

Apple Unveils Faster, More Affordable PowerBooks

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New PowerBook Line With Scrolling TrackPad & Sudden Motion Sensor Starts at Just \$1,499

Apple today unveiled the fastest, most affordable PowerBook line ever, featuring PowerPC G4 processors running up to 1.67 GHz, faster hard drives and a faster 8X SuperDrive - all housed in the PowerBook's signature aluminum enclosure. All new PowerBooks come standard with 512MB memory, faster graphics, integrated AirPort 802.11g, Bluetooth 2.0 wireless networking and two new Apple patent-pending technologies - the scrolling TrackPad and the Sudden Motion Sensor.

"Apple continues to lead the industry with the most innovative notebooks," said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. "With new features like the scrolling TrackPad and Sudden Motion Sensor, the new PowerBooks are the ultimate combination of performance and portability."

Designed for creative and business professionals, the new PowerBooks introduce Apple's patent-pending scrolling TrackPad that works with every application and document, so users can easily scroll through long web pages or across large photographs. Simply touch the trackpad with two fingers instead of one to quickly scroll or pan within the window. Every PowerBook also includes Apple's patent-pending Sudden Motion Sensor technology which integrates a tri-axis accelerometer to help protect a spinning hard drive if the notebook is accidentally dropped. Apple's revolutionary backlit keyboard with ambient light sensors for working in low-light conditions is now built in to all 15- and 17-inch PowerBooks and is up to 10 times brighter than before.

The new PowerBooks deliver increased performance with both the 15- and 17-inch PowerBook models offering up to 1.67 GHz PowerPC G4 processors and industry-leading ATI Mobility Radeon 9700 graphics processors with 64MB or 128MB of graphics memory. All models now include 512MB of 333 MHz DDR SDRAM and faster 5400 rpm hard drives for demanding professional applications. The 17-inch PowerBook now features Dual Link support to drive Apple's breakthrough 30-inch Cinema HD Display as an external monitor, and this feature is also available as a build-to-order option on the 1.67 GHz model of the 15-inch PowerBook.

Apple continues to lead the industry in integrated wireless communications, and every PowerBook now includes built-in AirPort Extreme 54 Mbps 802.11g WiFi wireless networking. Apple is the first notebook maker to include integrated Bluetooth 2.0 (Enhanced Data

Rate) for up to three times greater data rates, up to 3 Mbps, for faster wireless connectivity to a range of peripherals including cell phones, PDAs, printers and headsets. Bluetooth 2.0 is also compatible with Bluetooth 1.2 devices such as the Apple Wireless Keyboard and Mouse.

Every PowerBook now includes iLife '05, Apple's award-winning suite of digital lifestyle applications. iLife '05 continues to lead the industry with the most innovative and comprehensive suite of software for organizing, editing and sharing digital photos; creating stunning digital movies and DVDs; and purchasing, managing and creating digital music. iLife '05 includes iTunes 4.7.1, the world's best digital music jukebox software with the iTunes Music Store inside. iTunes provides seamless integration with Apple's complete family of popular iPods, including the new iPod shuffle. iLife '05 also includes iPhoto 5 for organizing and sharing digital photos; iMovie HD for digital HD-quality movie-making; iDVD 5 for creating and burning Hollywood-style DVDs; and GarageBand 2, the revolutionary music application that turns the Mac into a professional-quality musical instrument and recording studio.

Mac OS X version 10.3 "Panther" is pre-installed on every PowerBook and delivers breakthrough features including iChat AV desktop video conferencing, Mail, Safari web browser, Sherlock, Address Book, QuickTime, iSync, iCal and DVD Player. Panther also features FileVault, which uses the latest security standards and 128-bit encryption technology to ensure that data in the home directory is kept secure; Instant On, which wakes the PowerBook from sleep in just one second; and Automatic Networking, which automatically switches the network connections between Ethernet, 802.11 and modem.

The new 12-, 15- and 17-inch PowerBook models will be available later this week through The Apple Store, at Apple's retail stores and Apple Authorized Resellers.

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