What's New for Business

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Supercharged by the next generation of Apple silicon, the new MacBook Pro and Mac mini lineups bring groundbreaking performance and advanced capabilities to help users tackle the most demanding tasks and accelerate business productivity everywhere.

The next generation of Apple silicon

Apple's next generation of systems on a chip, Apple M2 Pro and M2 Max, take the breakthrough power-efficient performance of Apple silicon to new heights with up to 12 CPU cores, 38 GPU cores, 96GB unified memory and 22 hours of battery life.[1]

The latest MacBook Pro has up to 6x faster effects rendering,[2] 10x faster machine learning (ML) performance[3] and 4.4x faster code compiling[4] compared with the previous Intel Core i7 model.

M2 Pro has a 40 per cent faster 16-core Neural Engine for ML, upgraded media engines with ProRes support and up to 200GB per second of memory bandwidth, which makes multitasking and working with large files superfluid.

M2 Max expands on these capabilities by doubling the unified memory architecture and enhancing the media engine.

macOS Ventura takes productivity further

macOS is designed to maximise the capabilities of Apple silicon for unbeatable performance and productivity, so business apps run faster and multitasking is smoother.

Powerful updates like Continuity Camera bring video conferencing features to Mac, including Desk View, Centre Stage and Studio Light. Communicate in more ways with Mail, including undo send, schedule send, follow-up and rich links. And share notes and presentations right in Messages.

Apple silicon and macOS bring the most advanced security of any personal computer to Mac. macOS comes with built-in protections against malware and viruses, and it gives you the freedom to choose what you share and how you share it. Secure Enclave provides a foundation for features like secure boot and encrypted storage for an added layer of security.

The versatile Mac mini

Available with the M2 or M2 Pro chip, Mac mini redefines affordable, high-performance desktop computing for business. And it's up to 5x faster than the best-selling Windows desktop.[5]

With M2, demanding tasks and everyday workflows like launching apps, browsing the web and searching with Spotlight are fast and fluid on Mac mini.

Compared with the Intel Core i7-based Mac mini, photo editing is up to 4.7x faster[6] and video editing is up to 18.8x faster.[7]

Both models come with a wide array of ports to connect accessories as well as support for up to three displays, giving Mac mini versatility and flexibility in any setup, from home offices to data centres.

The most powerful MacBook Pro ever

Powered by the next-generation M2 chips, MacBook Pro is more advanced and capable than ever. With dramatic improvements to its performance, battery life and connectivity, there's never been a better time to upgrade from Intel-based Mac models.

With a 14-inch or 16-inch stunning Liquid Retina XDR display, up to 8TB of superfast SSD storage, versatile ports, support for up to four external displays and all-day battery life,[1] pro users — from developers to designers — can tackle the most complex workflows and take their work anywhere they go.

The 1080p camera, studio-quality three-mic array and six-speaker sound system deliver sharper images and clearer audio for enhanced video conferencing.

Stay connected to the fastest enterprise networks with Wi-Fi 6E, which delivers up to 2x the throughput.[8]

Resources: Mac | macOS Ventura | Apple at Work