

# Apple Unveils New iMac with 21.5 and 27 inch Displays

*Features LED-Backlit Displays, Available Quad-Core Processors & the New Wireless Magic Mouse*

October 21, 2009 - 15:12

Apple® unveiled an all new iMac® line featuring brilliant LED-backlit 21.5 and 27-inch widescreen displays in a new edge-to-edge glass design and seamless all aluminum enclosure. The new iMac line, starting at \$1,199, is the fastest ever with Intel Core 2 Duo processors starting at 3.06 GHz, and Core i5 and i7 quad-core processors for up to twice the performance. Every new iMac ships with a wireless keyboard and the all new wireless Magic Mouse, the world's first mouse with Multi-Touch™ technology pioneered by Apple on the iPhone®, iPod touch® and Mac® notebook trackpad.

"The iMac is widely praised as the best desktop computer in the world and today we are making it even better," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "With brilliant LED displays and the revolutionary Magic Mouse, the new iMac delivers an amazing desktop experience that we think customers will love."

The new iMac features stunning LED-backlit displays with a 16:9 aspect ratio, ideal for watching high definition movies and TV shows from iTunes®, or editing and watching your own videos or photos using iLife®. The new 21.5-inch iMac features a high resolution 1920-by-1080 pixel display. The 27-inch iMac features a beautiful 2560-by-1440 pixel display that offers 60 percent more pixels than the previous 24-inch model. Both 21.5 and 27-inch displays use IPS technology to deliver consistent color across an ultra wide 178 degree viewing angle.

The iMac comes standard with a wireless keyboard and the new Magic Mouse featuring Apple's revolutionary Multi-Touch technology. Instead of needing mechanical buttons, scroll wheels or scroll balls, the entire top of the Magic Mouse is a seamless Multi-Touch surface. Using intuitive gestures, a user can easily scroll through long documents, pan across large images or swipe to move forward or backward through a collection of web pages or photos. The Magic Mouse can be configured as either a single button or two button mouse, according to the user's preference. The wireless keyboard and Magic Mouse work seamlessly with the iMac's built-in Bluetooth capabilities to provide a clean, cable-free desk top.

The iMac features improved graphics across the line with NVIDIA GeForce 9400M integrated graphics or ATI Radeon HD 4670 discrete graphics in the 21.5-inch model, and ATI Radeon HD 4670 discrete graphics or ATI Radeon HD 4850 discrete graphics in the 27-inch model. The new iMac line now also features 4GB of 1066 MHz DDR3 memory and capacity up to 16GB across four SO-DIMM slots. Every iMac features a built-in iSight® video camera, mic and stereo speakers integrated into the thin aluminum and glass design. iMac includes built-in AirPort Extreme® 802.11n Wi-Fi networking, Bluetooth 2.1+EDR, Gigabit Ethernet, a total of four USB 2.0 ports, one FireWire® 800 port and a new built-in SD card slot.

Apple today also announced that the Mac mini, the world's most energy efficient desktop, is now faster, offers more storage and comes standard with double the memory. Starting at \$599, the entry level Mac mini features a faster 2.26 GHz Intel Core 2 Duo processor and 2GB of DDR3 1066 MHz memory, a 160GB hard drive, five USB 2.0 ports, FireWire 800, NVIDIA GeForce 9400M integrated graphics and a SuperDrive®. The \$799 Mac mini features a 2.53 GHz Intel Core 2 Duo processor, 4GB of memory and a larger 320GB hard drive. Apple now offers a \$999 Mac mini that is specially configured with Mac OS X Snow Leopard® Server. Mac mini with Snow Leopard Server features two 500GB hard drives for a total of 1TB of server storage in the tiny 6.5-inch square by 2-inch tall Mac mini enclosure.

Continuing Apple's commitment to the environment, both iMac and Mac mini extend their leadership in green design. iMac and Mac mini meet the new, more stringent Energy Star 5.0 requirements and achieve EPEAT Gold status. The new iMac now features LED-backlit displays that are mercury-free and made with arsenic-free glass. Both iMac and Mac mini use PVC-free internal components and cables, contain no brominated flame retardants, use highly recyclable materials, and feature material-efficient system and packaging designs.

Every Mac comes with Mac OS X Snow Leopard, the world's most advanced operating system, and iLife, Apple's innovative suite of applications for managing photos, making movies and creating and learning to play music. Snow Leopard builds on a decade of OS X innovation and success with hundreds of refinements, new core technologies and out of the box support for Microsoft Exchange. iLife features iPhoto®, to easily organize and manage photos; iMovie® with powerful easy-to-use new features such as Precision Editor, video stabilization and advanced drag and drop; and GarageBand® which introduces a whole new way to help you learn to play piano and guitar.

#### Pricing & Availability

The new 3.06 GHz Intel Core 2 Duo iMac and Mac mini lines are now shipping and available through the Apple Store®, Apple's retail stores and Apple Authorized Resellers. The Intel Core i5 and i7 quad-core iMacs are available for order and will begin shipping this November. Mac mini with Mac OS X Snow Leopard Server is available from the Apple Store and Apple's retail stores.

More Information at [www.apple.com](http://www.apple.com). Image and Video Courtesy of Apple Inc.