

iMac

Customer scenarios



Discover your customers' interests, and help them understand why iMac is the right option for them

Customers may know that they want an iMac but need more information or reassurance before they're ready to buy. Others may be trying to decide between an iMac and an all-in-one Windows PC, or sometimes an iMac and a Mac notebook. Let customers know that iMac will provide exceptional performance for both productivity and creativity for everyone in their family. Then ask questions to learn about what they want to do with iMac, so you can help them choose the configuration that's best for them. Here are some examples of customer needs that you might discover and benefits you can share.



"I'm looking to upgrade our family desktop."

You discover that he and his family use an Intel 21.5-inch iMac for browsing the web and schoolwork. And everyone in the family has an iPhone.



"I own a 27-inch iMac that's becoming too slow for what I do."

You discover that she takes photos and videos with a camera and the latest iPhone and edits them on her iMac. She also uses video calls to stay connected with family and friends.

It's perfect for multiple users

With its thin and elegant all-in-one design, iMac is great for a shared space in the home. Everyone in the family can have their own personal account and securely access it using Touch ID built into Magic Keyboard.

It's powered by the M3 chip

Everything on iMac is even faster and more fluid. It performs up to four times faster than your Intel iMac. iMac with M3 wakes nearly instantly, and apps launch and perform with blazing speed. Your family members can do everything from stream movies, to attend online classes, to make video calls. With up to 24GB of unified memory, iMac with M3 is also great for gaming and pursuing creative passions like photo or video editing.

It works great with iPhone

Enjoy features like AirDrop, Handoff, and Universal Clipboard, so anyone in your family can start something on iPhone, then pick it up on iMac. And with macOS Sonoma, you can use widgets from your iPhone right on your desktop.

Industry-leading 4.5K Retina display

iMac has a resolution of 4480-by-2520, delivering 11.3 million pixels. It also has 500 nits of brightness and over a billion colors, so all your photos and videos will look stunning and vibrant. With the 4.5K display, it's a great replacement for the 27-inch 5K Intel-based iMac. And with the 24-inch screen, you'll be able to spread out with all your favorite apps.

Advanced technologies with M3

The M3 chip makes editing photos in Lightroom dramatically faster. And with Apple silicon, you get advanced Apple technologies like the Media Engine. So you can play and edit up to 12 streams of 4K ProRes video, or up to three streams of 8K, in apps like Final Cut Pro. And the Neural Engine accelerates machine learning tasks.

Amazing experience on video calls

iMac has a 1080p FaceTime HD camera and studio-quality three-mic array, so you'll look and sound amazing when connecting with family and friends. And the six-speaker sound system with Spatial Audio support is great for calls, playing your favorite music, or watching movies with Dolby Atmos.



“I need a reliable desktop to run my business.”

You discover that she’s an interior designer who runs her business from home. She uses several design apps and stays connected with her clients through texts and video calls.



“I’ve never had a Mac before, but I’d like to try it.”

You discover that he’s a social media content creator. He produces music and podcasts, and shoots and streams video. He also likes to play games on his iPhone.

Simple and elegant design

iMac is a perfect fit for any small business. With its thin design, you can use it in any space. It comes in seven vibrant colors and with color-matched keyboard and mouse or optional trackpad included, adding a touch of brightness and fun.

Great design apps available

From Home Design 3D, Room Planner, and Houzz Pro to SketchUp, Archicad and Photoshop, powerful design tools are native and fast on iMac. You can easily multitask with several apps side by side thanks to the M3 chip and 4.5K Retina display. Popular business solutions like Canva, Google Workspace, Microsoft 365, and WhatsApp are also fully compatible, launch in an instant, and run fast on iMac.

macOS Sonoma takes Mac experience to the next level

macOS Sonoma comes with a set of great preinstalled apps for productivity and creativity. It also introduces camera features like Studio Light, Reactions, Presenter Overlay, and Voice Isolation to make your video calls even more personal and engaging.

It’s great for creative work

It has a resolution of 4480-by-2520—5 times the resolution of the most popular 24-inch all-in-one PC. It also has 500 nits of brightness, P3 color, and over a billion colors, so your images will look crisp and detailed on the 4.5K Retina display. And with M3, all your creative apps run faster and are more responsive—you can play back up to 12 streams of 4K, or up to three streams of 8K, simultaneously in your video projects.

Huge selection of compatible apps

Many apps come preinstalled with your iMac, and because you own an iPhone, most of them will feel familiar to you. You can also run apps that your workflows depend on—like Photoshop, Premiere Pro, After Effects, Audacity or Ableton Live. They all run natively on the M3 chip and take full advantage of Apple silicon technologies.

Gaming on iMac

With hardware-accelerated ray tracing built into the GPU of M3, lighting and shadows become even more accurate. Game Mode automatically instructs the CPU and GPU to make your game the top priority. It also dramatically reduces latency with your favorite wireless accessories, like AirPods and PS5 or Xbox controllers.



“I’m retiring soon and looking for an at-home PC.”

You discover that he has to return his work PC when he retires. He’s looking for a personal computer to browse photos and the web, take video calls, and watch TV shows occasionally. He also owns an iPhone.

Thin and compact all-in-one design

iMac is ready to go when you take it out of the box. Migration Assistant will help you transfer your files and settings from your PC to your new iMac.

Expansive 4.5K Retina display

You can have multiple apps open on your screen, or you can use full screen mode to focus on just one app. And having a large screen means you can increase the text size and still have plenty of room for your apps and a comfortable viewing experience.

Best camera, mics, and speakers ever in a Mac

You’ll look and sound your best on video calls with the built-in 1080p FaceTime HD camera and image signal processor in the M3 chip, studio-quality three-mic array, and six-speaker sound system with Spatial Audio support.

Use apps that are familiar to you

Apps you use on your iPhone, like Messages, Notes, and Calendar, are available on iMac. And with Continuity, you can easily move your content between devices. So you can do things like start an email on iPhone and finish it on your iMac.

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