Apple's October 2026 Product Announcements

GAMUG - November 10, 2026

Product Announcements

October 13 HomeView

Available starting 11.13. - $299

[Click here to watch the HomeView video - 3:12]



Keep the whole home connected, entertained, and in the know. With personalized experiences for up to six people.

7-inch Liquid Retina display showcases beautiful photos and provides useful information at a glance.

Siri AI, powered by Apple Intelligence, helps you find what you need and get more done.

Powerful speakers deliver room-filling sound, with Spatial Audio and multiroom audio support.

Helps you manage your smart home effortlessly and stay in touch using FaceTime.

Secure Exclaves on the A18 chip protect the camera and microphone used for recognition. Your data is never shared with anybody, not even Apple.

Product Announcements

October 13 Apple TV 4K

Available starting 11.13. - $299

$299

Click here to watch the Apple TV 4K video - 1:29



Apple TV 4K delivers the ultimate cinematic experience, from shows and movies to games and workouts. With the new, more powerful Siri AI and built-in microphones, enjoying what you love is as easy as using your voice.1 It's the best of Apple, right on your TV.

Dolby Vision and HDR10+ create a vivid 4K picture that brings every detail to life. The A19 chip delivers up to 50 percent faster CPU performance and up to 2x faster GPU performance than the previous generation, for greater responsiveness and ultrasmooth playback.

Spatial Audio immerses you in Dolby Atmos surround sound that feels like it's coming from every direction. Enhance Dialogue pulls spoken words forward, so even whispers come through clearly. And subtitles appear at just the right times to help you track every word.

Now Apple TV 4K has three far-field microphones built in, which means you can talk to Siri and control Apple TV 4K using just your voice.7 Start a show, play music, or dim the lights, all without reaching for the remote. And don't worry, your privacy is protected at every step.

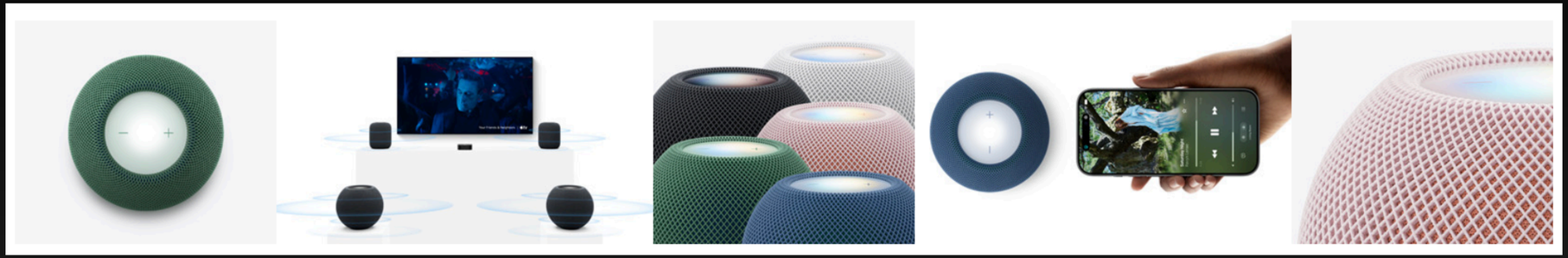
Product Announcements

October 13 HomePod mini 2

Available starting 11.13. - $149

$299

Click here to watch the HomePod mini 2 video - 0:40



Jam-packed with innovation, HomePod mini delivers unexpectedly big sound for a speaker of its size. At just 3.3 inches tall, it takes up almost no space but fills the entire room with rich 360-degree audio that sounds amazing from every angle. Add more than one HomePod mini for truly expansive sound.

Multiroom audio. Fill every room with the same music or podcast — seamlessly synchronized throughout your home with HomePod speakers.

iPhone Handoff. If you're listening on your iPhone and walk into a room with HomePod mini, you can keep the music going without missing a beat. Just bring your iPhone close to HomePod mini to hand off.

Crisp sound - An Apple-designed full-range driver uses an incredibly powerful neodymium magnet to deliver deep bass and crisp high frequencies.

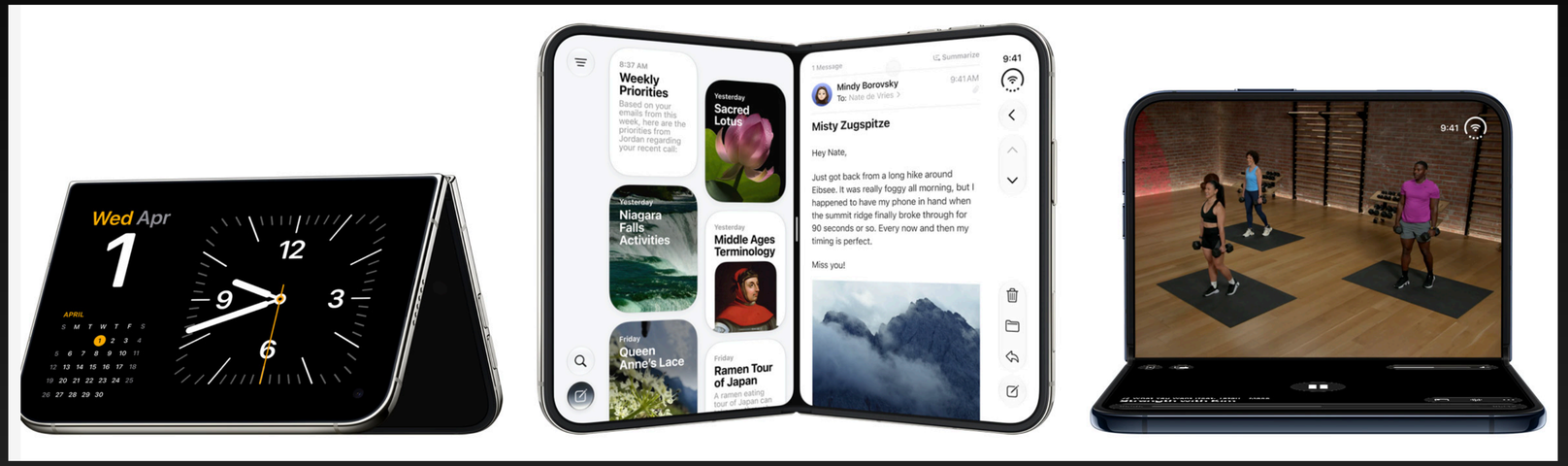
Computational audio. Boundary-pushing computational audio creates the full, detailed tones of a much larger speaker.

Bass extension. Apple-designed force-cancelling passive radiators give HomePod mini incredible bass extension.

Product Announcements

October 23 iPhone Duo — Available starting 1.25.2027 - $1999

[Click here to watch the iPhone Duo video - 3:06]



Introducing iPhone Duo, the first foldable iPhone. When open, it's the thinnest iPhone with the largest display ever - 50 percent larger than iPhone 18 Pro Max. And it has an outer display with more than 90 percent of the screen area of iPhone 18 Pro. Through reimagined iOS experiences, it offers unparalleled versatility in all-new poses and orientations. All in a durable, pocketable design. It's an iPhone unlike any iPhone.

Product Announcements

October 26 iPad mini - OLED display A20 chip Available starting 11.06. - $699

$299

Click here to watch the iPad mini w/OLED display video - 1:29



There's so much more to love about the new iPad mini. It's more portable and powerful than ever. It's the lightest iPad yet — 14 percent thinner than the previous model. A stunning new OLED display delivers incredible visuals on a larger-than-ever 8.5-inch canvas. It's perfect for travel, beautiful, and resistant to dust, splashes, and spills, too.

A20 Pro is the most powerful and power-efficient chip built for iPad mini yet. With packaging inspired by our M-series chips, it delivers a huge leap in CPU and GPU performance. New Neural Accelerators in each GPU core, an enhanced Apple Neural Engine, and increased memory bandwidth speed up Apple Intelligence and all your AI tasks. Work, game, and stream with all-day battery life, and fast-charge the battery up to 50 percent in around 30 minutes.

Product Announcements

October 27 14 or 16-inch MacBook Pro - M6 chip

Available starting 11.06.

- $1999 or $2999

$299

Click here to watch the 14-inch MacBook Pro-M6 video - 0:53



A powerful Neural Accelerator is built into each GPU core of all three chips, which dramatically speeds up AI tasks like image generation, large language model (LLM) prompt processing, and on-device model training. The Neural Engine drives Apple Intelligence features, making on-device AI powerful and energy efficient.

Run graphics-intensive workflows with responsiveness that keeps up with your imagination. Each chip features a GPU with enhanced shader cores and a third-generation ray-tracing engine, so 3D modeling is crisper and clearer than ever. And Dynamic Caching optimizes on-chip memory to significantly increase GPU utilization — providing a performance boost for apps like Blender, Unity Editor, and AAA games.

Product Announcements

October 27 24-inch iMac - M6 chip

Available starting 11.06. - $1499

$299

[Click here to watch the 24-inch iMac M6 video - 1:00]



The brilliant all-in-one desktop is powered by the M6 chip — making everything you do smoother, snappier, and more efficient. A faster CPU and a Neural Accelerator in each GPU core speed up daily tasks and demanding workflows, from browsing in Safari to editing photos and videos. Up to 32GB of unified memory enables frictionless gameplay and seamless multitasking. And the first-ever Dual 16-core Neural Engine makes on-device AI soar.

iMac features a color-matched keyboard and mouse or trackpad with USB-C ports, so you can charge all of your favorite devices with just a single cable. Magic Mouse and Magic Trackpad make navigation comfortable and intuitive. And Magic Keyboard with Touch ID lets you easily and securely unlock your iMac, switch users, authorize Apple Pay, and download apps.

Product Announcements

14 or 16-inch

$299

October 28 MacBook Pro - PROLED XDR

Available starting 11.06. - $2899 or #3399



Click here to watch the MacBook Pro - PROLED XDR video - 1:56

PROLED XDR combines breakthrough tandem OLED technology with advanced algorithms in the display engine, delivering Extreme Dynamic Range and stunning visual fidelity for the ultimate front-of-screen performance. As a reference-caliber display, it delivers outstanding precision for filmmaking, design, and even medical imaging.6 With unparalleled brightness and contrast, deeper blacks, and an exceptionally wide color gamut, you'll immediately see why it's the world's best laptop display.

Thoughtfully designed for Mac, Touch introduces a whole new way to interact with your work. The Touch sensor is built directly into the display panel — not layered on top of it — reducing latency so you feel like you're touching the content itself. Everyday experiences like scrolling and pinching to zoom feel natural and responsive. And new, intuitive interactions let you do even more, like manipulating 3D objects or playing virtual instruments.