

Mac mini



Customer scenarios

Customers may know they want a Mac mini but need more information or reassurance before they're ready to buy. Others may already have an older Mac and are considering upgrading. Let customers know that Mac mini delivers an exceptional experience that only Apple can offer. Then discover your customers' interests to recommend the model that's right for them. Here are some examples of customer needs that you might discover and benefits you can share.



"I'm thinking about buying Mac mini, but what's different?"

You discover he's a software developer and uses Xcode on his older 27-inch iMac.



"I want something affordable that my whole family can share."

You discover she's new to Mac and wants something versatile that several people can use.

You recommend Mac mini with M2 Pro with Studio Display

You'll love the pro performance

Mac mini with the Apple M2 Pro chip features a 10-core CPU, 16-core GPU, 16GB unified memory, and a 512GB SSD. So it's powerful enough for all your complex coding needs. And it can compile code up to twice as fast as the 27-inch iMac with Intel Core i7.*

It has versatile connectivity options

With M2 Pro, Mac mini can support up to three displays. So you can spread your work over multiple displays. And it features four Thunderbolt 4 ports that support fast data transfer and can connect to any HDMI display with up to 8K resolution.

The Studio Display is stunning

The 27-inch 5K Retina display offers plenty of space to code and multitask. And it features an anti-reflective coating and True Tone technology for comfort and readability.

You can transfer data quickly

You can configure Mac mini with a 10Gb Ethernet connection to transfer data up to 10 times faster.

You recommend Mac mini with M2

You get power and performance

Mac mini with M2 is powerful and versatile enough for everyone's needs. It features an 8-core CPU, 10-core GPU, and 8GB of superfast unified memory. And with multiple user accounts, everyone can have their own space for things like editing photos, sending email, or streaming their favorite TV shows on Apple TV+.

Productivity and creativity apps are included

Mac mini comes with productivity and creativity apps that are great for the whole family, whether you're making a home budget or your kids are working on school projects. And with Stage Manager, everyone can automatically organize their apps to create their ideal workspace.

It comes at an affordable price

Mac mini is packed with advanced technologies at an affordable price. And if you need more unified memory or storage, you can choose from several configuration options.



“I have a PC, but I’m interested in Mac.”

You discover he has an iPhone and wants to learn more about Mac. And he plays games on his PC.

You recommend Mac mini with M2 Pro

It’s easy to use

Mac mini comes with apps that are ready to go right out of the box, or you can download familiar apps like Microsoft Word, Excel, and PowerPoint from the Mac App Store. Migration Assistant can even transfer your settings, user accounts, and data from your PC to Mac mini. And because you already have an iPhone, your Mac will feel familiar from the moment you turn it on.

Enjoy powerful gaming performance

With the M2 Pro chip, Mac mini is great for gaming. It features a 10-core CPU and 16-core GPU, and the HDMI port supports HDMI 2.1 features like variable refresh rate to help reduce lag. So you can connect your favorite game controller to Mac mini and experience graphics-intensive games with fluid and detailed gameplay. And you can use the mouse, keyboard, and monitor you already have.

It works great with iPhone

Mac mini works seamlessly with Apple devices. With built-in Continuity features, you can do things like start an email on iPhone and finish it on Mac mini, or use AirDrop to send a file from Mac mini to your iPhone.



“I make a lot of videos to post online.”

You discover she’s a blogger who shoots and edits photos and videos for her website. She wants something powerful that’s easy to use.

You recommend Mac mini with M2

Mac mini can handle it all

Mac mini with M2 has an 8-core CPU and 10-core GPU and can be configured with up to 24GB of unified memory. So you can jump between apps like iMovie, GarageBand, Photoshop, and more to edit all your photos and videos.

Download thousands of apps

You can access 15,000 apps that work on Apple silicon, like Adobe Creative Cloud. It’s easy to find apps for everything you need to do.

You’ll love the power of M2

Mac mini with M2 and the next-generation 16-core Neural Engine can perform 15.8 trillion operations per second. So tasks like video and image processing are fast and fluid. And it has a powerful media engine for accelerated playback and encoding delivery of HVEC, ProRes, and ProRes RAW video formats.



“Can I produce music on Mac mini?”

You discover he’s a music producer who’s never used a Mac. He wants to know about the M2 Pro chip.

You recommend Mac mini with M2 Pro

It’s great for producing music

You can create, record, and mix music without missing a beat. Powered by the latest Apple silicon, Mac mini with M2 Pro has a powerful 12-core CPU that can handle the professional audio apps and plug-ins like Logic Pro, ProTools, Cubase, Ableton, Native Instruments, Izotope, Waves, and more. M2 Pro supports up to 32GB of memory, so you can work with multiple instrument libraries and plug-ins at the same time. And with up to 8TB of storage, you have space to save large music files.

It’s compact and quiet

Mac mini can sit right on your desk and fit neatly under your Studio Display or third-party display—and it operates quietly, thanks to the power efficiency of Apple silicon.

Attach everything you need

With a wide array of connectivity options, you can attach all your peripherals and still have room for more. Mac mini with M2 Pro features four Thunderbolt 4 ports, two USB-A ports, an HDMI port, and a 3.5 mm headphone jack. So you can connect things like an audio interface, MIDI keyboard, external storage, and more. And the headphone jack supports high-impedance headphones, so you can plug in your favorite professional headset.

* For performance testing details, see apple.com/mac-mini.

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