

First Look

MacBook Pro



The all-new MacBook Pro delivers a breakthrough pro notebook experience in a new design that's thinner and lighter than ever. With the introduction of the Touch Bar, MacBook Pro debuts a revolutionary new way to interact with your Mac. The new MacBook Pro features the brightest and most colorful Mac display, built-in Touch ID, and redesigned stereo speakers that deliver high dynamic range. With cutting-edge graphics, powerful processors, super fast SSDs, and macOS Sierra, MacBook Pro is the ultimate notebook for professionals and consumers alike.



	13-inch	13-inch with Touch Bar and Touch ID		15-inch with Touch Bar and Touch ID	
Apple price (U.S.)	\$1499	\$1799	\$1999	\$2399	\$2799
Display	13.3-inch Retina display with 2560-by-1600 resolution, 500 nits of brightness and wide color (P3)			15.4-inch Retina display with 2880-by-1800 resolution, 500 nits of brightness and wide color (P3)	
Processor	2.0GHz dual-core Intel Core i5 processor (Turbo Boost up to 3.1GHz)	2.9GHz dual-core Intel Core i5 processor (Turbo Boost up to 3.3GHz)		2.6GHz quad-core Intel Core i7 processor (Turbo Boost up to 3.5GHz)	2.7GHz quad-core Intel Core i7 processor (Turbo Boost up to 3.6GHz)
Graphics	Intel Iris Graphics 540	Intel Iris Graphics 550		Radeon Pro 450 Intel HD Graphics 530	Radeon Pro 455 Intel HD Graphics 530
Storage	256GB SSD	256GB SSD	512GB SSD	256GB SSD	512GB SSD
Memory	8GB 1866MHz LPDDR3	8GB 2133MHz LPDDR3		16GB 2133MHz LPDDR3	
Keyboard	Full-size backlit keyboard	Full-size backlit keyboard with Touch Bar and Touch ID			
Finish	Silver or Space Gray				

Note: The previous generation 13-inch MacBook Pro model with 2.7GHz dual-core Intel Core i5 processor and 128GB SSD at \$1299 (U.S.) as well as the previous generation 15-inch MacBook Pro model with 2.2GHz quad-core Intel Core i7 processor and 256GB SSD at \$1999 (U.S.) continue to be available.

Key messages

Thinnest and lightest MacBook Pro ever

- 15-inch model is 15.5 mm thin and weighs just 4 pounds; 13-inch model is 14.9 mm thin and weighs just 3 pounds
- 13-inch models deliver the performance of MacBook Pro in a notebook that's as light as MacBook Air

The best Mac display ever

- With 500 nits of brightness, there's even more detail in bright ambient light conditions
- The new Retina display has a 67 percent higher contrast ratio for brighter whites and deeper blacks, and 25 percent more colors with P3 wide color for more vibrant greens and reds

Redesigned speaker system

- Speakers deliver louder, clearer sound with twice the dynamic range to bring music, movies, and games to life

Groundbreaking keyboard with Touch Bar and Touch ID¹

- Multi-Touch, Retina-resolution strip of glass, the Touch Bar is built into the keyboard in place of the function row
- The Touch Bar dynamically adapts to the application you're using and presents intuitive controls when and where you need them
- Touch ID on MacBook Pro means you can instantly unlock your computer and quickly authorize purchases in iTunes, the App Store, and iBooks Store, or when using Apple Pay in Safari—all with your fingerprint

Powerful and versatile Thunderbolt 3 (USB-C) ports

- The new Thunderbolt 3 port consolidates data transfer, charging, and video out in a single port
- At up to 40 Gbps, Thunderbolt 3 technology delivers double the data throughput and twice the video bandwidth of the previous generation

Extreme pro notebook performance

- Powerful 6th generation dual- and quad-core processors provide pro-level processing performance
- 15-inch models feature discrete Radeon Pro graphics for up to 130 percent faster performance, and 13-inch models feature integrated Intel Iris Graphics for up to 103 percent faster performance than previous models
- Enjoy super fast SSD performance with sequential read speeds of up to 3.1GB/s

Essential additions

- Apple Thunderbolt 3 (USB-C) to Thunderbolt 2 Adapter
- Apple USB-C to USB-A Adapter
- Apple USB-C Digital AV Multiport Adapter
- Apple USB-C VGA Multiport Adapter
- Apple USB-C to Lightning Cable
- Apple Power Adapter Extension Cable

Quick demos

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



Touch Bar

Instantly access intuitive controls and shortcuts

- Tap the arrow on the collapsed Control Strip to maximize it and reveal familiar options such as media controls and keyboard brightness, then tap the 'x' to collapse.
- Tap the volume button and use the slider to increase speaker volume.

Use the Touch Bar for popular apps like Safari and Mail

- In Safari, open a new tab and select a site from Favorites. Then swipe through open tabs with a single gesture.
- In Mail, reply to an email. Start typing to show predictive typing suggestions, and then select and insert emoji in your message.
- In Messages, reply to a message with Tapback by sending an expression like a thumbs up or heart.

You can also customize the Touch Bar in some apps

- In the Finder, go to the menu bar and choose View > Customize Touch Bar. Use the cursor to drag a new button into the Touch Bar.

Touch ID

Unlock your Mac with just a touch

- Open the Touch ID demo app.
- Have the customer enroll a fingerprint and point out that Complete appears when setup is successful.
- Ask the customer to alternate fingers to show red (reject) and green (accept), respectively.
- Explain the convenience of unlocking a note in Notes or a secure System Preference with a single touch.

Force Touch trackpad

A larger Force Touch trackpad gives you more room to work

- Point out the Force Touch trackpad and mention that it's 46 percent larger for Multi-Touch gestures.



Retina display

The brightest, most colorful Mac display

- In Photos, scrub through an album and point out the increased contrast in images, which shows greater depth and dimension with deeper blacks and brighter whites, and point out the true-to-life colors, especially vivid reds and greens.

Speakers

Speakers have twice the dynamic range as the previous generation MacBook Pro

- Play a song in iTunes at maximum volume.
- In GarageBand, open a sample project and play different sets of instrument mixes.



Connectivity

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

- Point out the Thunderbolt 3 ports, and mention that you can now connect power on either side.
- Explain that all USB-C accessories are compatible with Thunderbolt 3 ports.
- Mention that you can use a USB-C to Lightning Cable to connect to an iOS device, and a USB-C Digital AV Multiport Adapter to connect to HDMI displays.
- Mention that you can now connect to a 5K display with a single cable.

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