

# ZONES™

Because Mac  
does that!



Consider **IT** done.

## Unequal, seamless experience

In a world where technology is constantly evolving, the Apple ecosystem has emerged as the gold standard for seamless integration, intuitive design, and unparalleled user experience.

Among Apple's® most widely used devices consolidating this technology, is the Mac®. A business machine that's uniquely efficient, powerful, and frankly, quite fun. Starting from the MacBook Air® all the way to the mighty MacBook Pro®, whatever task, whenever you need get done - Mac does that!

In this eBook, we'll take a closer look at how the Mac is the leading choice of work technology for today's businesses and hybrid workers.



## Power to do more

From the unified Mac ecosystem to its supreme performance and impressive battery life, using a Mac can have a huge impact on the way you work.

Take a quick look at the business in recent years, and you'll notice a number of developments that have come out of nowhere in just the last few years...

### **Small chip, giant leap**

Supercharged by an 8-core chip, the Mac M2 CPU isn't just astonishingly fast — it balances high-performance cores with efficiency cores that crush everyday jobs while using far less energy.

With that kind of processing power, the Mac can take on the most intensive tasks like professional-level video editing and action-packed gaming and make it feel like a walk in the park.

### **Incredible 18-hour battery life**

With an all-day battery life, you can go longer without needing to charge. That's welcome news for anyone working remotely or traveling for work.



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## Super secure, no matter where

Unlocking the full potential of macOS®, the Mac offers all-new ways to connect, share, and create with industry-leading privacy features and best in class security.

Mac is more secure from the moment it's turned on, thanks to built-in features like on-the-fly encryption, Touch ID®, and Gatekeeper. One touch is all it takes; whether you're unlocking your device, accessing secure documents, or buying anything online, the Touch ID® takes care of everything.

And with Gatekeeper, your business is protected from malware and viruses – and remains compatible with the security tools you already use.



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## Multitasking redefined

Powered with new productivity and collaboration features, Mac takes versatility a step further with Split View, Stage Manager, and full external display support.

### Split View

Split View lets you section your work screen into two windows, allowing you to tackle two tasks side by side without having to manually move and resize windows.

### Stage Manager

And if you have more complex work, you can use Stage Manager to display up to four windows on the screen simultaneously. Aside from making it easier to switch between programs, you can arrange, resize, and overlap windows in your ideal layout.

### External display support

Thanks to the unified memory architecture of the super-fast M2 chip, you can also set up an external display monitor to expand your desktop for more fluid multitasking.



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## More cores, more performance

For those looking to handle more demanding workloads, behold the M2 Pro and M2 Max chips. Beastly powerful and highly efficient, the elite lineup of Apple Silicon M2 chips delivers some serious performance – whether plugged in or not.

The M2 Max series can notch up to 12-cores of CPU with a monster 38-core GPU, capable of cutting through the highest rendering applications like frosting on a cake.



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## Technology without guilt

Among the core tenets of Apple's technology are its intuitive design and futuristic vision. Mac is no exception.

Engineered to minimize environmental impact and designed with the Earth in mind, Mac components are sustainably sourced and built to reduce carbon footprint without compromising on performance. Here's how:

- Enclosures made from 100% recycled aluminum.
- Internal components are made from 100% recycled Tungsten, Gold, Tin, and Cobalt.
- Utilizes environmentally responsible packaging and green supply chain methods.

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### About Apple and Zones

Apple has always remained at the forefront of innovation, helping organizations worldwide unlock new ways to improve their productivity, efficiency, and mobility. With its M2 lineup of MacBook Air and MacBook Pro, businesses can empower their employees to find creative and compelling new ways to work.

And at Zones, we are proud to assist in this effort. We are a longtime Apple partner, and we work every day to help our clients integrate Apple into the workplace.

We're ready to work that magic for your government organization next. With MacBook at their fingertips and Apple Managed Services from Zones at their beck and call, your employees will be ready to achieve big things in the years ahead.

**To get started, contact a Zones Account Manager today.**

**SHOP APPLE**

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