market info mini

Be Valued

PROLED XDR

MacBooks biggest leap yet



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The all-new iPad mini gets a seriously impressive makeover, with a larger OLED display, a mighty new A20 Pro chip, improved cameras and even water and dust resistance. All of this arrives in a slimmer, lighter design that should make it an even more tempting companion for anyone who likes their technology powerful but pocketable.

At just 5.4mm thick, the new iPad mini is more portable than ever, while its clever design squeezes an 8.5-inch display into the same overall footprint as its predecessor. That extra screen space comes courtesy of bezels that are 24 per cent thinner, giving the little tablet a more expansive, immersive feel. Available in new midnight and starlight finishes, it also gains an IP67 rating for water and dust resistance, making it better equipped for life beyond the safety of your desk.

The real star of the show, however, is the new Super Retina XDR OLED display. With pixel-level lighting control, deeper blacks and support for the P3 wide colour gamut, images should look richer and more vibrant than ever. Peak brightness reaches an impressive 1,200 nits, more than twice that of the previous generation, while a 2,000,000:1 contrast ratio promises plenty of punch for films, games and creative work. At the other end of the scale, brightness can drop to just one nit, making late-night reading a little kinder on the eyes. Under the bonnet sits Apple's A20 Pro chip introduced in this year's iPhone 18 Pro. The 512GB configuration takes things further with a Dual 16-core Neural Engine, bringing extra muscle to more advanced AI workloads. In other words, this little tablet should have considerably more in reserve for gaming, 3D rendering and creative projects.

Apple hasn't neglected the entertainment experience, either. An innovative Acoustic Display uses specially designed woofers and hidden tweeters to deliver punchier bass, greater volume and clearer high frequencies. The 12MP Center Stage front camera has moved to the landscape edge, making video calls feel more natural when the iPad is used horizontally. Around the back, a 12MP Wide camera supports Smart HDR 4 and 4K video recording at up to 60 frames per second, while an Adaptive True Tone flash improves photography and document scanning.

Connectivity gets a welcome boost with Apple's N1 wireless chip, bringing Wi-Fi 7, Bluetooth 6 and Thread support. Cellular models use the new C2 modem, promising up to 50 per cent faster mobile data speeds alongside improved power efficiency. With eSIM support and smoother transitions between Wi-Fi and mobile networks, staying connected on the move should be easier, too.

The new iPad mini runs iPadOS 27, bringing the next generation of Apple Intelligence and Siri AI into the mix. Siri can draw on personal context, answer questions using broader world knowledge and understand what's displayed on screen, making the tablet a more capable everyday assistant.

The new iPad mini is available to pre-order now starting at £699.00/AU$1,099.00, with deliveries and in-store availability beginning Friday 6th November.





IMAC



Apple's colourful iMac is getting a serious power boost, with the arrival of a new model featuring the superfast M6 chip. Thankfully, Apple hasn't messed with a winning formula: the gorgeous, ultra-slim all-in-one design remains, complete with its expansive 24-inch display and a choice of seven vibrant colours. Instead, the focus is firmly on making this desktop computer faster, smarter and better equipped for everything from everyday family life to demanding creative projects.

At the heart of the new iMac is Apple's M6 chip, featuring up to a 12-core CPU and 12-core GPU. With more processing and graphics cores than its predecessor, it promises to make everything feel a little more effortless, whether you're juggling multiple apps, editing photographs or putting the finishing touches to a video. Apple claims graphics performance can be up to twice as fast as the M4 model, while gaming gets a welcome boost from hardware-accelerated ray tracing. For anyone still clinging to an Intel-based iMac, the upgrade could be positively jaw-dropping, with performance up to 18 times faster than Apple's most popular Intel model.

Artificial intelligence is another major part of the story. Neural Accelerators built into every GPU core work alongside a Dual 16-core Neural Engine to deliver up to five times faster on-device AI performance than M4. That means the new iMac is better equipped to run AI models locally, experiment with creative tools and even try a spot of 'vibe coding', where software is developed with help from natural-language prompts. With more AI processing happening directly on the computer, there's also less need to send personal information elsewhere.

Running macOS 27, the new iMac embraces Apple Intelligence and the next generation of Siri AI. Siri can help find information across messages, emails and photos, answer questions and take action across compatible apps. Spotlight gets smarter, while Visual Intelligence lets you ask questions about whatever is on your screen. Safari gains clever tools for organising tabs and tracking website changes, and Shortcuts can create automations from simple descriptions. It's all designed to make everyday computing feel a little less like work.

The familiar 24-inch 4.5K Retina display remains a star attraction, offering 500 nits of brightness and support for more than a billion colours. A 12MP Center Stage camera keeps you in frame during video calls, while Desk View provides an overhead view of your workspace. A six-speaker sound system with Spatial Audio and Dolby Atmos support makes films and music equally enjoyable.

Connectivity gets an upgrade with Wi-Fi 7, Bluetooth 6, up to four Thunderbolt 4 ports and optional 2.5 Gigabit Ethernet. Storage can be up to twice as fast, and support for two external 6K displays gives serious multitaskers plenty of room to spread out.

Available in blue, green, pink, yellow, purple, orange and silver, the new iMac is as much a design statement as a desktop computer. Pre-orders are open now starting at £1,499.00/AU$2,399.00, with availability from 6th November.



BeValued

14 PRO

Apple's MacBook Pro has never been short on muscle, but the latest 14-inch model is ready to flex a little harder. Powered by the new M6 chip, Apple's professional laptop gets a substantial performance boost, smarter AI capabilities and faster connectivity, all while retaining the sleek design, gorgeous display and impressive battery life that have made it a favourite among creatives and professionals.

At the heart of the upgrade is the M6, featuring a 12-core CPU and a 12-core GPU, both gaining two additional cores over the previous generation. Apple claims the CPU delivers the world's fastest CPU core, while graphics performance is up to 30 per cent faster than the M5. For photographers, designers and 3D artists, that means smoother editing and faster rendering, with a third-generation ray-tracing engine helping to bring supported games and creative projects to life. Developers also get a welcome boost, with code compiling up to 2.5 times faster than on the M1 MacBook Pro.

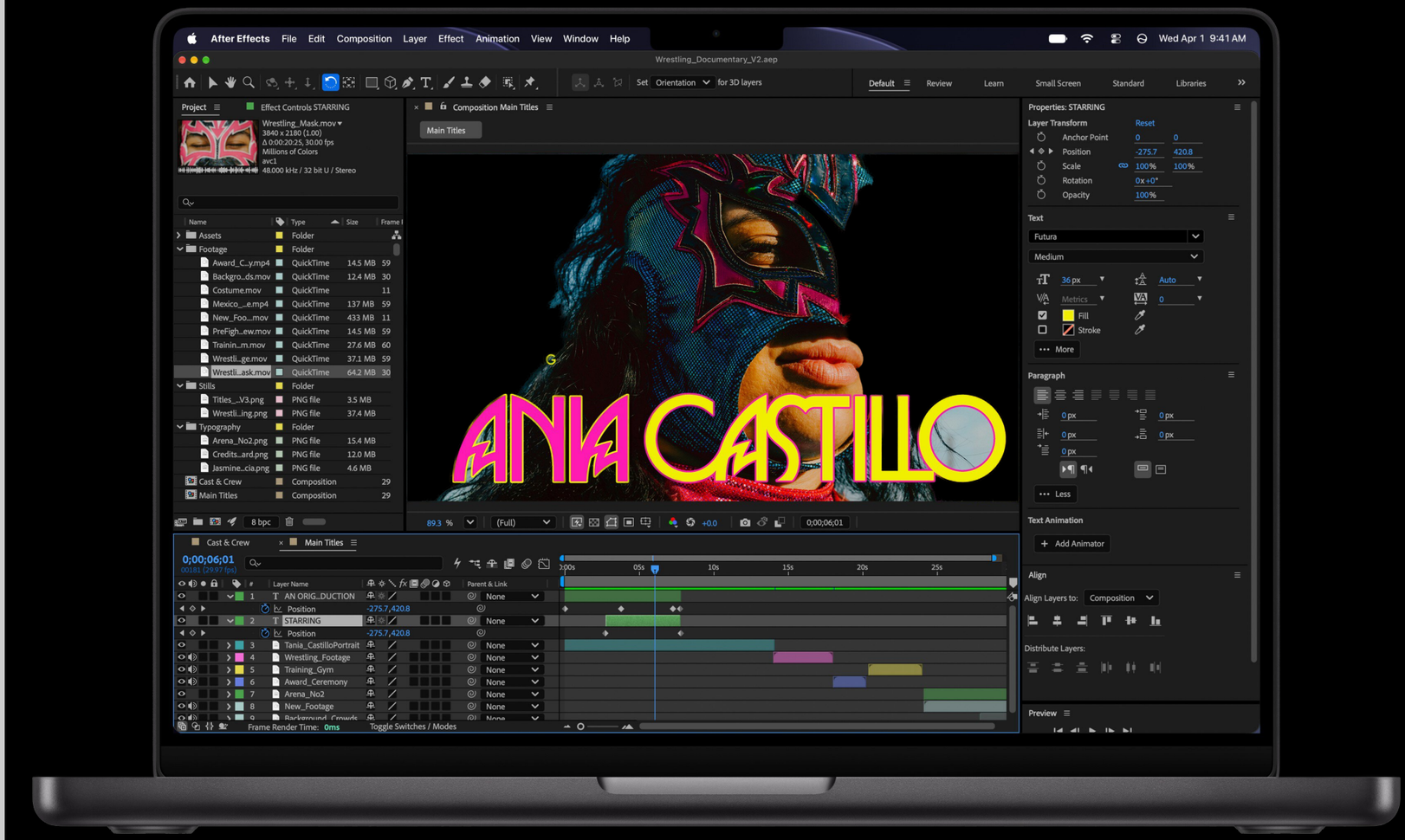
Artificial intelligence is another major focus. Neural Accelerators built into every GPU core work alongside a Dual 16-core Neural Engine to accelerate demanding AI workloads, from image generation and upscaling to running large language models directly on the laptop. Apple claims AI performance is up to 25 per cent faster than the M5, while users upgrading from M1 could see gains of up to 13 times in certain AI tasks. With Apple Intelligence and the next generation of Siri AI integrated into macOS 27, the MacBook Pro is increasingly equipped to help with everyday tasks as well as more ambitious creative projects, while keeping compatible AI processing on-device for greater privacy.

All that power would be rather less useful if you were constantly hunting for a plug socket, but Apple promises up to 24 hours of battery life — the longest ever in a Mac. That's up to four additional hours for those moving from M1, making this a particularly tempting upgrade for anyone who spends their working day away from a desk. Fast charging can also take the battery to 50 per cent in around 30 minutes with a compatible power adapter.

The 14-inch Liquid Retina XDR display remains a standout feature, offering up to 1,600 nits of peak HDR brightness, a 1,000,000:1 contrast ratio and beautifully vibrant colours. An optional nano-texture finish reduces reflections and glare for those working in challenging lighting conditions. Meanwhile, the 12MP Center Stage camera, six-speaker sound system and studio-quality microphones make video calls and content creation feel suitably premium.

Connectivity gets a refresh with Wi-Fi 7 and Bluetooth 6, alongside three Thunderbolt 4 ports, HDMI, MagSafe 3, an SDXC card slot and a headphone jack. With 16GB of unified memory as standard, configurable up to 32GB, there's plenty of scope for multitasking and demanding applications.

Available in space black and silver, the new 14-inch MacBook Pro can be pre-ordered now starting at £1,999.00/ AU$3,199.00, with availability beginning 6th November. It's a compelling combination of serious power, smarter computing and all-day portability



PROLED XDR



BeValued

Apple has decided that the MacBook Pro deserves more than just a chip upgrade, unveiling a completely new take on its professional laptop with the introduction of the PROLED XDR display. Available in 14-inch and 16-inch sizes, the latest models combine tandem OLED technology, touch-sensitive screens and Apple's powerful M5 Pro and M5 Max chips.

The headline attraction is undoubtedly the new display. Tandem OLED technology delivers peak brightness of up to 2,000 nits, an extraordinary 10,000,000:1 contrast ratio and a variable refresh rate reaching 120Hz. Colours should look spectacular, with support for both P3 and Adobe RGB colour spaces, making the screen particularly appealing to photographers and colourists who need accuracy as well as visual impact. There's even more than 80 per cent coverage of the Rec. 2020 colour space for HDR video work. An optional nano-texture finish reduces reflections, while sophisticated pixel-level controls help maintain consistent brightness and colour. In other words, this is the sort of display that might make your desktop monitor feel a little inadequate.

But the real surprise is that Apple has finally brought touch to the MacBook Pro. Users can swipe through webpages, pinch to zoom into photographs, drag slides between presentations and interact directly with creative projects. Designers can draw on the screen, musicians can play virtual instruments and video editors can manipulate clips without relying entirely on a trackpad. Apps including Adobe Lightroom, DaVinci Resolve, Blender and Logic Pro are among those set to benefit.

Thankfully, the keyboard and trackpad remain firmly in place, so nobody needs to abandon their favourite shortcuts overnight.

Apple has also introduced the Dynamic Island to the Mac, providing a convenient home for Spotlight search, Live Activities and Siri AI. Users can check updates, control music, answer calls and access information without interrupting their workflow. Running macOS 27, the new MacBook Pro also embraces Apple Intelligence, bringing more capable AI features into everyday computing.

Power comes from the M5 Pro and M5 Max chips, designed for demanding professional workloads. With Neural Accelerators in every GPU core, they can speed up AI processing, 3D rendering and video production, while the M5 Max supports running enormous language models locally. Storage configurations reach a mighty 16TB, with up to 128GB of unified memory available for particularly ambitious projects.

Despite all this extra technology, the new MacBook Pro is thinner and lighter than before. The 14-inch model weighs just three pounds, while the 16-inch version comes in at four pounds. Battery life reaches up to 24 hours, and the improved six-speaker system delivers 50 per cent deeper bass. Thunderbolt 5, Wi-Fi 7, Bluetooth 6 and support for up to four external displays round out the package.

Available in 14-inch and 16-inch configurations, the new MacBook Pro can be pre-ordered now starting £2,999.00/ AU$4,599.00 with availability beginning 6 November.



