



# First Look Mac mini



The new Mac mini brings the latest advanced technologies to the most affordable Mac. Featuring fourth-generation dual-core Intel Core processors, faster graphics, next-generation Wi-Fi, and two Thunderbolt 2 ports, Mac mini delivers the full Mac experience with great performance for everyday use.

Apple price (U.S.)	\$499	\$699	\$999
Processor	1.4GHz dual-core Intel Core i5 Turbo Boost up to 2.7GHz	2.6GHz dual-core Intel Core i5 Turbo Boost up to 3.1GHz	2.8GHz dual-core Intel Core i5 Turbo Boost up to 3.3GHz
Graphics	Intel HD Graphics 5000	Intel Iris Graphics	Intel Iris Graphics
Ports	Two Thunderbolt 2 ports, four USB 3 ports, HDMI port, Gigabit Ethernet, SDXC card slot		
Storage	500GB 5400-rpm SATA	1TB 5400-rpm SATA	1TB Fusion Drive
Memory	4GB	8GB	8GB

## Key Messages

### Fourth-generation Intel Core processors

- All models feature fourth-generation Intel Core i5 processors with Turbo Boost—delivering great performance while using less energy
- Optional Intel Core i7 processors are available for even better performance

### Faster graphics

- Features Intel HD Graphics 5000 or Iris Graphics for up to 90% faster graphics performance

### Next-generation Wi-Fi

- 802.11ac Wi-Fi is up to 3 times faster—great for streaming video and music and for transferring large files from your iOS devices via AirDrop

### Thunderbolt 2 ports

- Two Thunderbolt 2 ports each deliver up to 20Gbps of bandwidth for external devices
- Connect to the next generation of high-speed peripherals and high-resolution displays

### Storage options

- 1TB Fusion Drive is now standard on the 2.8GHz model, providing the capacity of a hard drive with the performance of flash storage
- Configurable up to 1TB of superfast PCIe-based flash storage—up to 50% faster than previous generation SSDs

### Design

- The Mac mini packs powerful technologies in a sleek design that's 1.4 inches thin

## Quick Demos

### Show off the design

- Talk about the compact, attractive form factor that fits on a desk or in a media cabinet.
- Point out that it's quiet and energy efficient (under 6 watts when idle).
- Discuss how Mac mini is a complete Mac computer, ready to use out of the box to edit photos and videos, compose music, create presentations, and more.

### Show the expansion ports

- Highlight that the two Thunderbolt 2 and four USB 3 ports can connect to high-performance storage peripherals and displays, like the Apple Thunderbolt display.
- Point out the HDMI port for connecting to an external display, HDTV, or projector.

### Show off the system

- Demo OS X Yosemite, iLife, and iWork to show how the Mac mini provides the full Mac experience.
- Mention the migration tools that make it easy to upgrade from an older Mac or switch from a PC.
- Remind customers they can use their existing display, USB keyboard, and mouse. Or they can add the latest Apple accessories, like the Magic Trackpad, Wireless Keyboard, and Thunderbolt Display.
- Discuss why most customers don't need an optical drive, thanks to the Mac App Store and iTunes Store. And the Apple USB SuperDrive can be added if necessary.

## Essential Additions

- Apple Magic Mouse
- Magic Trackpad
- Apple Wireless Keyboard
- Apple Battery Charger
- Apple Thunderbolt Display
- AirPort Time Capsule
- Apple USB SuperDrive

## Additional Resources

- [Mac mini](#)
- [Thunderbolt I/O technology](#)
- [Compare Mac models](#)
- [Mac in Business](#)