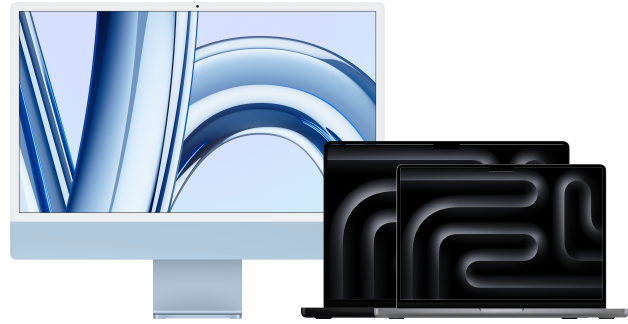# What's New for Business
October 2023

The all-new M3, M3 Pro, and M3 Max chips now power MacBook Pro — the world's best pro laptop. iMac gets a big leap forward with M3, making it an ideal choice for businesses seeking an all-in-one computer. macOS Sonoma brings new productivity capabilities for business users. And for IT, improved software update management, identity integrations, and security controls make it easier than ever to manage Mac at scale.

Products

Apple silicon. Apple's third-generation system on a chip — M3, M3 Pro, and M3 Max — is the most advanced ever built for a personal computer. The chips feature industry-leading 3-nanometer process technology and tremendous performance, speed, and power efficiency.

The M3 family of chips have a next-generation GPU architecture with Dynamic Caching and hardware-accelerated ray tracing, enabling more realistic and visually complex graphics for business use cases such as medical imaging, 3D modeling, AI/ML, and visual effects.

MacBook Pro. Now powered by the M3 family of chips, MacBook Pro is the world's best pro laptop, enabling business workflows that were previously impossible on a laptop.

Starting at $1599, the 14-inch MacBook Pro with M3 is the ideal laptop to manage everyday tasks as well as complex workflows that require sustained performance for hours on end. Compared to the 13-inch MacBook Pro with M1, video editing with the 14-inch MacBook Pro with M3 is up to 60 percent faster.[1]

The 14- and 16-inch MacBook Pro with M3 Pro support two external displays and provide even greater performance along with additional unified memory for demanding workflows like software development, clinical research, and video editing.

With up to 128GB of RAM, 8TB of storage and support for up to four external displays, 14- and 16-inch MacBook Pro with M3 Max push the boundaries of portable computing for users whose workflows are extreme, such as scientists, film editors, and 3D artists. The latest MacBook Pro is up to 11 times faster than the fastest Intel-based MacBook Pro.[2]

Thanks to the power efficiency of Apple silicon, MacBook Pro has up to 22 hours of battery life to support employees who are on the go.[3]

iMac. The world's most popular all-in-one computer is now powered by M3, boosting performance for creativity and productivity. The all-new iMac with M3 is two times faster than iMac with M1. And when compared to the most powerful Intel-based 21.5-inch iMac model, it's up to a remarkable four times faster.[4]

This means business workflows are faster and more fluid when multitasking across apps to tackle everything from day-to-day productivity tasks to video and photo editing.

All content comes to life in sharp, beautiful detail with the expansive 24-inch 4.5K Retina display. The 1080p FaceTime HD camera, studio-quality three-mic array, and six-speaker sound system make for an unrivaled video conference call experience.

This stunning all-in-one desktop fits right into a variety of business spaces — whether a retail storefront, medical practice, call center, or advertising firm. And users will love the strikingly thin design and vibrant colors.

Platform

macOS Sonoma. macOS Sonoma brings all-new capabilities that enhance video calls, productivity, and creativity. With intuitive and powerful new features, employees can have a more seamless Mac experience at work.

New video conferencing features make business meetings more engaging with Presenter Overlay and Reactions.

Widgets on the Mac desktop are interactive and give users the latest news and information at a glance. And with the magic of Continuity, users can access the extensive ecosystem of iPhone widgets on their Mac.

Profiles in Safari help users stay organized by separating Work and Personal browsing. And users can add any website to the Dock, so frequently visited sites are now at their fingertips and have an app-like experience.

Management

Managed Apple IDs now support Continuity and iCloud services like Wallet and passkeys. And custom identity provider support allows for easy creation and federation.

Managed software updates have been enhanced with declarative management, providing new options for when and how updates should be enforced.

New security and compliance controls in macOS Sonoma allow organizations to restrict and protect settings. And Managed Device Attestation provides strong assurances about device identity and security posture.

Platform SSO allows IT to synchronize the local Mac password with an identity provider. Identity integrations get even better with a dedicated interface in System Settings, and just-in-time local user account creation.

Resources: Mac | macOS | Apple Events