

# The Best AI PC Is a Mac

It's a fact that AI priorities and trends are on the upswing.

**Connection**<sup>®</sup>  
we solve IT<sup>®</sup>

 Premium  
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# AI Priorities and Trends Are Exploding



**80%**

Enterprises using AI by 2026.<sup>1</sup>



**50%**

Governments regulating AI by 2026.<sup>2</sup>



**38%**

Executives citing customer experience as a driver of their generative AI investments.<sup>3</sup>



**30%**

Marketing messages generated by AI by 2025.<sup>4</sup>

1. <https://www.gartner.com/en/newsroom/press-releases/2023-10-11-gartner-says-more-than-80-percent-of-enterprises-will-have-used-generative-ai-apis-or-deployed-generative-ai-enabled-applications-by-2026>

2. <https://www.gartner.com/en/newsroom/press-releases/2024-01-29-gartner-predicts-more-than-50-percent-of-cdaos-will-secure-funding-for-data-literacy-and-ai-literacy-programs-by-2027>

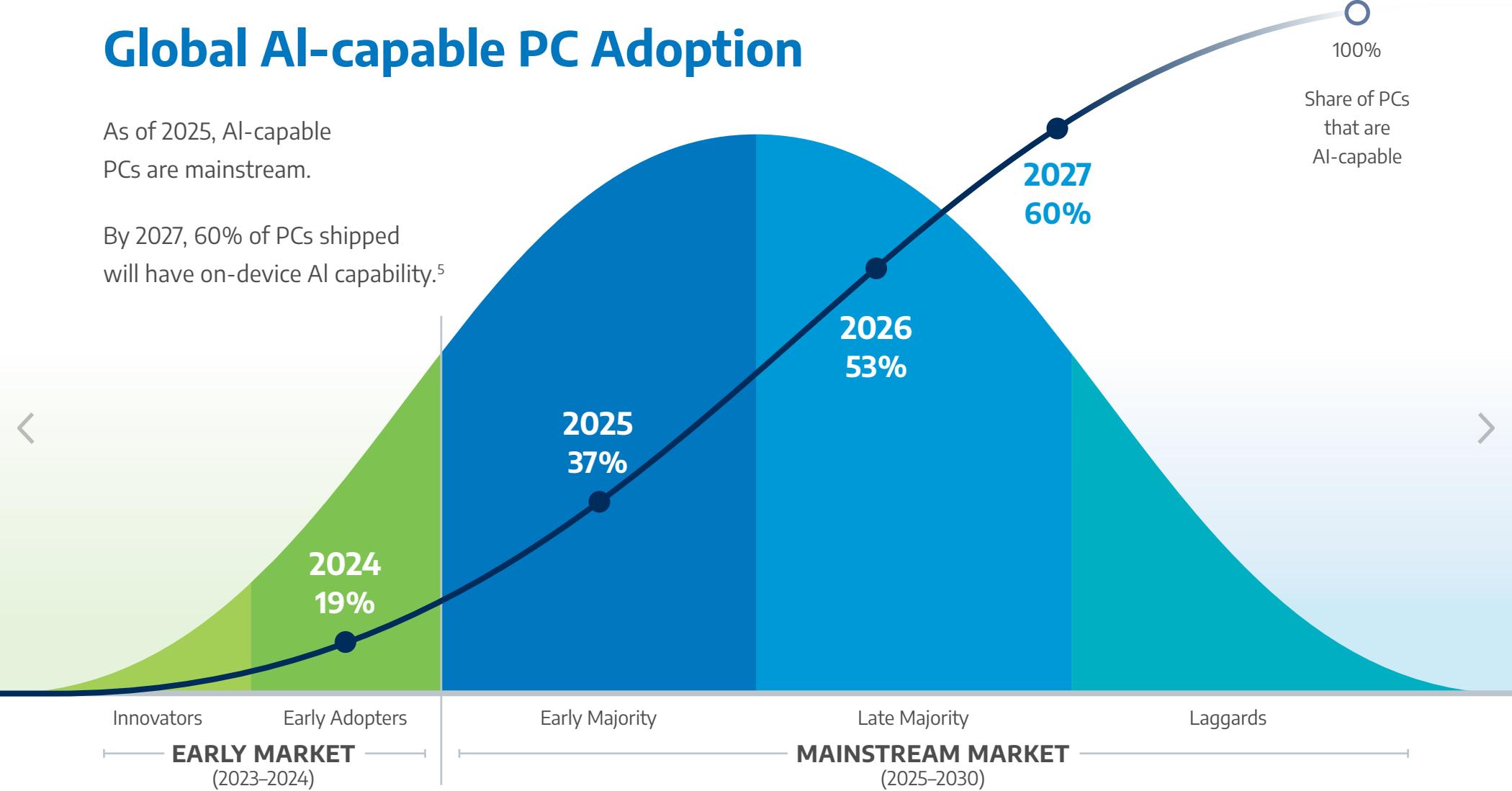
3. <https://www.gartner.com/en/newsroom/press-releases/2024-02-29-ai-regulations-to-drive-responsible-ai-initiatives>

4. Generative AI for Customer Experience

# Global AI-capable PC Adoption

As of 2025, AI-capable PCs are mainstream.

By 2027, 60% of PCs shipped will have on-device AI capability.<sup>5</sup>



Source: Canlys PC Analysis, December 2023

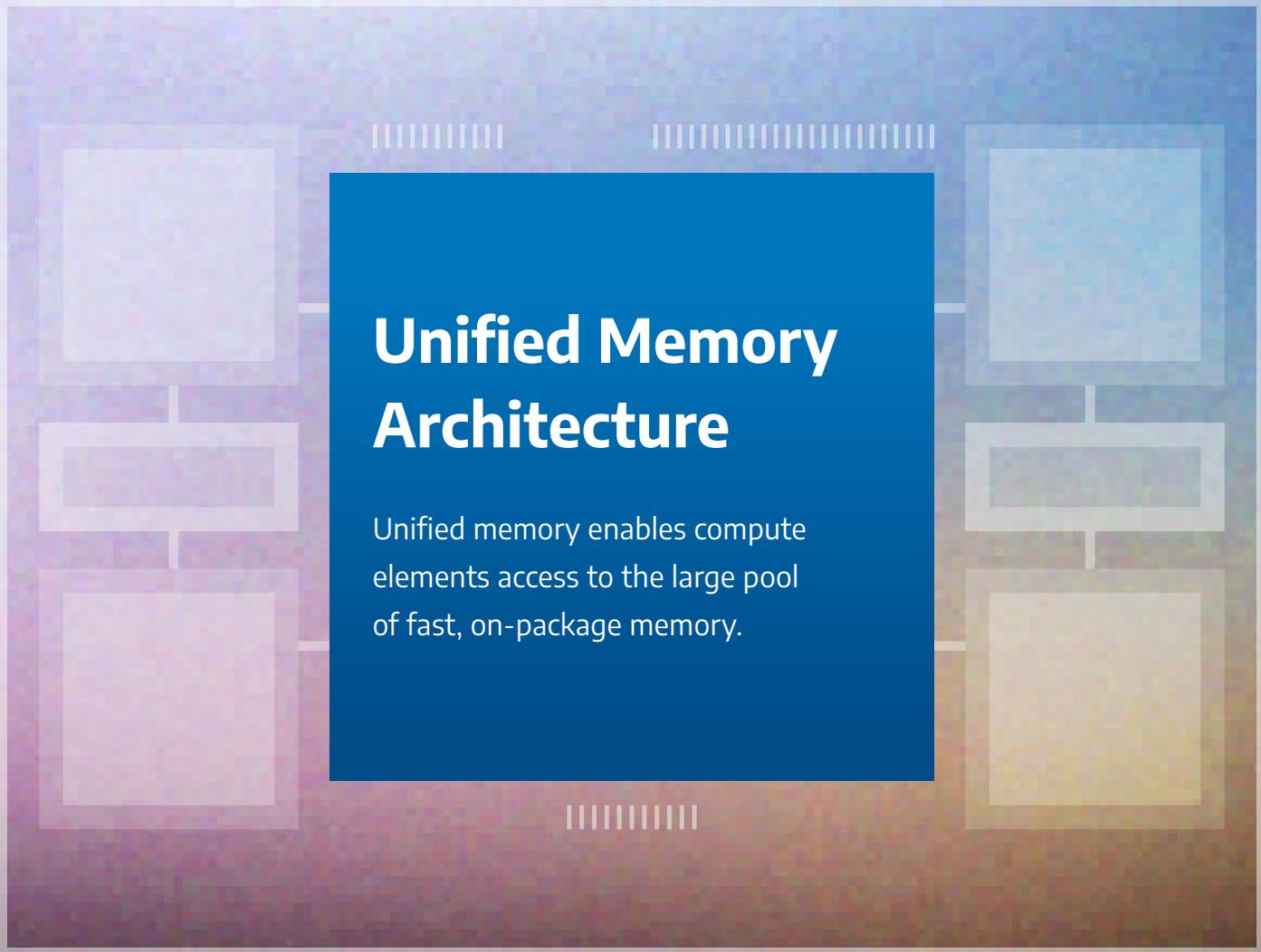
5. <https://omdia.tech.informa.com/insights/2025/how-and-next-for-ai-capable-pcs>

# Mac has AI in its core.

- All Mac devices produced since 2020 are AI-enabled.
- Apple has always been a strong proponent of on-device AI.
- Apple has long encouraged the evolution of AI apps for its ecosystem through developer outreach.

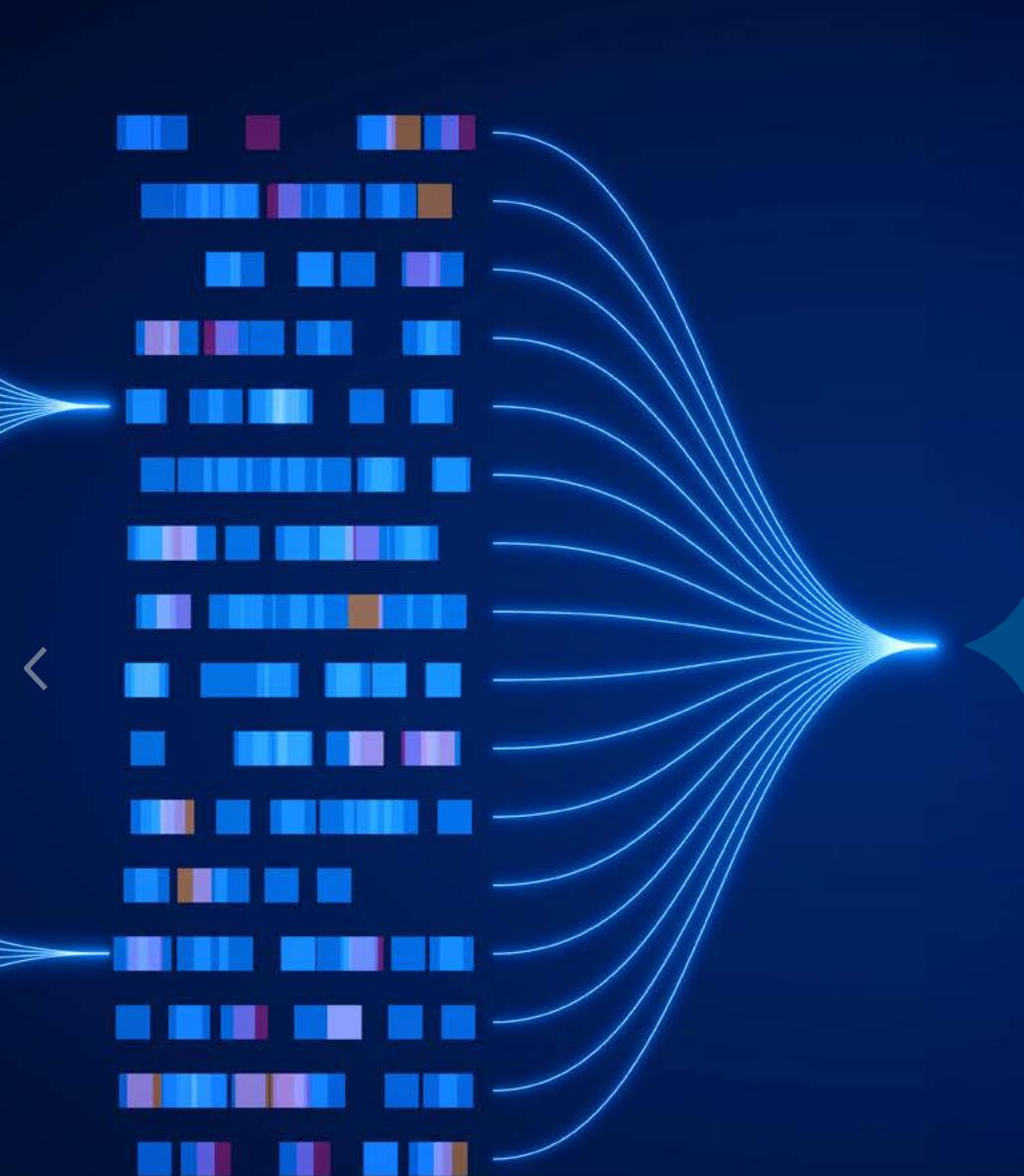


Every Apple silicon Mac has an NPU on the M-series chip to accelerate machine learning and AI workflows.



# Unified Memory Architecture

Unified memory enables compute elements access to the large pool of fast, on-package memory.



# Run Large Language Models (LLMs)

AI researchers and developers can run some of the largest LLM models locally and securely, entirely in RAM.

## Optimized for Power Efficiency

On Mac, AI and ML workflows run efficiently without sacrificing energy usage or battery life.



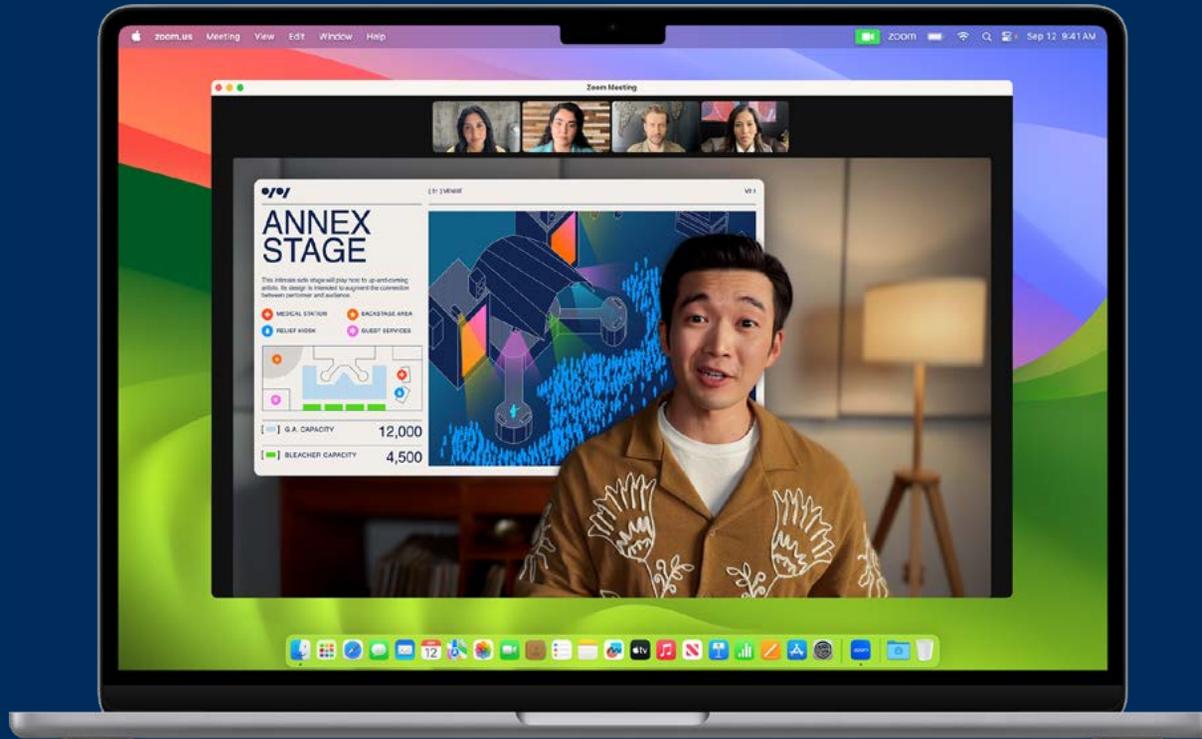


## Core ML

Core ML provides the central developer framework for machine learning.

- Optimized for on-device performance
- Leverages the CPU, GPU, and Neural Engine
- Xcode integration

# Audio and Video Intelligence



• Portrait Mode

• Voice Isolation

• Presenter Overlay

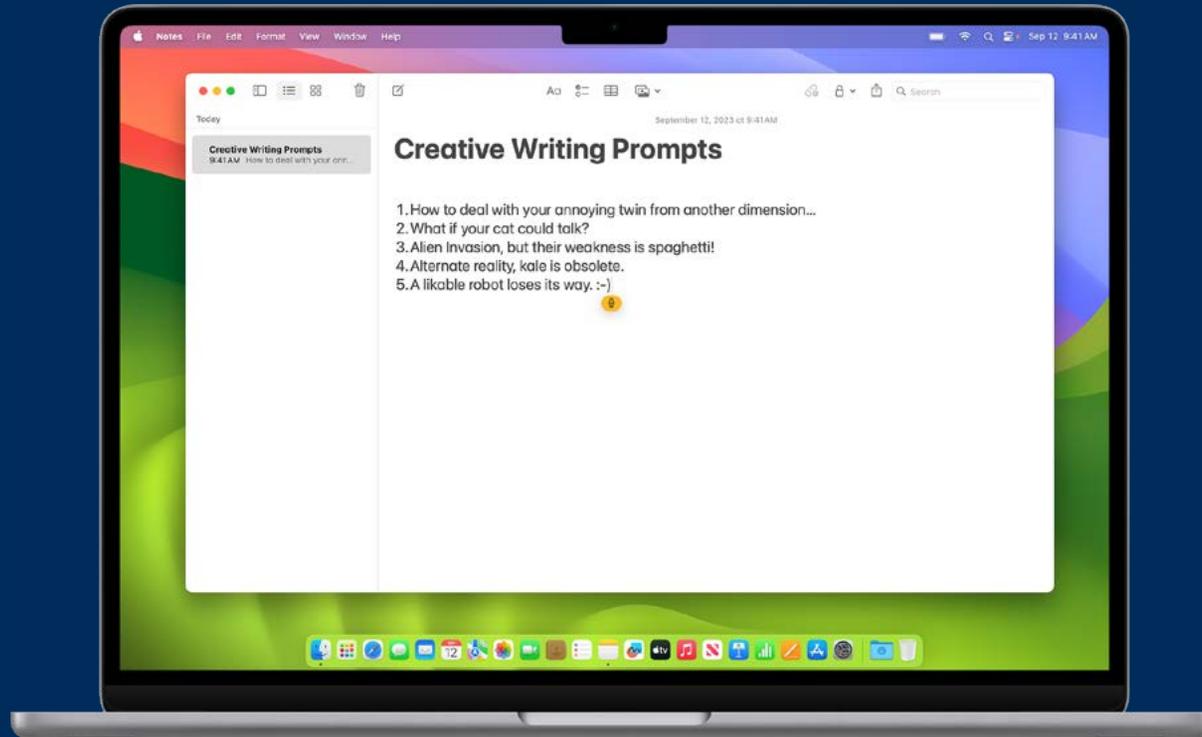
# Text Intelligence

- Language translation

- On-device Dictation

- Inline text prediction

- AutoFill PDF forms

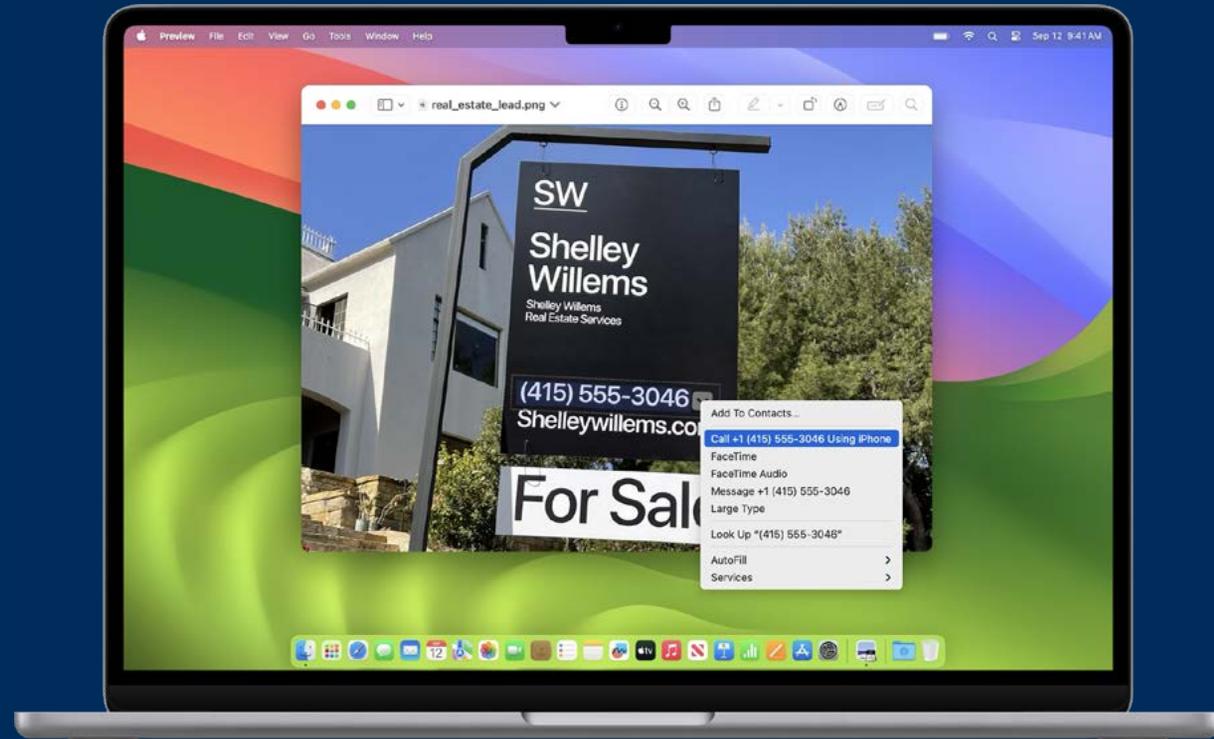


# Image Intelligence

• Isolate and Copy Subject

• Live Text

• Visual Lookup



# Apps Optimized for On-device AI



Photo AI

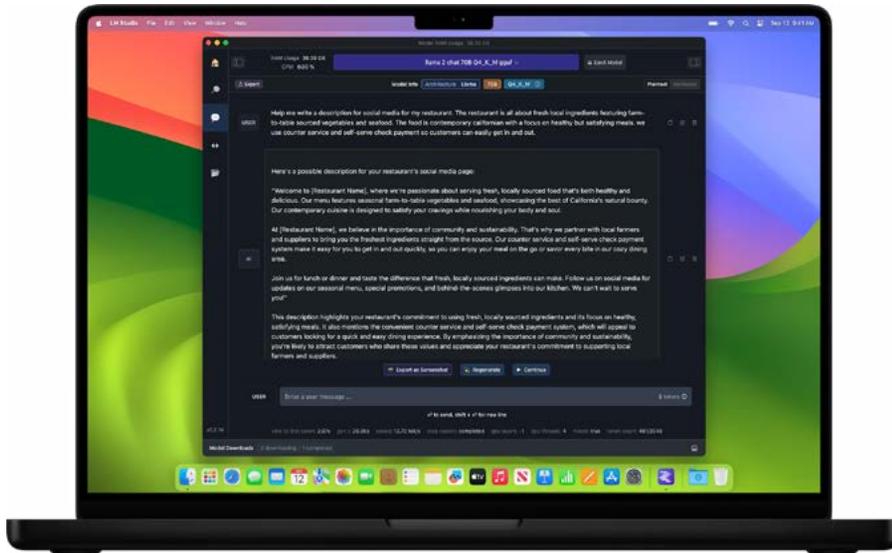


MacWhisper



Final Cut Pro

# Run Large Language Models (LLMs) on Mac



• Llama

• Falcon

• Mistral

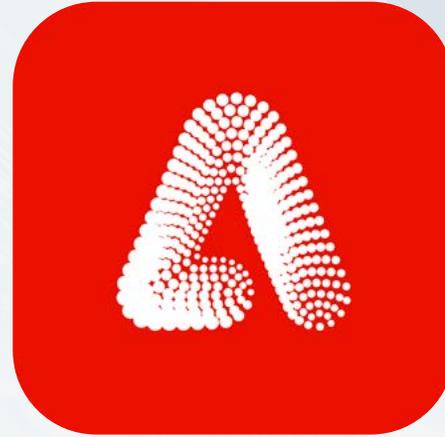
• Phi 2

• Custom trained LLMs

# Apps Designed for Cloud AI



Microsoft Copilot



Adobe Firefly



**Best for users**



**Best for developers**



**Best for business**

- Optimized hardware for running AI workflows
- Power efficiency and great battery life
- Support for mature ML tools
- The memory capacity to work with the largest LLMs and AI tools
- Low TCO and IT management costs

# Why Apple and Connection



## Deployment and Provision

Rapid support at scale for zero-touch solutions on all Apple devices.



## Modern Management

Cloud-based solutions that support the latest protocols and Apple features.



## Platform First and Beyond

Zero-day support for new Apple OS releases and services to improve employee satisfaction.



## Secure Productivity

Protect your data using best practice security policy settings on all devices to improve your security posture.



## Create a Best-in-class Apple Experience with Connection

- Ensure predictable costs at scale and achieve reduced downtime with our Managed Endpoint and Depot Programs that include comprehensive warranty coverage
- Protect devices with Security Optimization Services that integrate with your security tools
- Lower support costs while increasing employee satisfaction with zero-touch deployment on all Apple devices
- Support users and their choices through Mac Employee Choice Programs
- Recoup value with IT Asset Disposition Services with secure recycling
- Resolve questions through Apple-focused Assessment and Enablement Workshops



## The Leader in Apple Services

When you partner with Connection to incorporate Apple devices into your organization—whether managed or unmanaged—you gain the capability to effortlessly establish or enhance the Apple platform for your business. As an Apple Premium Business Partner, we provide authorized services for all key IT equipment manufacturers, wherever and whenever you need it. Our expertise, knowledge, and comprehensive solutions ensure success at every stage of your Apple device lifecycle.

**Please contact your Connection Account Team to learn more.**

[www.connection.com/apple](http://www.connection.com/apple)

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