



21.5-inch iMac

First Look

The new 21.5-inch iMac continues to offer a stunningly thin design, and features even more performance for your everyday tasks. Updated with the latest seventh-generation Intel Core processors and dramatically faster integrated graphics technology, the new iMac is the best entry iMac option yet. Faster flash storage options make opening and saving files even snappier, and Thunderbolt 3 adds blazing fast connectivity and versatility. The 21.5-inch iMac delivers an amazing all-in-one desktop experience—without taking up a lot of space on your desktop.



Apple price (U.S.)	\$1099
Display	21.5-inch 1920x1080 sRGB display
Processor	2.3GHz dual-core Intel Core i5 Turbo Boost up to 3.6GHz
Storage	1TB hard drive

Key messages

Powerful, yet affordable

- Our most affordable all-in one
- Features and performance make it simple to do everyday tasks
- Perfect for desks with reduced space

Stunning ultrathin design

- Amazingly thin, gorgeous aluminum and glass design
- Packs a remarkably powerful computer into an amazingly thin enclosure

Seventh-generation Intel Core i5 processors

- Features seventh-generation dual-core Intel Core i5 processor with Turbo Boost—delivering great performance while using less energy

Improved integrated graphics

- Now featuring Intel Iris Plus Graphics 640 integrated graphics, for smoother videos, animations, and transitions

Blazing fast, versatile connectivity

- Two Thunderbolt 3 (USB-C) ports bring charging, data transfer, and video out through a single connector
- Thunderbolt 3 delivers up to twice the data transfer speed (up to 40Gbps) and twice the video bandwidth of Thunderbolt 2
- You can use Thunderbolt 3 (USB-C) ports with an adapter or cable to connect to USB, Thunderbolt 2, DVI, VGA, and HDMI
- Four USB 3 ports, SDXC, Ethernet port, and a headphone jack are standard, so you continue to get the connectivity you need

New Magic Keyboard with Numeric Keypad as an option

- The same Magic Keyboard design that customers love is now available with a numeric keypad
- Available as a configure-to-order option or standalone purchase

Fusion Drive

- Fusion Drive combines the storage capacity of a hard drive with the performance of flash storage
- It automatically stores frequently used applications and files on the flash module so you get better performance
- Configure to order iMac with the 1TB Fusion Drive

Essential additions

- Magic Trackpad 2
- Magic Keyboard with Numeric Keypad
- Thunderbolt 3 (USB-C) to Thunderbolt 2 Adapter

Quick demos

Use these demos to show customers key product features, then invite them to try for themselves.



Design

iMac has a stunningly thin design

- Show customers the all-in-one design, how the thin edge is, and that iMac is the perfect size for smaller desks.

You get great performance for your everyday tasks

- Play a song with iTunes to showcase the quality of the stereo speakers.
- Point out the FaceTime HD camera and the ability to make video calls.

Display

The widescreen display is gorgeous

- Show the edge-to-edge glass and how it covers nearly the entire front.
- Show a full-screen photo and point out how little reflection is visible while viewing.



Magic Keyboard with Numeric Keypad and Magic Mouse 2

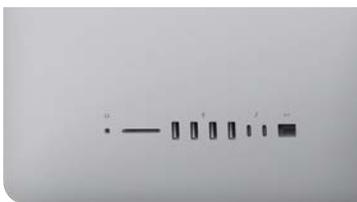
Spread out and use the numeric keypad

- Mention that the new wireless Magic Keyboard with Numeric Keypad is now available as an option.
- If you have this keyboard out on display, have customers type on it and point out how comfortable it is.
- Explain how the extended design provides more comfort whether you're editing a spreadsheet or replying to email.



Do more faster with Magic Mouse 2 and Multi-Touch gestures

- Open Safari and navigate to a web page.
- Have customers scroll up and down, zoom by pressing Control while scrolling, and advance through web pages using a two-finger swipe.



Connectivity

Use the Thunderbolt 3 (USB-C) ports to connect to power and accessories

- Show the cleaner back with redesigned port icons.
- Point out the Thunderbolt 3 ports, and mention that Thunderbolt 3 is the fastest and most versatile port available.
- Ask customers what they normally connect to. Mention that they can use a USB-C Digital AV Multiport Adapter to connect to an HDMI display or a Thunderbolt 3 (USB-C) to Thunderbolt 2 Adapter to connect to storage devices or Thunderbolt displays.

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