



First Look MacBook Pro

October 2011

	13-inch		15-inch		17-inch
Price (U.S.)	\$1199	\$1499	\$1799	\$2199	\$2499
Processor	2.4GHz Core i5 (dual-core)	2.8GHz Core i7 (dual-core)	2.2GHz Core i7 (quad-core)	2.4GHz Core i7 (quad-core)	2.4GHz Core i7 (quad-core)
Storage	500GB	750GB	500GB	750GB	750GB
Display	13.3-inch (1280 by 800 pixels) LED-backlit glossy display		15.4-inch (1440 by 900 pixels) LED-backlit glossy display		17-inch (1920 by 1200 pixels) high-resolution LED-backlit glossy display

Key Messages

Amazingly portable

- 4.5, 5.6, and 6.6 pounds and all under 1-inch thick
- Unibody design

FaceTime HD Camera

- Built-in FaceTime HD Camera allows users to make video calls to other Macs and iOS devices

OS X Lion

- Easy control using Multi-Touch gestures
- Full-screen application support takes advantage of the entire display

Ultimate performance

- All models include next-generation Intel Core i5 and i7 processors
- All models include new Intel HD Graphics 3000—a powerful and efficient integrated graphics processor
- 15- and 17-inch models also include a discrete AMD Radeon HD graphics processor, delivering up to two times the performance over previous MacBook Pro models
- Battery life of up to 7 hours on all models

Thunderbolt I/O port

- Supports high-speed data transfer and high-resolution displays through a single port
- Dual 10 Gb/s data channels
- Supports USB, FireWire, and Ethernet via adapters
- Compatible with all existing Mini DisplayPort adapters
- Supports up to six Thunderbolt-enabled devices
- 13-inch model supports one external display; 15- and 17-inch models support up to two external displays

Quick Demos

Demonstrate the portability

- Close the lid and let the customer pick up the MacBook Pro
- With the lid closed, customers can feel the thin and portable design—at less than 1-inch thick, a MacBook Pro can slide into any briefcase or backpack

Show off the display and keyboard

- Open the screen to show the glossy display
- Point out the FaceTime HD camera
- Discuss the full-sized keyboard and how comfortable it is to type on

Show the ports for expansion

- Show off the new Thunderbolt port

- Show off the USB, Ethernet, and FireWire ports as well as the SDXC Card reader (on 13- and 15-inch models)

Try out the Multi-Touch trackpad

- Let customers click anywhere, showing that the trackpad is the button
- Start Safari and open up several pages to demonstrate swiping
- Demonstrate two-finger scroll and three-finger swipe (leave Safari open)
- Open up iPhoto and rotate an image (keep iPhoto running)
- Demonstrate the four-finger swipe by clearing the desktop and bringing all open windows to the front

Essential Additions

- Apple Thunderbolt Display
- Video Adapters
- Time Capsule
- MagSafe Airline Adapter

Additional Resources

On Apple.com:

- [MacBook Pro](#)
- [MacBook Pro Tech Specs](#)
- [Thunderbolt I/O](#)

On Apple Sales Web:

- [MacBook Pro Sales Resource Page](#)
- [MacBook Pro - Then and Now](#)