

21.5-inch and 27-inch iMac with Retina display



The iMac family now has even more pixels than before. The 27-inch iMac models all feature the Retina 5K display, delivering 14.7 million pixels and wide-gamut color to make your photos and video look even more amazing. And now that stunning display is available in a smaller form factor with the 21.5-inch iMac with Retina 4K display. With powerful quad-core processors, 8GB of fast 1867MHz memory standard, faster flash storage, new Fusion Drive storage options, and breathtaking Retina displays, iMac is packed with technology as well as pixels.

	21.5-inch	27-inch		
Apple price (U.S.)	\$1499	\$1799	\$1999	\$2299
Display	Retina 4K	Retina 5K	Retina 5K	Retina 5K
Processor	3.1GHz quad-core Intel Core i5 Turbo Boost up to 3.6GHz	3.2GHz quad-core Intel Core i5 Turbo Boost up to 3.6GHz	3.2GHz quad-core Intel Core i5 Turbo Boost up to 3.6GHz	3.3GHz quad-core Intel Core i5 Turbo Boost up to 3.9GHz
Storage	1TB hard drive	1TB hard drive	1TB Fusion Drive	2TB Fusion Drive

Key messages

Stunning Retina display

- With 9.4 million pixels (21.5-inch) and 14.7 million pixels (27-inch), the iMac with Retina display has 4.5 to 7 times the resolution of a standard HDTV
- The individually calibrated wider color gamut display delivers 25% more available colors to the screen for more vivid, true-to-life colors
- Full lamination of the display cover glass creates a brilliant display that's 75% less reflective
- The extremely precise antireflective coating allows uncompromised vibrant, accurate colors to show through

Amazing ultrathin design

- Stunningly thin at just 5 mm at its edge and has a gorgeous aluminum and glass enclosure

Powerful quad-core Intel Core i5 processors

- The 21.5-inch iMac comes with a fifth-generation 3.1GHz quad-core processor and is configurable to a 3.3GHz Core i7
- The 27-inch iMac comes with a sixth-generation 3.2 or 3.3GHz quad-core processor and is configurable to a 4.0GHz Core i7

Powerful AMD graphics

- The 27-inch iMac features AMD Radeon R9 300-series graphics with 2GB of video memory and is configurable with the R9 M395X with 4GB of video memory

Magic Keyboard and Magic Mouse 2

- Magic Keyboard and Magic Mouse 2 are included and pre-paired with every iMac, so there's no need for a separate external keyboard or mouse at set up
- Charge your Magic Keyboard and Magic Mouse 2 from your iMac using the included Lightning to USB Cable

High-speed I/O

- Four USB 3 ports for 10 times faster performance than USB 2.0
- Two Thunderbolt 2 ports each deliver up to 20 Gbps of bandwidth for external devices

Fusion Drive

- Fusion Drive combines the storage capacity of a hard drive with the performance of flash storage
- Automatically stores frequently used applications and files on the flash module for better performance
- 1TB Fusion Drive featuring 24GB of fast flash storage comes standard on \$1999 model, and is a custom-configurable option on other models. The 2TB and 3TB Fusion Drives feature 128GB of fast flash storage

Essential additions

- Magic Trackpad 2
- AirPort Time Capsule

Quick demos

Show off the design

- Talk about the dramatic design—especially the thin edge.
- Show the edge-to-edge glass and how it covers nearly the entire front, so nothing gets between the customer and what's on the screen.
- Play a song with iTunes to showcase the quality of the stereo speakers.

Show off the new Magic Keyboard and Magic Mouse 2

- Point out the new wireless Magic Keyboard and Magic Mouse 2, which is rechargeable from the iMac using an included Lightning to USB Cable.
- Demo Magic Mouse 2 features using Safari—scroll up and down on a web page, zoom by pressing Control while scrolling, and advance through web pages using a two-finger swipe.

Show off the Retina display

- Open a Safari page, email, and text document and show how the Retina display presents crisp, razor-sharp text—so it looks like a printed page.
- Open Photos and point out how crisp the images look, even in the thumbnail view. Select an image, go to fullscreen mode and highlight the detail you see in the photo. Page through more images without leaving fullscreen mode.
- Open a 4K video project in iMovie and mention you can view 4K video at full resolution on the Retina 4K display, and on the 27-inch Retina 5K display, you even have room to edit while viewing at 100%.