

# The all-in-one that's one of a kind.

Apple introduced the first iMac more than a decade ago. And the design philosophy remains the same: an all-in-one computer that's as powerful as it is beautiful.



[View the iMac gallery](#)



## Big, beautiful displays.

21.5-inch and 27-inch displays.

Today's iMac has come a long way from the first 15-inch iMac. Take one look and you'll see just how far. A 21.5-inch or 27-inch display with edge-to-edge glass covers nearly the entire front of the enclosure. When all you see is the display, nothing gets between you and what's onscreen. Movies, TV shows, websites, photos — everything looks stunning on the 16:9 widescreen iMac display.



**LED backlighting.**  
When a display has more pixels, you need to push more light through them to achieve the best picture possible. LED



## All-in-one simplicity.



**Evolution of iMac.**

It was a great idea then, and it's a great idea now. The all-in-one design of the first flat-panel iMac cleaned up the desktop. It put everything you need — display, processor, graphics card, hard drive, optical drive, memory, and more — inside one simple enclosure. New technology on the inside makes the new iMac a worthy addition to the all-in-one dynasty.

**Seamless enclosure.**  
While you'll find a collection

backlighting in iMac does exactly that, with remarkable brightness and efficiency. Because the LED backlight doesn't take up much space, the iMac enclosure stays thin — even with all the high-performance components inside.

#### High resolution.

The 21.5-inch iMac features 1920-by-1080 HD resolution. Apple engineers could simply have stretched that resolution up and out for the 27-inch iMac. Instead, they took the display well beyond HD with 2560-by-1440 resolution. That's 78 percent more pixels than the 21.5-inch iMac.

#### IPS technology.

The iMac display is designed to look great from almost any angle. A technology called in-plane switching (IPS) makes this possible. Whether you're sitting in front of the display or standing off to the side, you'll get a great picture with superb colour.



of ports on the back of iMac, you won't find much else. A seamless, precision-forged enclosure makes the back one continuous aluminum surface. And there's only one cord: the power cord.



#### Cool, quiet components.

The widescreen iMac display allows more room to separate the two hottest components, the CPU and the GPU. This keeps things cool inside the iMac enclosure. Apple engineers also implemented an intelligent control system that monitors temperatures and delivers just the right amount of airflow to critical components. And the three fans inside iMac have been tuned to be ultraquiet. The result of all this tinkering with heat and sound? A system that operates at 18 decibels when idle — so quiet, you hardly know it's on.\*

Details that matter.



**Edge-to-edge glass.**  
The glass that surrounds the LED-backlit display wraps around the edge of the aluminum enclosure.



**Tapered pedestal.**  
Another victory over clutter, the finely tapered aluminum pedestal practically disappears on the desktop.



**Redesigned speakers.**  
New speakers deliver louder, clearer sound with better bass response and less distortion.

## A tidier desktop.

**Wireless keyboard and Magic Mouse included.**  
iMac embodies simple design that eliminates desktop clutter. So naturally, it comes standard with the Apple Wireless Keyboard and the wireless Magic Mouse. You can also add the new Magic Trackpad.

**Magic Mouse with Multi-Touch.**  
Magic Mouse is designed to do all the things a mouse should do — pointing, clicking, and scrolling — but with no scroll wheel, no trackball, and no visible button. Magic Mouse uses Multi-Touch technology to let you click, scroll, or swipe anywhere on its perfectly smooth, seamless top shell. But the real magic of Magic Mouse is how it knows what you want to do. A chip inside Magic Mouse acts as a brain, detecting the difference between a resting hand, a scrolling finger, a two-finger swipe, and a simple click. It's the smartest mouse we've ever made.

[Watch the Magic Mouse video](#) 



Wireless keyboard and Magic Mouse included.

[Watch the Magic Mouse video](#)



[View the Magic Mouse gallery](#)



### The new Magic Trackpad.

Also available for your iMac, the new Magic Trackpad brings the full set of Multi-Touch gestures to the desktop for the first time. It features the same sculpted aluminum design as the Apple Wireless Keyboard, and side by side the two sit flush at the same angle and



height. [Learn more about Magic Trackpad](#) ▶

### Environmentally friendly design.

iMac is designed to have less impact on the environment than most other computers. It's energy efficient, free of many harmful toxins, and made of highly recyclable materials.



[Learn more about iMac and the environment](#) ▶



### Why you'll love a Mac.

See why your next PC should be a Mac.



### PC to Mac. The basics.

Learn the basic differences between a PC and a Mac.



Buy iMac from \$1299.

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[Configure an iMac. Get free shipping](#) ▶

[Apple Retail Store](#)  
[Test-drive iMac at a store near you](#) ▶

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Get [Apple education pricing](#).  
Find your [local authorized reseller](#).

\*A-weighted. Acoustics measured on standard 21.5-inch and 27-inch iMac systems. Acoustics may vary by configuration.



Mac > iMac > Design

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## Technical Specifications

### Size and weight



#### 21.5-inch iMac

Height:	17.75 inches (45.1 cm)
Width:	20.8 inches (52.8 cm)
Depth:	7.42 inches (18.85 cm)
Weight:	20.5 pounds (9.3 kg) <sup>1</sup>



#### 27-inch iMac

Height:	20.4 inches (51.7 cm)
Width:	25.6 inches (65.0 cm)
Depth:	8.15 inches (20.7 cm)
Weight:	30.5 pounds (13.8 kg) <sup>1</sup>

### Connections and expansion

- One FireWire 800 port; 7 watts
- Four USB 2.0 ports
- SDXC card slot



### Communications

- AirPort Extreme 802.11n Wi-Fi wireless networking;<sup>2</sup> IEEE 802.11a/b/g compatible



### Display



#### 21.5-inch iMac

- Built-in 21.5-inch (viewable) LED-backlit glossy widescreen TFT active-matrix liquid crystal display with IPS technology
- Resolution: 1920 by 1080 pixels
- Typical brightness: 330 cd/m<sup>2</sup>



#### 27-inch iMac

- Built-in 27-inch (viewable) LED-backlit glossy widescreen TFT active-matrix liquid crystal display with IPS technology
- Resolution: 2560 by 1440 pixels
- Typical brightness: 375 cd/m<sup>2</sup>
- Can be attached to a wall mount, articulating arm, or other VESA-compliant mounting solution using the optional VESA Mount Adapter Kit

#### All models

- Millions of colours at all resolutions
- Typical viewing angle: 178° horizontal; 178° vertical
- 16:9 aspect ratio

### Processor and memory

- 21.5-inch models, one of the following:
  - 3.06GHz Intel Core i3 processor with 4MB level 3 cache; supports Hyper-Threading
  - 3.2GHz Intel Core i3 processor with 4MB level 3 cache; supports Hyper-Threading and Turbo Boost
  - 3.6GHz Intel Core i5 processor with 4MB level 3 cache; supports Hyper-Threading and Turbo Boost
- 27-inch models, one of the following:
  - 3.2GHz Intel Core i3 processor with 4MB level 3 cache; supports Hyper-Threading and Turbo Boost
  - 3.6GHz Intel Core i5 processor with 4MB level 3 cache; supports Hyper-Threading and Turbo Boost
  - 2.8GHz Quad-Core Intel Core i5 processor with 8MB level 3 cache; supports Turbo Boost
  - 2.93GHz Quad-Core Intel Core i7 processor with 8MB level 3 cache; supports Hyper-Threading and Turbo Boost
- 4GB (two 2GB SO-DIMMs) of 1333MHz DDR3 SDRAM; four SO-DIMM slots support up to 16GB

[Configure your iMac now](#), only at the Apple Online Store.

### Storage<sup>5</sup>

- 21.5-inch models:
  - 500GB or 1TB 7200-rpm Serial ATA hard drive
  - Optional 2TB 7200-rpm Serial ATA hard drive
- 27-inch models:
  - 1TB 7200-rpm Serial ATA hard drive
  - Optional 2TB 7200-rpm Serial ATA hard drive
  - Optional 256GB solid-state drive

[Configure your iMac now at the Apple Online Store](#) ▶

### Graphics and video support



- Bluetooth 2.1 + EDR (Enhanced Data Rate) wireless technology
- 10/100/1000BASE-T Gigabit Ethernet (RJ-45 connector)



## Audio

- Built-in stereo speakers
- Two internal 17-watt high-efficiency amplifiers
- Headphone/optical digital audio output (minijack)
- Audio line in/optical digital audio input (minijack)
- Built-in microphone
- Support for Apple iPhone headset with microphone

## Environmental Status Report



iMac is designed with the following features to reduce its environmental impact:

- Arsenic-free display glass
- BFR-free
- PVC-free<sup>3</sup>
- Highly recyclable aluminum and glass enclosures
- Meets ENERGY STAR 5.0 requirements
- Rated EPEAT Gold<sup>4</sup>

- 21.5-inch models, one of the following:

- ATI Radeon HD 4670 graphics processor with 256MB of GDDR3 memory
- ATI Radeon HD 5670 graphics processor with 512MB of GDDR3 memory



- 27-inch model with dual-core processor:
  - ATI Radeon HD 5670 graphics processor with 512MB of GDDR3 memory
- 27-inch model with quad-core processor:
  - ATI Radeon HD 5750 graphics processor with 1GB of GDDR5 memory

- iSight camera
- Mini DisplayPort output with support for DVI, VGA, and dual-link DVI (adapters sold separately); 27-inch models also support input from external DisplayPort sources (adapters sold separately)
- Support for extended desktop and video mirroring modes
- Simultaneously supports full native resolution on the built-in display and up to a 30-inch display (2560 by 1600 pixels) on an external display



## Configurable options



View Configuration Options Chart



## Optical drive

- Slot-loading 8x SuperDrive (DVD±R DL/DVD±RW/CD-RW)
  - Writes DVD+R DL and DVD-R DL discs at up to 4x speed
  - Writes DVD-R and DVD+R discs at up to 8x speed
  - Writes DVD-RW discs at up to 6x speed and DVD+RW discs at up to 8x speed
  - Reads DVDs at up to 8x speed
  - Writes CD-R discs at up to 24x speed
  - Writes CD-RW discs at up to 16x speed
  - Reads CDs at up to 24x speed

## Electrical and operating requirements

- Line voltage: 100–240V AC
- Frequency: 50Hz to 60Hz, single phase
- Maximum continuous power: 241W (21.5-inch models); 365W (27-inch models)
- Operating temperature: 50° to 95° F (10° to 35° C)
- Storage temperature: –4° to 116° F (–20° to 47° C)
- Relative humidity: 5% to 95% noncondensing
- Maximum altitude: 10,000 feet
- Typical acoustical performance
  - Sound pressure level (operator position): 18 dBA at idle<sup>6</sup>

## What's included

### In the box:

- iMac
- Apple Wireless Keyboard
- Magic Mouse
- Cleaning cloth
- Power cord
- Install/restore DVDs
- Printed and electronic documentation

### Included software:

Mac OS X Snow Leopard  
Includes iTunes, Time Machine, Quick Look, Spaces, Spotlight, Dashboard, Mail, iChat, Safari, Address Book, QuickTime, iCal, DVD Player, Photo Booth, Front Row, Xcode Developer Tools, and more.



[Learn more about Mac OS X Snow Leopard](#) ▶



iLife  
Includes iPhoto, iMovie,  
GarageBand, and iWeb.  
[Learn more about iLife](#) ▶



## Accessories

### Mac Software



iWork  
Aperture  
Logic Express  
Final Cut Express  
MobileMe Subscription

### Displays and Graphics



Apple Mini DisplayPort to DVI  
Adapter  
Apple Mini DisplayPort to VGA  
Adapter  
Apple Mini DisplayPort to Dual-  
Link DVI Adapter

### AirPort & Wireless



Time Capsule  
AirPort Express Base Station  
AirPort Extreme Base Station

### Other Accessories



Magic Trackpad  
Apple Battery Charger  
VESA Mount Adapter Kit  
AppleCare Protection Plan

## Configurations [See detailed pricing and configurations](#) ▶



	21.5-inch iMac	21.5-inch iMac	27-inch iMac	27-inch iMac
Processor	3.06GHz Intel Core i3	3.2GHz Intel Core i3		2.8GHz Intel Core i5 (quad core)
Cache	4MB shared L3 cache			8MB shared L3 cache
Memory	4GB (two 2GB SO-DIMMs) of 1333MHz DDR3 SDRAM; supports up to 16GB			
Hard drive	500GB Serial ATA <sup>5</sup> ; 7200 rpm	1TB Serial ATA <sup>5</sup> ; 7200 rpm		
Optical drive	Slot-loading 8x SuperDrive with 4x double-layer burning (DVD±R DL/DVD±RW/CD-RW)			
Display	21.5-inch (viewable) LED-backlit glossy 16:9 widescreen TFT active-matrix display; 1920 by 1080 pixels; millions of colours; IPS technology		27-inch (viewable) LED-backlit glossy 16:9 widescreen TFT active-matrix display; 2560 by 1440 pixels; millions of colours; IPS technology	

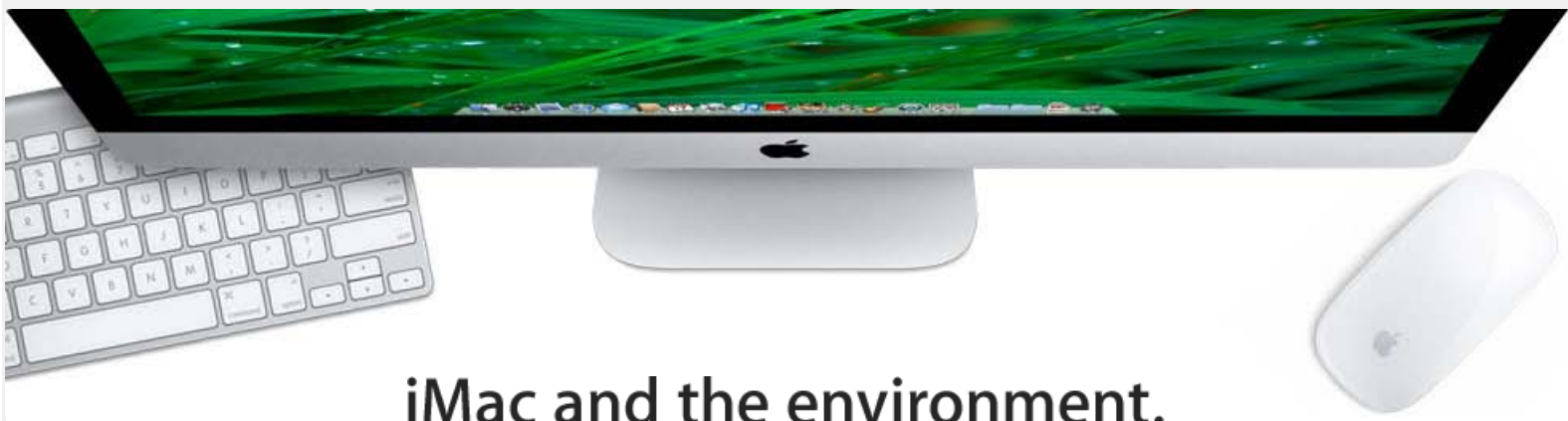
Video	iSight camera; Mini DisplayPort output with support for DVI, dual-link DVI, and VGA video (requires adapters, sold separately)		iSight camera; Mini DisplayPort output with support for DVI, dual-link DVI, and VGA video (requires adapters, sold separately); supports input from external DisplayPort sources (adapters sold separately)	
Graphics	ATI Radeon HD 4670 with 256MB of GDDR3 memory	ATI Radeon HD 5670 with 512MB of GDDR3 memory		ATI Radeon HD 5750 with 1GB of GDDR5 memory
FireWire	One FireWire 800 port; 7 watts			
USB	Four USB 2.0 ports			
SD Card	SDXC card slot			
Audio	Stereo speakers with two internal 17-watt high-efficiency amplifiers, microphone, optical digital audio output/headphone out, optical digital audio input/audio line in			
Ethernet	10/100/1000BASE-T (Gigabit)			
Wireless	AirPort Extreme 802.11n Wi-Fi wireless networking <sup>2</sup> ; Bluetooth 2.1 + EDR (Enhanced Data Rate) wireless technology			
Included accessories	Apple Wireless Keyboard and Magic Mouse			
Other	IR receiver		IR receiver; optional VESA Mount Adapter Kit	
Configure-to-order options	<ul style="list-style-type: none"> <li>■ 8GB Memory Upgrade (four 2GB)</li> <li>■ Magic Trackpad</li> <li>■ Apple Mouse</li> <li>■ Apple Keyboard</li> <li>■ Apple Keyboard with Numeric Keypad</li> <li>■ Apple Battery Charger</li> <li>■ Apple Remote</li> <li>■ Software: iWork, Aperture, Logic Express, Final Cut Express</li> </ul>	<ul style="list-style-type: none"> <li>■ 3.6GHz Intel Core i5</li> <li>■ 8GB Memory Upgrade (four 2GB)</li> <li>■ 2TB hard drive</li> <li>■ Magic Trackpad</li> <li>■ Apple Mouse</li> <li>■ Apple Keyboard</li> <li>■ Apple Keyboard with Numeric Keypad</li> <li>■ Apple Battery Charger</li> <li>■ Apple Remote</li> <li>■ Software: iWork, Aperture, Logic Express, Final Cut Express</li> </ul>	<ul style="list-style-type: none"> <li>■ 3.6GHz Intel Core i5</li> <li>■ 8GB Memory Upgrade (two 4GB or four 2GB)</li> <li>■ 16GB Memory Upgrade (four 4GB)</li> <li>■ 2TB hard drive</li> <li>■ 256GB solid-state drive</li> <li>■ Magic Trackpad</li> <li>■ Apple Mouse</li> <li>■ Apple Keyboard</li> <li>■ Apple Keyboard with Numeric Keypad</li> <li>■ Apple Battery Charger</li> <li>■ Apple Remote</li> <li>■ Software: iWork, Aperture, Logic Express, Final Cut Express</li> </ul>	<ul style="list-style-type: none"> <li>■ 2.93GHz Intel Core i7 (quad core)</li> <li>■ ATI Radeon HD 5750 with 1GB of GDDR5 memory</li> <li>■ 8GB Memory Upgrade (two 4GB or four 2GB)</li> <li>■ 16GB Memory Upgrade (four 4GB)</li> <li>■ 2TB hard drive</li> <li>■ 256GB solid-state drive</li> <li>■ Magic Trackpad</li> <li>■ Apple Mouse</li> <li>■ Apple Keyboard</li> <li>■ Apple Keyboard with Numeric Keypad</li> <li>■ Apple Battery Charger</li> <li>■ Apple Remote</li> <li>■ Software: iWork, Aperture, Logic Express, Final Cut Express</li> </ul>
Limited warranty and service	Your iMac comes with 90 days of free telephone support and a one-year limited warranty. Purchase the <a href="#">AppleCare Protection Plan</a> to extend your service and support to three years from your computer's purchase date. Only the AppleCare Protection Plan provides you with direct telephone support from Apple technical experts and the assurance that repairs will be handled by Apple-authorized technicians using genuine Apple parts. For more information, visit <a href="#">Apple support</a> or call 800-823-2775.			
Apple and the global environment	<a href="#">Learn more</a> about Apple's dedication to reducing the environmental impact of our products and process. <a href="#">The Apple Product Environmental Specification</a> details the environmental attributes of our products.			

Why you'll love a Mac.

PC to Mac. The basics.

Buy iMac from \$1299.





# iMac and the environment.

Apple designs products with the environment in mind. That's why iMac is energy efficient, free of many harmful toxins, and highly recyclable.

View a PDF of Apple's Environmental Status Report for [21.5-inch iMac](#) ▶ [27-inch iMac](#) ▶

## Apple and the Environment

Apple takes a complete product life cycle approach to determining our environmental impact.



### Life cycle impact.

Apple's life cycle analysis accounts for all emissions associated with our products. That includes raw material extraction, manufacturing, packaging, transportation, a three- or four-year period of use,<sup>1</sup> and recycling. In the course of this analysis, we determined that more than 95 percent of Apple's total greenhouse gas emissions come from the products we make.

[Learn more on the Apple Environment site](#) ▶

## Energy Efficiency

iMac is designed to be energy efficient right out of the box. It has even earned the EPA's ENERGY STAR qualification for its low power consumption.



### Efficient power supply.

iMac includes a highly efficient power supply that reduces the amount of power wasted when bringing electricity from the wall to your computer. Lower power consumption reduces energy bills and lessens the environmental impact of greenhouse gas emissions from power plants.

### Advanced power management.

Unlike a lot of Windows-based PC systems, iMac uses energy-efficient hardware components that work hand in hand with the operating system to conserve power. Mac OS X spins down hard drives and activates sleep mode on already energy-efficient LED-backlit displays. And it balances tasks across both central processors and graphics processors. Mac OS X never misses a power-saving opportunity, no matter how small. It even regulates the processor between keystrokes, reducing power between the letters you type. That's just one of many ways Apple manages small amounts of power that add up to big savings.

### ENERGY STAR qualification.

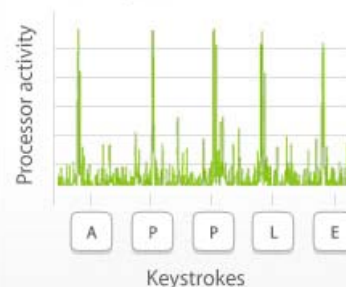
iMac meets the stringent low power requirements set by the EPA, giving it ENERGY STAR qualification. ENERGY STAR

## The three ways to reduce energy consumption.



### Every Milliwatt Counts

Mac OS X even regulates processor activity between keystrokes, saving milliwatts of power.



5.0 sets significantly higher efficiency limits for power supplies and aggressive limits for the computer's typical annual power consumption.

### Apple Battery Charger

Power your wireless Mac accessories the energy-efficient way. [Learn more](#) ▶



### Eliminating Toxic Substances

It's what iMac doesn't have that makes it more environmentally friendly. It's free of many harmful toxins, including mercury, arsenic, BFRs, and PVC.



### Fewer toxins.

The greatest environmental challenge facing the computer industry is the presence of arsenic, brominated flame retardants (BFRs), mercury, phthalates, and polyvinyl chloride (PVC) in products. Apple engineers have worked hard to eliminate BFRs and PVC from iMac circuit boards, internal and external cables, connectors, insulators, adhesives, and more.<sup>2</sup> And they've eliminated many other toxins that are a common part of desktop computer manufacturing — choosing, for example, mercury-free backlighting and arsenic-free glass for the iMac display.

### Environmental status report



- ✓ BFR-free
- ✓ PVC-free<sup>2</sup>
- ✓ Lead-free
- ✓ Mercury-free display
- ✓ Arsenic-free display glass

### Recyclability

Because iMac is made from materials such as aluminum and glass, it's more likely to be recycled and reused at the end of its long, productive life.



### Recyclable materials.

Apple designers and engineers have integrated the entire iMac computer into an enclosure made from a single, solid piece of recyclable aluminum. The display is made of recyclable glass. Both aluminum and glass are very desirable to recyclers, which means the raw materials used in iMac can be reused in other products.



### Free recycling for your old computer.

If you live in the U.S., Apple offers a free recycling program for old computers and displays with the purchase of any new Mac.

### EPEAT Gold

iMac has earned EPEAT Gold status for its responsible manufacture, energy efficiency, and recyclability.



### The EPEAT Gold rating.

Through its innovative and environmentally friendly design, iMac has earned the highest rating of EPEAT Gold.<sup>3</sup> The Electronic Product Environmental Assessment Tool, or EPEAT, evaluates the environmental impact of a product based on how recyclable it is, how much energy it uses, and how it's designed and manufactured.



# iMac

[Buy Now](#)



## Why you'll love a Mac.

A Mac is designed to give you the best computer experience possible. Because Apple makes both the hardware and the software, everything just works. Like a computer should. So whether you're accessing a Wi-Fi network, organizing your photos by faces, or video chatting, everything is surprisingly simple.



**Better at Everyday Things**  
Email, web, and Microsoft Office. A Mac does everything you do.



**Amazing Stuff**  
You'll be surprised at what you can do with photos, movies, and music.



**Highly Secure and Reliable**  
A Mac just works — without all the viruses and headaches you get with PCs.



**Advanced Technology**  
A Mac offers innovative hardware and the world's most advanced operating system.



**Environmentally Friendly Design**  
A Mac is designed to be energy efficient, free of many toxins, and highly recyclable.



**Total Support**  
Get a Mac and you get world-class support, expert advice, and professional training.

## It's better at the things you do every day.

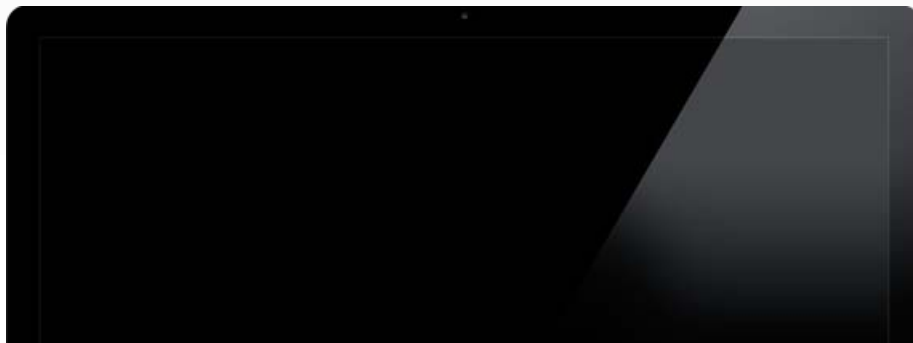
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The things you do most often on a computer, like browsing the web, checking email, and working with Microsoft Office files, are some of the things a Mac does best.

### Perfect for everyday everything.

A Mac comes with everything you need for your email, calendar, contacts, browsing the Internet, and more. It's all part of the Mac operating system: [Mac OS X Snow Leopard](#). And if your daily routine includes watching movies and TV shows from iTunes, iMac brings entertainment to your desktop with a brilliant 16:9 widescreen display.

Hardware and software made to



### work together.

Apple makes the Mac, the software that comes with it, and the operating system that powers it. That makes features like the wireless Magic Mouse possible. Snow Leopard enables Multi-Touch gestures, so you can scroll with one finger or swipe with two.

### Works with Windows.

The Mac also opens and works with Microsoft Office applications such as Word and Excel, and even runs Windows — so it's compatible with the PC world.<sup>1</sup> That includes sharing documents with people who use PCs, printing to just about any printer, and working over Windows networks.



A Mac comes with all the applications you need to send email, create calendars, and more.



#### Did you know?

Almost any device that connects via USB, audio cable, or Bluetooth wireless technology will work with a Mac. It includes thousands of device drivers, so you can start using these devices as soon as you plug them in.

View Gallery:



Mail and More



Quick Look



Web Browsing



iTunes Content



Microsoft Office

## It lets you do amazing things with photos, movies, and music.

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Take home a Mac, and right away you can start doing cool stuff with iPhoto, iMovie, and GarageBand. They're part of iLife. And they're included with every new Mac.



### Photos on a Mac.

**iPhoto** features face recognition technology that lets you organize your entire photo library by the people in the pictures. So when you want to find a particular photo of a friend, the hard work is already done for you.

### Movies on a Mac.

With **iMovie**, you can put together a great-looking movie in minutes, then give it some professional polish. Add Hollywood-quality animated titles or stabilize shaky video in just a few clicks.

### Making music on a Mac.

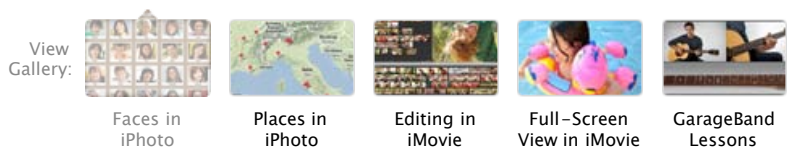
A Mac can teach you how to play guitar or piano. Open **GarageBand** and you've got video music instruction right on your Mac. You can even download Artist Lessons, and learn to play hit songs from the musicians who made





them famous.<sup>2</sup>

Use iPhoto to automatically organize your photos according to who's in them.



### Did you know?

A Mac only comes with software you'll actually use. So you can say good-bye to bloatware you don't want (and will have to uninstall later).

## It's highly secure and reliable.

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The built-in defenses on a Mac help keep you safe from viruses and malware without the hassle of constant alerts and sweeps.

### Don't worry about viruses.

Designed with security in mind, [Mac OS X Snow Leopard](#) isn't plagued by constant attacks from PC viruses and malware. Every Mac is highly secure right out of the box, so you can safely go about your work — or play — without interruption.

### On guard.

Innocent-looking files downloaded over the Internet may contain dangerous malware in disguise. That's why files you download using Safari, Mail, and iChat are screened to determine if they contain applications. If they do, Mac OS X Snow Leopard alerts you, then warns you the first time you open one.

### Always up to date.

When a potential security threat arises, Apple responds quickly by providing software updates and security enhancements that can be downloaded automatically and installed with a click.



### Did you know?

Mac OS X Snow Leopard is designed to keep your Mac fast, responsive, and easy to use for the entire time you own it. You don't need to buy software to speed it up, keep it safe, or get it to work better.

## It comes standard with the most advanced technology.

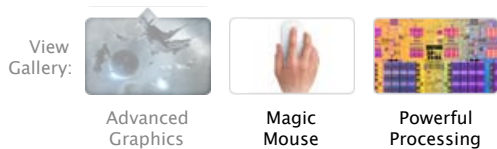
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Intel dual-core and quad-core processors. Engineering innovations years ahead of their time. And an operating system tailor-made to get the most from it all.

The latest technology.



Mac OS X includes graphics technologies that enable 3D animation, HD video, and more.



Intel dual-core or quad-core processors are standard on every Mac, so applications fly. Powerful graphics bring the latest 3D games to life. And an iSight camera, Bluetooth wireless technology, and many other features are all built in.

#### Features you won't find on a PC.

On a Mac, innovation extends to features you might not expect. Like a desktop computer with only one cord — the power cord. iMac reduces desktop clutter by including the Apple Wireless Keyboard and wireless Magic Mouse standard. So out of the box, you get the most streamlined computer experience possible.

#### The world's most advanced operating system.

Every Mac comes with [Mac OS X Snow Leopard](#), an operating system custom-made for the advanced technology inside. Built on a rock-solid UNIX foundation and designed to be simple and intuitive, it's what makes the Mac innovative, highly secure, compatible, and easy to use.

## Environmentally friendly design.

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Apple approaches environmental responsibility through our products. That's why a Mac is designed to be energy efficient, free of many toxins, and highly recyclable.



### Energy efficiency.

Because Apple designs both hardware and software, we can reduce our environmental footprint in ways others can't. For starters, a highly efficient power supply reduces the amount of power wasted when bringing electricity from the wall to your Mac. Unlike a lot of PCs, a Mac uses energy-efficient hardware components that work hand in hand with the operating system to conserve power — even between keystrokes.



### Fewer toxic substances.

A Mac doesn't contain a lot of toxic materials. All Mac displays are mercury and arsenic free, and the internal components are free of





polyvinyl chloride (PVC) and brominated flame retardants (BFRs).



#### Recyclability.

When a Mac reaches the end of its long life, the materials it's made from — like aluminum and glass — make it highly desirable to recyclers. And you can [recycle your old computer free](#) when you buy a new Mac.

[Learn more about iMac and the environment](#) ▶



#### Did you know?

Every Mac meets the strict energy efficiency requirements set by the EPA's ENERGY STAR program. And every Mac sold in the U.S. has earned the highest rating of EPEAT Gold based on how recyclable it is, how much energy it uses, and how it's designed and manufactured.

## It's like having your own team of experts.

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Every new Mac comes with professional advice, award-winning service and support, and a world of online resources.



#### Support from AppleCare.

A Mac includes 90 days of free telephone technical support and a one-year limited warranty. Purchase the [AppleCare Protection Plan](#), and you can extend that coverage to three years from the original purchase date of your Mac.



#### Support from the Apple Retail Store.

Get expert advice at the [Genius Bar](#) in any Apple Retail Store. Even better, when you buy a new Mac directly from Apple, you can sign up for [One to One](#). With it, you get a personal trainer who will set up your Mac, teach you the basics, and help you with your projects.



#### Online tutorials at Apple.com.

Find everything you need to know about a Mac online at Apple.com. Watch [video tutorials](#) on iPhoto, iMovie, GarageBand, Mac OS X, accessing Wi-Fi networks, and more. Learn great Mac tricks and tips. And find out how to get the most out of your Mac.

# Beautiful on the surface. More powerful below it.

With all-new processors and advanced graphics, the new iMac is the fastest, most powerful iMac yet.



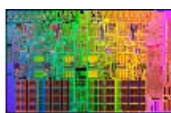
## Faster processors.

### All-new processor architecture.

Now all iMac models come standard with Intel Core processors built on an all-new architecture. Based on Intel's 32-nanometer process technology, these processors set new benchmarks for iMac performance.

### Quad-core power.

The available quad-core Intel Core i5 or Core i7 processor in the 27-inch iMac puts four processing cores on one die, so data doesn't have to travel far to get from core to core.



### Turbo Boost.

Many iMac models now benefit from Turbo Boost technology built into the Intel Core series processors. If you're using a processor-intensive application such as Aperture 3 or Final Cut Pro that benefits from extra performance, Turbo Boost dynamically increases the speed of available cores.

## Faster graphics.

### Discrete graphics for everyone.

Every iMac includes powerful discrete graphics, meaning the graphics processor is separate from the CPU. So whether you're an amateur filmmaker or an avid gamer, iMac gives you faster, smoother, crisper graphics no matter which model you choose.



### Start with advanced graphics.

The 21.5-inch iMac offers fast graphics performance with either the ATI Radeon HD 4670 with 256MB of dedicated memory or the ATI Radeon HD 5670 with 512MB of memory. Which one is right for you? The greater the memory, the faster the performance for graphics-intensive applications such as games and video editors.

### Step up to even faster graphics.

When you step up to the 27-inch iMac, you can choose the ATI Radeon HD 5670 with 512MB of memory. Or enjoy amazing performance with the ATI Radeon HD 5750 with 1GB of GDDR5 memory. You'll notice the speed boost every time you run your favourite 3D applications and games.

## iMac does more, more quickly.

### Built for more cores.

Mac OS X Snow Leopard is designed to take advantage of the advanced multicore processor architecture, so every Intel processor reaches its full potential on iMac.

### Viewing and editing photos.

The new iMac is fast at importing photos and performing basic editing tasks — things like removing red-eye and erasing small blemishes — in iPhoto. And it delivers excellent performance for professional applications such as [Aperture](#).

### Productivity.

iMac makes quick work of work. Create complex transitions in a Keynote presentation. Add 3D charts to a Numbers spreadsheet. Design a beautiful document in Pages. Powerful Intel processors across the iMac line make [iWork](#) fast and responsive.



### Video editing.

Shot some video you want to edit fast and share with friends? Large iMac displays and powerful processors are perfect for editing and stabilizing shaky video in iMovie. For more complex editing and encoding tasks, upgrade to the quad-core processor and get even faster performance with [Final Cut Studio](#).

### Playing games.

Games scream on iMac, thanks to advanced ATI graphics. The discrete ATI Radeon HD 4670 processor delivers faster performance compared to the integrated NVIDIA GeForce 9400M processor in the previous-generation iMac. That'll keep you on your game, even inside the complex 3D environments of Call of Duty 4 or EVE. For faster graphics performance, choose an iMac with the ATI Radeon HD 5670 or ATI Radeon HD 5750.

### Why you'll love a Mac.

See why your next PC should be a Mac.

### Magic Trackpad

The Multi-Touch trackpad you love. Now for your Mac desktop.

### Buy iMac from \$1299.

[Apple Online Store](#)  
[Configure an iMac. Get free shipping](#) ▶

[Apple Retail Store](#)  
[Test-drive iMac at a store near you](#) ▶



iMac

Buy Now

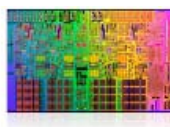


## For your viewing pleasure.

A display that turns your desk into a destination. More power than ever before. The world's first Multi-Touch mouse. The new iMac truly is as good as it looks.



**LED-Backlit Displays**  
Watch HD movies and TV shows on an LED-backlit 21.5-inch or 27-inch 16:9 display.



**Fastest iMac Ever**  
Get higher performance with faster processors, advanced graphics, more storage options, and more.



**Multi-Touch Two Ways**  
Click, swipe, scroll, and perform other gestures to control your iMac using Magic Mouse or the new Magic Trackpad.



**iSight Camera**  
A tiny built-in iSight camera lets you video chat, take snapshots, and shoot video.



**Ports for Everything**  
Plug into USB, FireWire, and more. Or pop in an SD card to import photos fast.

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Displays like nothing you've ever seen.



### LED backlighting. One bright idea.

Full brightness with no waiting. That's the big advantage of the LED-backlit iMac display. Unlike most displays that take time to warm up before they reach maximum brightness, an LED-backlit display is instantly on and uniformly bright. LED backlighting also gives you greater control over screen brightness. So you can finely tune the iMac display to suit the ambient light in even the dimmest room.



### More pixels. Better picture.

iMac offers some prime pixel real estate. The 21.5-inch, 1920-by-1080 display has 17 percent more pixels than the previous 20-inch iMac. The 27-inch, 2560-by-1440 display has a whopping 78 percent more pixels than the 21.5-inch iMac. And a 1000:1 contrast ratio gives you more vibrant colours and blacker blacks. All that in a widescreen display with a 16:9 aspect ratio — the same as an HD TV.



### Stunning from every angle.

The iMac display looks great from any seat in the house, thanks to a premium display technology called in-plane switching (IPS). IPS gives you a bright picture with excellent colours — even if you're viewing the display from the side.

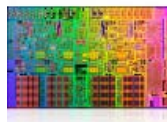


## The new performance standard.

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### New Intel Core processors across the line.

All iMac models now include processors from the blazing-fast Intel Core series, featuring an advanced processor architecture that helps set new performance benchmarks for iMac. The 21.5-inch models and one 27-inch model come standard with a dual-core Intel Core i3 processor starting at 3.06GHz. For even more performance, choose the top-of-the-line 27-inch iMac with a quad-core Intel Core i5 at 2.8GHz or optional Intel Core i7 at 2.93GHz. Four cores make just about everything you do faster: managing your photos, editing HD video, even playing graphics-intensive 3D games. And since Mac OS X Snow Leopard is designed to take full advantage of Intel dual- and quad-core architectures, you get the fastest performance possible.



### Revved-up graphics.

Every iMac comes with high-performance discrete graphics processors from AMD that make games run smoother, photos load faster, and pro applications work better. [Learn more about iMac performance ▶](#)





### Plenty of memory and storage.

The new iMac has 4GB of DDR3 memory standard — now running even faster at 1333MHz — with room in its four SO-DIMM slots for up to 16GB, so you can use more applications simultaneously. And with a Serial ATA hard drive up to 2TB,<sup>1</sup> feel free to load up on photos, videos, and music.



### Add an ultrafast solid-state drive.

To give your iMac a real performance boost, configure your 27-inch iMac on the Apple Online Store with an optional 256GB solid-state drive. You can choose it as your only drive or have it installed in addition to the built-in hard drive, allowing you to store the operating system, critical applications, and important files on the solid-state drive and your other files on the hard drive. Because solid-state drives have no moving parts, the computer can access data at over twice the speed of hard drives. Which makes starting up your iMac and launching applications faster than you ever thought possible.



### Built-in Wi-Fi.

High-speed 802.11n wireless technology is built into iMac. And with [Time Capsule](#) or the [AirPort Express](#) Base Station, every computer in every room can wirelessly connect to iMac,





the Internet, and each other. Over this network, everyone can print, surf the web, and play music on iTunes through your home stereo — wirelessly.



## Two ways to Multi-Touch — Magic Mouse or Magic Trackpad.

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Watch the Magic Mouse video. See Magic Mouse Multi-Touch gestures in action. [Watch the video](#) ▶

### Wireless Magic Mouse.

Forget the mouse as you know it. Every iMac comes with the wireless Magic Mouse: the world's first Multi-Touch mouse. Use it once and you'll wonder how you ever used anything else. There's no scroll ball, no clunky wheel, no cable, and no visible button.

Instead, Magic Mouse uses Multi-Touch technology to let you control everything with simple gestures. Give them a try and you'll find that Magic Mouse changes the way you interact with your computer. Built-in software lets you configure Magic Mouse any way you want. Its smooth, seamless design is ambidextrous, and it supports two-button clicking — without buttons. Like magic.

[Learn more about the Magic Mouse that comes with iMac ▶](#)

**Click**

Click or double-click anywhere. The whole surface is a button.



**Two-Button Click**

Set up two-button click (right-click) in System Preferences.



**360° Scroll**

Scroll with one finger to move vertically and horizontally.



**Screen Zoom**

Hold down the Control key and scroll with one finger to magnify the screen.



**Two-Finger Swipe**

Swipe left and right with two fingers to go forward and back in Safari or iPhoto.



**The new Magic Trackpad.**

Also available for your iMac, the new Magic Trackpad is the first Multi-Touch trackpad designed to work with your Mac desktop computer. Like the trackpad on a MacBook or MacBook Pro, Magic Trackpad supports a full set of Multi-Touch gestures. [Learn more about Magic Trackpad ▶](#)



**Wireless keyboard.**

iMac banishes desktop clutter completely with a wireless keyboard to go with the wireless Magic Mouse. This low-profile keyboard takes up less desk space — 24 percent less — than larger keyboards. There's no numeric keypad, so you can place your mouse comfortably next to the keyboard. And built-in Bluetooth wireless technology means there are no cables to connect.

[Learn more about the Apple Wireless Keyboard that comes with iMac ▶](#)



**Apple Battery Charger**

Get the ultimate power supply for your wireless Mac accessories. The Apple Battery Charger comes with six high-performance AA NiMH batteries that are charged and ready to use right out of the box. And when it's time to recharge, the charger works quickly and efficiently.

[Learn more ▶](#)



**An iSight camera, hidden in plain view.**

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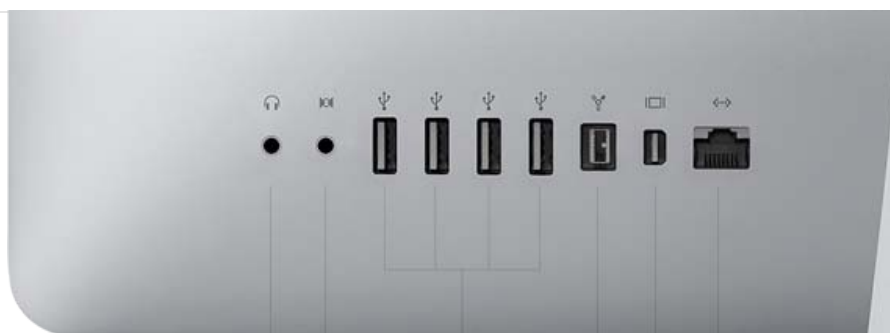


### iSight camera.

Look closely: Hidden behind the glass display at the top of iMac is an iSight camera. Use it with [iChat](#), and you can be anywhere without actually being there. Video chat with up to three of your friends, share a video with a colleague, or present to a client.<sup>3</sup> Use iSight with [Photo Booth](#) for fun photo effects. And there's no need to waste valuable priming time installing software or configuring the camera. Like everything Mac, iSight just works.



### Ports for everything. And then some.



Audio out    Audio in    USB 2.0    FireWire 800    Mini DisplayPort    Gigabit Ethernet

### Mini DisplayPort.

The Mini DisplayPort lets you connect an external display, including the Apple LED Cinema Display, to your iMac. On the 27-inch iMac, the same port offers input, too. So you can connect any external source that has DisplayPort output — including a MacBook or MacBook Pro — and use your iMac as a display.

### Wall mountable.

It's easy to give your iMac a place of honour on the wall. The 27-inch iMac is compatible with the [VESA Mount Adapter Kit](#) for use with wall mounts and articulating arms.

### SDXC card slot.

Transfer your photos and videos to and from your iMac just as fast as you're able to take them. The built-in SDXC card slot works with standard



### USB and FireWire.

Bring on your iPod, digital camera, mobile phone, and external hard drive. If it has a cable, iMac has a port for it. Four USB 2.0 ports and a FireWire 800 port give you plenty of peripheral possibilities.



SD and SDHC cards along with the new SDXC format, which supports capacities up to 2TB. Just insert your camera's memory card and import your photos to [iPhoto](#). From there, it's easy to organize your photos by the people in them, share them online, or create photo books.

## On every Mac.

Highly secure and reliable, a Mac is built on Mac OS X Snow Leopard: the world's most advanced operating system. And every Mac comes with software that lets you do more with photos, movies, and music. [Learn more](#) ▶



### Why you'll love a Mac.

See why your next PC should be a Mac.



### Apple Battery Charger

The quick, energy-efficient way to power your wireless accessories.



### Buy iMac from \$1299.

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Call 1-800-MY-APPLE (800-692-7753).  
Get [Apple education pricing](#).  
Find your [local authorized reseller](#).

- 1. 1GB = 1 billion bytes; 1TB = 1 trillion bytes. Actual formatted capacity less.
- 2. Wireless Internet access requires a wireless access point and Internet access; fees may apply.
- 3. Video chatting requires a broadband Internet connection; fees may apply.