

Scary fast.



This Apple presentation on Monday, October 30 was relatively brief - just over 30 minutes.

Scary fast.

October 30, 2023



It covered three things - the new 3-nanometer chips, the new MacBook Pro lineup, and the renewed 24-inch iMacs.

'Scary Fast' Apple Event: Everything You Need to Know!

by MacRumors - 3:18



<https://www.youtube.com/watch?v=jmFCJYyirE>

Mac Line up



This is the complete Mac lineup all using Apple developed silicon.

State-of-the-art designs
Industry-leading power efficiency
Advanced technologies

A little Apple boasting as you can see.

New Apple Silicon chips

3-nanometer manufacturing process

The logo for the Apple M3 chip, featuring the Apple logo and the text "M3" in a white, sans-serif font, set against a teal-to-blue gradient background.The logo for the Apple M3 Pro chip, featuring the Apple logo and the text "M3 PRO" in a white, sans-serif font, set against a blue-to-purple gradient background.The logo for the Apple M3 Max chip, featuring the Apple logo and the text "M3 MAX" in a white, sans-serif font, set against a purple-to-pink gradient background.

The lineup of the new M3 chips in three flavors as it were. The main thing here is the new 3-nanometer manufacturing process, which compared to the previous 5-nanometer process making for closer spacing of transistors on the chips, allowing faster speeds and reducing power consumption. Compared with the N5 process, the N3 process should offer a 10–15% (1.10–1.15x) increase in performance, or a 25–35% (1.25–1.35x) decrease in power consumption.



8-core
CPU

10-core
GPU

Up to 24GB
unified memory



Up to
12-core CPU

Up to
18-core GPU

Up to 36GB
unified memory



Up to
16-core CPU

Up to
40-core GPU

Up to 128GB
unified memory

This slide shows a quick comparison of the three M3 chips.

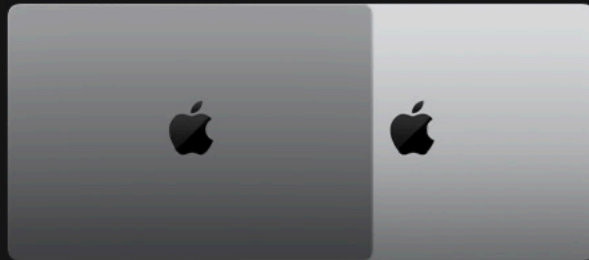
A MacBook Pro for everyone.

MacBook Pro 14"
M3 chip

MacBook Pro 14"
M3 Pro or M3 Max chip

MacBook Pro 16"
M3 Pro or M3 Max chip

In the new MacBook Pro lineup, there is the choice between 14 and 16-inch models. Note the differences and available configurations.



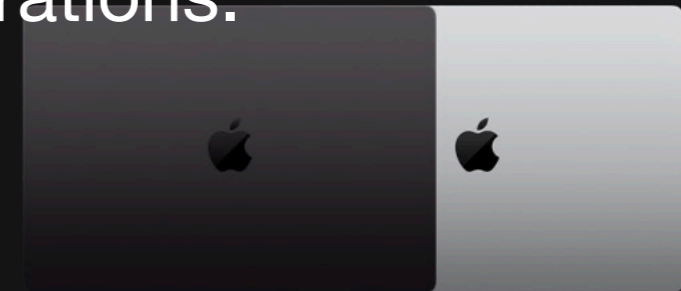
Space Gray

Silver



Space Black

Silver



Space Black

Silver



Support for one external display

Up to 22 hours battery life⁴⁰



Support for up to two or four external displays⁴¹

Up to 18 hours battery life⁴²



Support for up to two or four external displays⁴¹

Up to 22 hours battery life¹

MacBook Pro packs a **powerful array of ports** for connecting high-speed peripherals, driving high-resolution displays, or directly offloading SDXC cards. And it supports both Wi-Fi 6E and Bluetooth 5.3.



Here you can see the array of ports available on the new MacBook Pro models.



Thunderbolt⁴⁴
HDMI
SDXC
Headphone jack
MagSafe

Drive external displays. Connect one high-resolution external display with M3, up to two with M3 Pro, or up to four with M3 Max.

Here you see the starting prices of the 14 and 16-inch MacBook Pros versus the 13 and 15-inch MacBook Airs. The 14-inch MacBook Pro with M3 starts at \$1599 or \$1799 depending on storage (512 GB SSD or 1TB SSD) and is available in Space Gray or Silver. The 14-inch MB Pro with the M3 Pro chip starts at \$1999 with 512 GB SSD storage, available in Space Black or Silver.



New

MacBook Pro 14" and 16"

M3, M3 Pro, or M3 Max chip

The most advanced Mac laptops for demanding workflows.

From \$1599 or \$133.25/mo. for 12 mo.*

Currently viewing

[Order now >](#)



MacBook Air 13" and 15"

M2 chip

Strikingly thin and fast so you can work, play, or create anywhere.

From \$1099 or \$91.58/mo. for 12 mo.*

[Learn more](#)

[Buy >](#)



Apple M3, M3 Pro, or M3 Max chip

Up to

22 hrs

battery life¹



2x Thunderbolt / USB 4 or 3x Thunderbolt 4, HDMI, SDXC, headphone jack, MagSafe



Apple M2 chip

Up to

18 hrs

battery life⁴⁶



2x Thunderbolt / USB 4, headphone jack, MagSafe

The 16-inch MacBook Pro with M3 Pro starts at \$2499 or \$2899 depending on storage of 512 GB SSD and 18 GB or 36GB unified memory, both are available in Space Black or Silver. The 16-inch MB Pro with the M3 Max chip starts at \$3499 or \$3999 with 1 TB SSD storage and 36GB or 48GB unified memory, again available in Space Black or Silver.



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[Buy >](#)



Apple M3, M3 Pro, or M3 Max chip

Up to

22 hrs

battery life¹



2x Thunderbolt / USB 4 or 3x Thunderbolt 4, HDMI, SDXC, headphone jack, MagSafe



Apple M2 chip

Up to

18 hrs

battery life^{4e}



2x Thunderbolt / USB 4, headphone jack, MagSafe

MacBook Pro summary

Dynamic Caching

25 billion

transistors

37 billion

transistors

92 billion

transistors

**3-nanometer
technology**

**Next-generation
GPU architecture**

Apple M3

**Apple M3
PRO**

**Apple M3
MAX**

Up to
2.5x

Faster GPU rendering

Advanced Media Engine



with AV1 decode

**Faster 16-core
Neural Engine**

Hardware-accelerated
ray tracing

Up to
8-core CPU
10-core GPU
24GB
unified memory

Up to
12-core CPU
18-core GPU
36GB
unified memory

Up to
16-core CPU
40-core GPU
128GB
unified memory

Hardware-accelerated
mesh shading

This slide and the next one summarize the new MacBook Pro choices.

MacBook Pro summary



Up to
11x
faster than the fastest
Intel-based MacBook Pro

XDR

Liquid Retina XDR display

Six-speaker
sound system

with Spatial Audio

Up to
8TB
storage

Up to
128GB
memory

Up to **22 hours**
battery life



Two display sizes

macOS Sonoma

Up to
16-core
CPU

Up to
40-core
GPU



HDMI

Thunderbolt 4

SDXC



Supports up to four
external displays



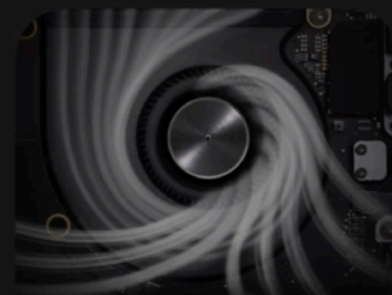
Hardware-accelerated ray tracing



MagSafe 3



Magic
Keyboard



Advanced thermal
architecture

This slide and the previous one summarize the new MacBook Pro choices.

24-inch iMac with M3 chip



The upgraded 24-in iMac with the M3 chips come in the same choice of 7 colors as before, all less than 10 pounds and 11.5 mm thin, and all 2X faster than the previous M1 models.

1080p FaceTime HD camera

Six-speaker sound system

Studio-quality mics

Advanced technologies

Touch ID

These renewed M3 iMacs all have the features shown above.

M3 iMac



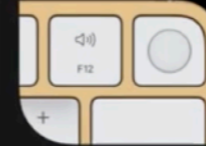
Wi-Fi 6E



Up to
24GB
unified memory

Up to
2TB
storage

Touch ID



Seven beautiful colors



24-inch

4.5K Retina

display

Hardware-accelerated ray tracing

Up to

2x

faster than M1 iMac



Seamless experience
with iPhone

Up to

4x

faster than the most
powerful 21.5-inch
iMac model

Up to

2.5x

faster than the most
popular 27-inch
iMac models



Studio-quality mics

macOS Sonoma



1080p
FaceTime HD
camera

**Six-speaker
sound system**

with Spatial Audio

Here you see a summary of the M3 iMac lineup.

Which desktop is right for you?

[Compare all Mac models >](#)



New

iMac

From \$1299 or
\$108.25/mo. for 12 mo.*

Apple M3 chip

8-core CPU

8- or 10-core GPU

8GB to 24GB unified memory

256GB to 2TB storage¹¹

4.5K Retina display¹

This slide shows the current Mac desktop lineup.



Mac mini

From \$599 or
\$49.91/mo. for 12 mo.*

Apple M2 or M2 Pro chip

8- to 12-core CPU

10- to 19-core GPU

8GB to 32GB unified memory

256GB to 8TB storage¹¹



Mac Studio

From \$1999 or
\$166.58/mo. for 12 mo.*

Apple M2 Max or M2 Ultra chip

12- or 24-core CPU

30- to 76-core GPU

32GB to 192GB unified memory

512GB to 8TB storage¹¹



Blue



Blue



Blue



New This final slide gives you a comparison of the M3 iMac **New** prices and features. **New**



8-Core CPU
8-Core GPU
256GB storage¹
8GB unified memory

24-inch 4.5K Retina display²
Two Thunderbolt / USB 4 ports
—
—
Magic Keyboard

\$1,299.00



8-Core CPU
10-Core GPU
256GB storage¹
8GB unified memory

24-inch 4.5K Retina display²
Two Thunderbolt / USB 4 ports
Two USB 3 ports
Gigabit Ethernet
Magic Keyboard with Touch ID

\$1,499.00



8-Core CPU
10-Core GPU
512GB storage¹
8GB unified memory

24-inch 4.5K Retina display²
Two Thunderbolt / USB 4 ports
Two USB 3 ports
Gigabit Ethernet
Magic Keyboard with Touch ID

\$1,699.00