at full 6K resolution.

All these mind-blowing leaps in performance, new features, and amazing battery life still fit in the same incredibly portable 3-pound design. With Big Sur and the M1 chip at the heart of the 13-inch MacBook Pro, it shatters the limits of what a compact Pro notebook can do. And with all this performance and new capabilities, the new Pro is still just $1299 and just $1199 for education, an incredible value for both students and pros alike. So that's the new MacBook Pro.

With M1, our most popular MacBook Pro gets a tremendous boost in CPU graphics and an outperformance. And along with its studio quality mics and improved camera performance, it has the best battery life ever in a Mac. This is more than a massive upgrade. The 13-inch MacBook Pro is the ultimate expression of what the M1 chip can do.

Now, back to John.

John Ternus {BIO 22135753 <GO>}

We couldn't be more thrilled about the new Mac mini, MacBook Air, and MacBook Pro. They are the first of a new generation of Mac. It's the same Mac experiencing (inaudible) if faster and better in so many ways. These systems offer up to 3.5 times faster CPU performance and up to 6 times faster GPU performance, which is the largest generational improvement we've ever had. They bring many of the best features from iPad and iPhone like instant wake, long battery life, incredible ML acceleration that's up to 15 times faster, and industry-leading security to the Mac. And by building upon a common architecture, these new Macs can now tap into the world's largest and most vibrant software ecosystem.

We're also proud that these products have been carefully designed to support our net zero carbon goal. The cleanest energy is the energy you never use, and thanks to the efficiency of M1. Energy consumption has reduced by up to 60% when these products are in active use. So while there is always more to do, we're thrilled with the progress we've made. It is so exciting to be able to reinvent three of our most popular and affordable Macs.

And to make things even more exciting, you can order the new MacBook Air, Mac mini, and MacBook Pro starting today, and they will all be available next week. And macOS Big Sur will be available this Thursday. These new systems with M1 join the

rest of our Mac product line, including some phenomenal products that we've introduced over the last year. This is by far the strongest Mac lineup that we've ever had.

The transition to Apple Silicon is going to have a profound impact on the Mac. It will bring performance and capabilities that have never been possible before. This journey will take a couple of years to complete and we have a long way to go. We're off to one heck of a start. We are so proud of this new family of products and we can't wait to see what our users are going to do with them.

Now, I'd like to turn it back to Tim. But before I do, here is a short film we made to celebrate these new Macs. I hope you enjoy.

(Video Presentation)

Tim Cook {BIO 14014370 <GO>}

This truly is a huge day for the Mac and a huge day for Apple. Advancements of this magnitude only come from making bold changes. The M1 chip is by far the most powerful chip that we have ever created. It makes these Macs dramatically faster, provides all new capabilities with extraordinary battery life, and enables the Mac to run more software than ever. This is exactly why we are transitioning the Mac to Apple Silicon.

At Apple, our mission is to create products that play a meaningful role in people's lives. 2020 has been a year, unlike any other, in so many ways. We are inspired by the strength, resilience, and creativity we've seen displayed by people all around the world. We are also extremely proud of our teams and the work they've done to deliver such incredible products during these challenging times. We're looking forward to seeing what you will do with these products. We're also looking forward to 2021 and bringing even more amazing experiences to you.

Thank you for joining us. Stay safe, stay well, and have a great day.