

What's New for Business

Fall 2020



New Mac, iPhone, iPad, and Apple Watch product updates, together with macOS Big Sur, iOS 14, iPadOS 14, and watchOS 7, bring even more productivity for employees. New platform updates also increase control for IT and introduce new opportunities for app developers.



Next generation of Mac with M1 chip

The new 13-inch MacBook Air, 13-inch MacBook Pro, and Mac mini are the first devices to be powered by the revolutionary M1 chip. The M1 chip delivers incredible performance improvements for CPU, GPU, and machine learning speeds, custom technologies, and revolutionary power efficiency. All three additions to the Mac family have incredible gains in performance and power efficiency over previous generations. Mac models with M1 also now have access to hundreds of thousands of iPhone and iPad apps that can now run on macOS.

A new experience with macOS Big Sur

macOS Big Sur introduces a beautiful redesign that is entirely new yet instantly familiar. Improvements to Control Center and Notification Center bring more information together in a single glance. For IT teams, MDM enrollments that are user-approved are now considered supervised, providing more management capabilities. Auto Advance streamlines deployment by requiring zero interaction with the Mac as it gets set up. Managed apps are coming to macOS. Software updates now begin in the background and finish faster—making keeping Macs up to date and secure easier. And, managing software updates allows to defer major, minor, or supplemental updates.

New iPhone 12 and iPhone 12 Pro with 5G

The new iPhone 12 and iPhone 12 Pro with 5G reinvent work from anywhere. A14 Bionic works together with advanced networking technology and an incredible platform for business apps to complete any task with speed. iPhone 12 is field ready with a new design and form factor, a larger display that is tougher than any other smartphone glass, and improved water and dust resistance. iPhone 12 Pro adds infinite possibilities for business workflows with a professional camera system and improved AR experience with LiDAR.

Productivity from anywhere with iOS 14

iOS 14 reimagines the way you interact with the Home Screen with new compact UI, completely redesigned widgets, search and the new App Library. App Clips enable businesses to create unique, branded customer and employee experiences without having to write their own code. Additional features, privacy improvements, and system wide translation capabilities help employees get more done with less friction. iOS 14 is also now fully optimized for 5G with Smart Data mode alongside the ability update iOS and place FaceTime HD calls over cellular.

New iPad Air, iPad, and iPadOS 14

The new iPad Air and iPad (8th generation) redefine power and versatility for more of today's mobile workforce. With more pro features, iPad Air is a great choice for all employees, especially for machine learning centric workflows. iPad (8th generation) now offers exceptional performance at the most affordable price point, which opens the door for more companies to be creative and deploy iPad to help tackle tough jobs everywhere. iPadOS 14 includes many great features from iOS 14 while taking advantage of the large Multi-Touch display of iPad. For example, Scribble enables employees to write in any text field with Apple Pencil and automatically convert handwriting to typed text.

New Apple Watch Series 6 and Apple Watch SE

The new Apple Watch family together with watchOS 7 bring unprecedented power and new technology to employees' wrists, helping them stay connected while inspiring them to live a healthier, more active life. The new blood oxygen sensor in Apple Watch Series 6 gives employees more ways to monitor their health. Apple Watch, watchOS 7 and Apple Fitness+ help employees find new ways to improve balance and wellbeing and Apple Watch SE delivers it at a price point that makes it accessible by more organizations.

Enhanced platform control and security

macOS Big Sur introduces a cryptographically signed system volume that protects against malicious tampering. In iOS 14 and iPadOS 14, managed apps now have the ability to be marked as non-removable while still allowing home screen customization, ideal for business-critical apps like VPN. VPN connections can be established on a per account basis, which provides more granular control over what data goes through VPN.

Powerful technologies to build business apps

New developer updates bring powerful ways to increase employee productivity and deliver engaging customer experiences. Siri now works as an intelligent system, empowering employees and customers with the right information at the right time to make routines more productive. With ARKit 4, the Depth API expands spatial understanding, improving remote expertise, service, and collaboration use cases. And machine learning is available to mobile teams with out-of-the-box frameworks like Vision, which can now detect body poses and analyze objects.

Resources: [Mac](#) | [iPhone](#) | [iPad](#) | [Apple Watch](#) | [Apple at Work](#)

Blood Oxygen app measurements (available on Apple Watch Series 6) are not intended for medical use, including self-diagnosis or consultation with a doctor, and are only designed for general fitness and wellness purposes. © 2020 Apple Inc. All rights reserved. Apple, the Apple logo, Apple Pencil, Apple Watch, iPad, iPad Air, iPadOS, iPhone, Mac, MacBook Air, MacBook Pro, Mac mini, macOS, and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. Multi-Touch is a trademark of Apple Inc. iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. Other product and company names mentioned herein may be trademarks of their respective companies. Nov 2020