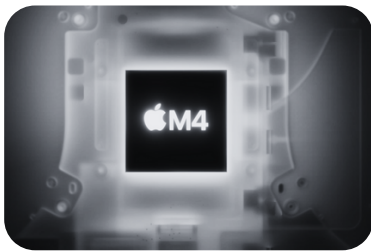


Windows 10 is sunsetting...



Upgrade to the best AI PC.



Efficient

- Apple silicon CPUs, GPUs, and **the most powerful built-in neural engine on a PC today** accelerate AI and machine learning workflows locally.
- **Unified memory** enables the entire SoC access to a large pool of on-package memory.
- As a result, **public or custom Large Language Models run GREAT** on Mac.
- This performance efficiency leads to power efficiency resulting in **all-day battery life**.



Secure

- On-device AI means **data is not processed in a public cloud**.
- Additionally, Apple silicon has **security built in** -- Like a CPU that powers system security features.
- **Boot ROM** forms a hardware root of trust for secure boot.
- Dedicated AES engines allow for **efficient and secure encryption and decryption**.
- All Apple devices are equipped with **Secure Enclave**.



Affordable

Enterprise Mac users see a **186% ROI** due to:

- **Reduced device support** and management costs of almost one-third.*
- A **3.5% increase in employee productivity**.*
- **Three times the device residual value** after four years of use* -- Increasing trade in value via TD SYNnex Trade In.

*Forrester Total Economic Impact™ Study Commissioned By Apple, April 2024

Every Mac is an AI PC.

Unlike our competitors, even the most affordable base-level Apple notebook is equipped to manage on-device AI. It's never been a better time to upgrade to Mac.



Every Mac can run Copilot.

Did you know users can work, analyze, and create using their preferred generative AI software on their favorite Mac devices? Consider the pair for organizations who operate in a Mac-Windows hybrid environment or require Microsoft suite for daily workflows.

Email us at AppleUS@tdsynnex.com to learn more!