iMac Pro
First Look

iMac Pro is the most powerful Mac ever built. It’s packed with powerful graphics and processors, along with advanced storage, memory, and I/O. And with the stunning Retina 5K display, sleek all-in-one iMac design, and quiet operation, users can focus on what they’re creating. So everyone from video editors and 3D animators, to musicians and photographers, to scientists and developers can turn their biggest ideas into their greatest work.

Key messages

**Up to 18-core Intel Xeon W processors**
- 8-, 10-, 14-, or 18-core Xeon W processors with Turbo Boost speeds up to 4.5GHz
- Incredible performance for the most demanding workloads—more than three times as fast as the most powerful Mac Pro

**High capacity memory and storage**
- 32GB of memory and 1TB SSD come standard, configurable up to 256GB memory and 4TB SSD

**Blazing fast, versatile connectivity**
- Four Thunderbolt 3 (USB-C) ports provide high-performance connectivity to external devices
- Thunderbolt 3 (USB-C) ports support 40Gb/s Thunderbolt, 10Gb/s USB 3.1, DisplayPort 1.2 and up to 15W charging capability
- Supports up to two external 5K or up to four external 4K displays
- Built-in 10Gb Nbase-T Ethernet standard supports 1Gb, 2.5Gb, 5Gb, and 10Gb Ethernet over standard RJ-45 cables
- Four USB 3 ports, SDXC card, 802.11ac Wi-Fi, Bluetooth 4.2, and a headphone jack are standard

**Enhanced integration and security with Apple T2 Security Chip**
- Supports secure boot and encrypted storage
- Powers the 1080p FaceTime camera and four beamforming microphones
- Supports “Hey Siri”

**Fast and powerful Radeon Pro Vega graphics**
- Advanced Pro Vega architecture features high-bandwidth memory (HBM2) up to 512GB/s
- Delivers up to 12 teraflops of single precision and up to 24 teraflops half-precision performance—up to 3 times faster than Mac Pro

**Bright, colorful Retina 5K display**
- Features the stunning 27-inch Retina 5K display with 5120-by-2880 resolution, 500-nit brightness, and 1 billion colors
- The Retina 5K display is ideal when color accuracy and precision matter, like while editing photos and videos

**Sleek all-in-one design**
- An all-new thermal architecture enables iMac Pro to pack incredible performance in the same dimensions as the 27-inch iMac
- Comes in a stunning space gray enclosure color with color-matched Magic Keyboard with Numeric Keypad, and Magic Mouse 2 or Magic Trackpad 2

---

Apple Retail price (U.S.)  $4999

**Display** Retina 5K (5120-by-2880 resolution), P3 wide color gamut, 500 nits

**Processor** 3.2GHz 8-core Intel Xeon W with Turbo Boost up to 4.2GHz
- Configurable to 3.0GHz 10-core, 2.5GHz 14-core, or 2.3GHz 18-core Intel Xeon W

**Graphics** Radeon Pro Vega 56 with 8GB HBM2, configurable to Radeon Pro Vega 64 or 64X with 16GB HBM2

**Memory** 32GB 2666MHz DDR4 ECC, configurable to 64GB, 128GB, or 256GB

**Storage** 1TB SSD, configurable to 2TB or 4TB SSD
Quick demos

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

Performance

Work with 4K or 4K RAW video projects as easily as you do with 1080p HD

- Open Final Cut Pro X and launch a 4K project, or open Logic Pro and launch a demo project.
- Point out that both apps launch quickly and videos play smoothly thanks to the multicore Intel Xeon W processor, Radeon Pro Vega graphics, and fast memory and SSD.
- Mention that the 8-core processor delivers outstanding performance. The 10-core provides a higher Turbo Boost speed for customers looking for additional performance. And the 18-core processor is ideal for customers who have demanding, highly threaded workloads like CPU-based rendering, large projects in Xcode, and science computation.

Retina display

The Retina display can show 1 billion colors

- Open Photos and pick an image from the “Great Shots” album.
- Show how customers can see every detail of the photos.

Text looks like a printed page

- Open Safari and navigate to a web page.
- Show how the Retina display presents crisp, razor-sharp text.

4K video projects look amazing

- Point out the 27-inch Retina 5K display and that customers can view 4K video at 100 percent—and still have room on the screen for tools and their timeline.

Connectivity

Use the Thunderbolt 3 (USB-C) ports to connect to external displays and peripherals

- Point out the Thunderbolt 3 ports, and mention that it’s the fastest and most versatile port available.
- Explain that built-in Ethernet port supports 1Gb, 2.5Gb, 5Gb, and 10Gb Ethernet and can connect to existing and new networks with the cables they already have.
- 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 Thunderbolt 2 storage devices or Thunderbolt displays.

Sleek, quiet design

Incredible performance is packed into the iconic all-in-one design

- Show iMac Pro has the same external dimensions as the 27-inch iMac.
- Show the rear vents and highlight that iMac Pro has an all-new internal thermal design to enable new levels of performance in an all-in-one.
- Show the stunning space gray color and color-matched Magic Keyboard with Numeric Keypad and Magic Mouse 2 or Magic Trackpad 2.