



Apple Updates MacBook Pro Family with New Models & Innovative Built-in Battery for Up to 40 Percent Longer Battery Life

Apple Updates MacBook Pro Family with New Models & Innovative Built-in Battery for Up to 40 Percent Longer Battery Life SYDNEY, Australia 9 June 2009 Apple today updated the aluminium unibody MacBook Pro line to include 13-inch, 15-inch and 17-inch models featuring Apples innovative built-in battery for up to 40 percent longer battery life. Each MacBook Pro includes an LED-backlit display with greater colour intensity, the innovative glass Multi-Touch trackpad, an illuminated keyboard, an SD card or ExpressCard slot, a FireWire 800 port and state of the art NVIDIA graphics. Starting at just A\$1899 inc GST, the MacBook Pro line is more affordable than ever, with some models up to A\$500 less than the previous generation. The industrys greenest notebook lineup, every Mac notebook achieves EPEAT* Gold status and meets Energy Star 5.0 requirements, setting a new standard for environmentally friendly notebook design. Across the line, all of our new MacBook Pro models now include Apples innovative built-in battery for up to seven hours of battery life, while staying just as thin and light as before, said Philip Schiller, Apples senior vice president of Worldwide Product Marketing. Starting at just A\$1899 inc GST, the aluminium unibody MacBook Pro is more affordable than ever and sets a new standard for environmentally friendly notebook design. The new 13-inch and 15-inch MacBook Pro models include Apples innovative built-in notebook battery for up to seven hours of wireless productivity on a single charge without adding thickness, weight or cost. Using Adaptive Charging and advanced chemistry first introduced with the 17-inch MacBook Pro earlier this year, the built-in battery delivers up to 1,000 recharges before it reaches 80 percent of its original capacity nearly three times the lifespan of conventional batteries.** The longer battery lifespan equals fewer depleted batteries and less waste. The new 13-inch MacBook Pro is a significant upgrade at a lower price than the original aluminium MacBook it replaces. With the same sleek and durable design popular with consumers, students and professionals, all 13-inch MacBook Pro models now include a seven hour built-in battery, an SD card slot, a FireWire 800 port, an illuminated keyboard and an improved LED-backlit display with 60 percent greater colour gamut. Featuring the powerful NVIDIA GeForce 9400M integrated graphics processor, the 13-inch MacBook Pro is available in two models: one with a 2.26 GHz Intel Core 2 Duo, 2GB of RAM and a 160GB hard drive priced at A\$1899 inc GST and another with a 2.53 GHz Intel Core 2 Duo, 4GB of RAM and a 250GB hard drive priced at A\$2399 inc GST. The perfect balance of performance and portability, the 15-inch MacBook Pro now features a seven hour built-in battery, an SD card slot, an improved LED-backlit display with 60 percent greater colour gamut and 4GB of RAM across the line at an entry price \$500 less than before. The new 15-inch MacBook Pro is available in three models: a 2.53 GHz Intel Core 2 Duo system with a 250GB hard drive and NVIDIA GeForce 9400M graphics for a new entry price of A\$2699 inc GST; a 2.66 GHz Intel Core 2 Duo system with a 320GB hard drive and NVIDIA GeForce 9400M and 9600M GT graphics for A\$3199 inc GST; and a 2.8 GHz Intel Core 2 Duo system with a 500GB hard drive and NVIDIA GeForce 9400M and 9600M GT graphics for A\$3699 inc GST. The 17-inch MacBook Pro, which includes an eight hour built-in battery, an ExpressCard slot, a brilliant LED-backlit display, 4GB of RAM and NVIDIA GeForce 9400M and 9600M GT graphics, has been updated to include a faster 2.8 GHz Intel Core 2 Duo processor and a larger 500GB hard drive for A\$3999 inc GST, which is A\$500 less than before. All MacBook Pro systems feature Apples revolutionary aluminium unibody design and for the first time can be upgraded with up to 8GB of RAM and up to a 500GB hard drive or up to a 256GB solid state drive. The 15-inch and 17-inch MacBook Pro models can also be upgraded to a 3.06 GHz Intel Core 2 Duo processor. All MacBook Pro systems include a next generation, industry-standard Mini DisplayPort to connect with the 24-inch Apple LED Cinema Display. Apple today also updated the incredibly thin and light MacBook Air, making it more powerful and more affordable. Measuring just 0.41 to 1.90 cm thin and weighing just 1.36 kilograms, the MacBook Air is available in two models starting with the new entry price of A\$2399 inc GST for a 1.8 GHz Intel Core 2 Duo system with a 120GB hard drive and NVIDIA GeForce 9400M graphics and a 2.13 GHz Intel Core 2 Duo system with a 128GB solid state drive and NVIDIA GeForce 9400M graphics for A\$2799 inc GST. Every Mac notebook achieves EPEAT Gold status and meets Energy Star 5.0 requirements, setting a new standard for environmentally friendly notebook design. Each unibody enclosure is made of highly recyclable aluminium and comes standard with energy efficient LED-backlit displays that are mercury-free and made with arsenic-free glass. All MacBook Pro and MacBook Air models contain no brominated flame retardants and use internal cables and components that are PVC-free. Every MacBook Pro comes with Apples innovative iLife 09 featuring iPhoto for managing photos, iMovie for making movies and GarageBand for creating and learning to play music. Every Mac also runs Leopard, the worlds most advanced operating system, featuring Time Machine, an effortless way to automatically back up everything on a Mac; Spaces, an intuitive feature used to create groups of applications and instantly switch between them; Mail with easy setup and elegant, personalised stationery; and iChat, the most advanced video chat. Pricing & Availability The new 13-inch MacBook Pro, 15-inch MacBook Pro, 17-inch MacBook Pro and MacBook Air are now available through the Apple Store (www.apple.com.au), Apples retail stores and Apple Authorised Resellers. Mac OS X Snow Leopard will be shipping in September 2009 and any new Mac system purchased without Snow Leopard from Apple or an Apple Authorised Reseller between 8 June 2009 and the end of the program on 26 December 2009, is eligible for the Mac OS X Snow Leopard Up-To-Date upgrade package available for a product plus shipping and handling fee of A\$14.95 inc GST. Users must request their Up-To-Date upgrade within 90 days of

purchase or by December 26, 2009 or whichever comes first. For more information please visit www.apple.com/au/macosex/uptodate. The 2.26 GHz, 13-inch MacBook Pro, for a recommended retail price of A\$1899 inc GST, includes: 13.3-inch widescreen LED-backlit 1280 x 800 glossy display; 2.26 GHz Intel Core 2 Duo with 3MB shared L2 cache; 1066 MHz front-side bus; 2GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; 160GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; two USB 2.0 ports; one FireWire 800 port (FireWire 400 compatible); SD card slot; one audio line in/out port, supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 58Whr lithium polymer battery; and 60 Watt MagSafe Power Adapter. The 2.53 GHz, 13-inch MacBook Pro, for a recommended retail price of A\$2399 inc GST, includes: 13.3-inch widescreen LED-backlit 1280 x 800 glossy display; 2.53 GHz Intel Core 2 Duo with 3MB shared L2 cache; 1066 MHz front-side bus; 4GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; 250GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; two USB 2.0 ports; one FireWire 800 port (FireWire 400 compatible); SD card slot; one audio line in/out port, supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 58Whr lithium polymer battery; and 60 Watt MagSafe Power Adapter. Build-to-order options for the MacBook include the ability to upgrade to 8GB 1066 MHz DDR3 SDRAM, a 250GB 5400 rpm, 320GB 5400 rpm or 500GB 5400 rpm hard drive, a 128GB or 256GB solid state drive, Mini DisplayPort to DVI Adapter, Mini DisplayPort to Dual-Link DVI Adapter (for 30-inch DVI display), Mini DisplayPort to VGA Adapter, Apple USB Modem, Apple Remote, Apple MagSafe Airline Adapter and the AppleCare Protection Plan. The 2.53 GHz, 15-inch MacBook Pro, for a recommended retail price of A\$2699 inc GST, includes: 15.4-inch widescreen LED-backlit 1440 x 900 glossy display; 2.53 GHz Intel Core 2 Duo with 3MB shared L2 cache; 1066 MHz front-side bus; 4GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; 250GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; two USB 2.0 ports; one FireWire 800 port; SD card slot; one audio line in and one audio line out port, each supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 73Whr lithium polymer battery; and 60 Watt MagSafe Power Adapter. The 2.66 GHz, 15-inch MacBook Pro, for a recommended retail price of A\$3199 inc GST, includes: 15.4-inch widescreen LED-backlit 1440 x 900 glossy display; 2.66 GHz Intel Core 2 Duo with 3MB shared L2 cache; 1066 MHz front-side bus; 4GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; NVIDIA GeForce 9600M GT discrete graphics with 256MB GDDR3 video memory; 320GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; two USB 2.0 ports; one FireWire 800 port; SD card slot; one audio line in and one audio line out port, each supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 73Whr lithium polymer battery; and 85 Watt MagSafe Power Adapter. The 2.8 GHz, 15-inch MacBook Pro, for a recommended retail price of \$3,699 inc GST, includes: 15.4-inch widescreen LED-backlit 1440 x 900 glossy display; 2.8 GHz Intel Core 2 Duo with 6MB shared L2 cache; 1066 MHz front-side bus; 4GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; NVIDIA GeForce 9600M GT discrete graphics with 512MB GDDR3 video memory; 500GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; two USB 2.0 ports; one FireWire 800 port; SD card slot; one audio line in and one audio line out port, each supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 73Whr lithium polymer battery; and 85 Watt MagSafe Power Adapter. Build-to-order options for the 15-inch MacBook Pro include a 3.06 GHz Intel Core 2 Duo processor, the ability to upgrade to 4GB 1066 MHz DDR3 SDRAM, a 320GB 5400 rpm, 320GB 7200 rpm, 500GB 5400 rpm or 500GB 7200 rpm hard drive, a 128GB or 256GB solid state drive, Mini DisplayPort to DVI Adapter, Mini DisplayPort to Dual-Link DVI Adapter (for 30-inch DVI display), Mini DisplayPort to VGA Adapter, Apple USB Modem, Apple Remote, Apple MagSafe Airline Adapter and the AppleCare Protection Plan. The 2.8 GHz, 17-inch MacBook Pro, for a recommended retail price of A\$3999 inc GST, includes: 17-inch widescreen LED-backlit 1920 x 1200, glossy display; 2.8 GHz Intel Core 2 Duo with 6MB shared L2 cache; 1066 MHz front-side bus; 4GB 1066 MHz DDR3 SDRAM, expandable to 8GB; NVIDIA GeForce 9400M integrated graphics; NVIDIA GeForce 9600M GT discrete graphics with 512MB GDDR3 video memory; 500GB serial ATA hard drive running at 5400 rpm, with Sudden Motion Sensor; a slot-load 8X SuperDrive with double-layer support (DVDR DL/DVDRW/CD-RW) optical drive; Mini DisplayPort for video output (adapters sold separately); built-in AirPort Extreme 802.11n wireless networking and Bluetooth 2.1+EDR; Gigabit Ethernet port; built-in iSight video camera; three USB 2.0 ports; one FireWire 800 port (FireWire 400 compatible); ExpressCard/34 expansion card slot; one audio line in and one audio line out port, each supporting both optical digital and analog; glass Multi-Touch trackpad and illuminated keyboard; built-in, 95Whr lithium polymer battery; and 85 Watt MagSafe Power Adapter. Build-to-order options for the 17-inch MacBook Pro include a 3.06 GHz Intel Core 2 Duo processor, 8GB 1066 MHz DDR 3 memory, 500GB 7200 rpm hard drive, a 128GB or 256GB solid state drive, anti-glare display for RRP A\$80, Mini DisplayPort to DVI Adapter, Mini DisplayPort to Dual-Link DVI Adapter (for 30-inch DVI display), Mini DisplayPort to VGA Adapter, Apple Remote, Apple MagSafe Airline Adapter and the AppleCare Protection Plan. *EPEAT is an independent

organisation that helps customers compare the environmental performance of notebooks and desktops. Products meeting all of the 23 required criteria and at least 75 percent of the optional criteria are recognized as EPEAT Gold products. The EPEAT program was conceived by the US EPA and is based on IEEE 1680 standard for Environmental Assessment of Personal Computer Products. For more information visit www.epeat.net.**A properly maintained MacBook Pro battery is designed to retain 80 percent or more of its original capacity during a lifespan of up to 1,000 recharge cycles. Battery life and charge cycles vary by use and settings. For more information visit www.apple.com/au/macbookpro/battery. Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning computers, OS X operating system and iLife and professional applications. Apple is also spearheading the digital media revolution with its iPod portable music and video players and iTunes online store and has entered the mobile phone market with its revolutionary iPhone. Press Contacts: John Marx Applejmarx@asia.apple.com (02) 8987 8399 Fiona Martin Applefmartin@asia.apple.com (02) 8987 8230 NOTE TO EDITORS: For additional information visit ApplesPR website. Apple, the Apple logo, Mac, Mac OS, Macintosh, MacBook, Multi-Touch, FireWire, MacBook Air, iLife, iPhoto, iMovie, GarageBand, Leopard, Time Machine, Spaces, iChat, Apple Store, Snow Leopard, SuperDrive, AirPort Extreme, iSight, MagSafe and AppleCare are trademarks of Apple. Other company and product names may be trademarks of their respective owners.