AVALON PARTNER PROGRAME

PRODUCT INFORMATION PACK











WELCOME TO THE APP PRODUCT INFORMATION PACK



Filled with the latest products and exclusive pricing. Utilise our Tips and Tricks to make the most of your Apple products. Knowing more about Apple products is a great way to educate customers and generate new sales opportunities.









PRODUCT PORTFOLIO



MacBook Pro (16 inch) M4 Pro and M4 Max chips

Hello, Apple Intelligence.

The 16-inch MacBook Pro with M4 Pro and M4 Max chips delivers outrageous performance for the most demanding business tasks, runs all your work apps at lightning speed, and it's built for Apple Intelligence.1 With up to 24 hours of battery life2 and a Liquid Retina XDR display that's brilliant for multitasking, it's pro in every way at work.



£2,082.50

MBP16 M4PRO SL 14C/20C 24GB/512GB SKU: MX2T3B/A



£2,915.83

MBP16 M4MAX SL 14C/32C 36GB/1TB SKU: MX2V3B/A



MacBook Pro (14 inch) M4 Pro and M4 Max chips

Speed for a fast-paced business.

The 14-inch MacBook Pro with M4 Pro and M4 Max chips delivers outrageous performance for the most demanding business tasks, runs all your work apps at lightning speed, and it's built for Apple Intelligence.¹ With up to 22 hours of battery life² and a Liquid Retina XDR display that's brilliant for multitasking, it's pro in every way for work.



£1,665.83

MBP14 M4PRO SB 12C/16C 24GB/512GB SKU: MX2H3B/A



£2.665.83

MBP14 M4PRO SL 14C/32C 36GB/1TB **SKU: MX2G3B/A**



1 Apple Intelligence is available in beta on all Mac models with M1 and later, with Siri and device language set to US English, as a macOS Sequoia update. English (Australia, Canada, Ireland, New Zealand, South Africa, UK) language support available this December. Some features and support for additional languages, like Chinese, English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, Vietnamese and others, will be coming over the course of the next year.

2 Battery life varies by use and configuration. See apple.com/uk/batteries for more information.

Apple Intelligence will be available in beta on Mac with M1 and later, with Siri and device language set to U.S. English, as part of macOS Sequoia later this year











MacBook Air









RECOMMENDED ACCESSORIES







AirPods 4 with Active Noise Cancellation

SKU: MXP93ZM/A



USB-C Digital AV Multiport Adapter SKU: MW5M3ZM/A

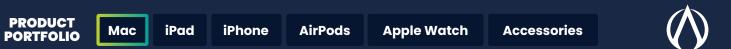
Configurable options are available.

18attery life varies by use and configuration. See apple.com/uk/batteries for more information.

2 The display on the 13-inch MacBook Air has rounded corners at the top. When measured as a standard rectangular shape, the screen is 13.6 inches diagonally (actual viewable area is less).

3 Requires iCloud and internet connection.

Apple Intelligence will be available in beta on Mac with M1 and later, with Siri and device language set to U.S. English, as part of macOS Sequoia later this year.









iMac (24-inch) M4 chip

Powerful all-in-one. One of a kind at work.

iMac. The ultimate all-in-one desktop for business. Built for Apple Intelligence¹ Supercharged by the M4 chip, working on projects and multitasking across apps feels snappier. With a stunning 24-inch 4.5K Retina display² in an iconic design and advanced camera, mics and speakers. iMac is brilliant for productivity.





IMAC 24 M4 SLV/8C/8C/16GB/256GB SKU: MWUC3B/A



1 Apple Intelligence is available in beta on all Mac models with M1 and later, with Siri and device language set to US English, as a macOS Sequoia update. English (Australia, Canada, Ireland, New Zealand, South Africa, UK) language support available this December. Some features and support for additional languages, like Chinese, English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, Vietnamese and others, will be coming over the course of the next year.

2 Actual diagonal screen size is 23.5 inches

Apple Intelligence will be available in beta on Mac with M1 and later, with Siri and device language set to U.S. English, as part of macOS Sequoia later this year.









Mac mini M4 and M4 Pro chips

Bigger business possibilities than ever.

The far mightier, way tinier Mac mini is 5 by 5 inches of pure power for business. Built for Apple Intelligence.¹ Redesigned to unleash the full speed and capabilities of M4 and M4 Pro chips. With ports at your convenience, on the front and back.









MAC MINI M4 PRO 12C/16C/24GB/512GB SKU: MCX44B/A MAC MINI M4 /10C/10C/16GB/256GB **SKU: MU9D3B/A**



1 Apple Intelligence is available in beta on all Mac models with M1 and later, with Siri and device language set to US English, as a macOS Sequoia update. English (Australia, Canada, Ireland, New Zealand, South Africa, UK) language support available this December. Some features and support for additional languages, like Chinese, English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese, Spanish, Vietnamese and others, will be coming over the course of the next year.

Apple Intelligence will be available in beta on Mac with M1 and later, with Siri and device language set to U.S. English, as part of macOS Sequoia later this year.



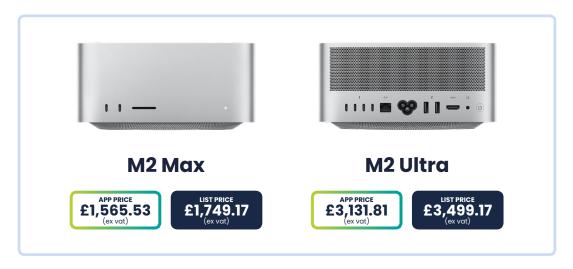




Mac Studio - M2 Max and M2 Ultra

A true powerhouse for business.

Mac Studio – embraced by businesses and pro studios everywhere — delivers extraordinary power with the M2 Max chip or the remarkable M2 Ultra chip. It packs amazing performance into an unbelievably compact form with extensive connectivity – for a massive jolt to productivity.



- M2 Max chip for exceptional performance
- · 12-core CPU packs up to 1.8x faster performance than 27-inch iMac to push the boundaries of your workflow1
- Up to 38-core GPU with up to 3.6x faster performance than 27-inch iMac for graphicsintensive pro workflows²
- 16-core Neural Engine for advanced machine learning
- · Up to 96GB of unified memory to run multiple demanding pro apps
- · Up to 8TB of superfast SSD storage launches apps and opens files in an instant³

- · Fast Wi-Fi 6E wireless connectivity4
- · Four Thunderbolt 4 ports, two USB-C ports, two USB-A ports, HDMI port, 10Gb Ethernet port, SDXC card slot, headphone jack
- · Supports up to five external displays
- Remarkably compact 19.7 centimetre-square, 9.5 centimetre-tall design in Silver
- · macOS Ventura gives you powerful ways to get more done, share and collaborate—and works great with iPhone and iPad⁵



Click here for more information

Configurable options are available

Configurable options are available. Tresting conducted by Apple in April and May 2023 using pre-production Mac Studio systems with Apple M2 Max, 12-core CPU, 38-core GPU and 96GB of RAM, and production 3.6GHz 10-core Intel Core I9-based 27-inch iMac systems with Radeon Pro 5700 XT graphics with 16GB of GDDR6 and 128GB ofRAM. All systems configured with 8TB SSD. Open source project built with Xcode 14.3 with Apple Clang 14.0.3, Ninja 1.10.0 git and CMake 3.25.0. Mac Studio systems tested with an attached 5K display. Performance tests are conducted using specific computer systems and reflect the approximate performance of Mac Studio and IMac.

2Testing conducted by Apple in April and May 2023 using pre-production Mac Studio systems with Apple M2 Max, 12-core CPU, 38-core GPU and 96GB of RAM, and production 3.6GHz 10-core Intel Core I9-based 27-inch IMac systems with Radeon Pro 5700 XT graphics with 16GB of GDDR6 and 128GB of RAM. All systems configured with 8TB SSD. OTOY Octane X Prime 2022.11 tested using a scene with complex materials and 35 million triangles. Mac Studio systems tested with an attached 5K display. Performance tests are conducted using specific computer systems and reflect the approximate performance of Mrc Studio and IMac.

approximate performance of Mac Studio and iMac.

31GB = 1 billion bytes and TIB = 1 trillion bytes; actual formatted capacity less.

4Wi-Fi 6E connectivity available in countries where supported.

Requires iCloud and internet connection.

Apple Intelligence will be available in beta on Mac with M1 and later, with Siri and device language set to U.S. English, as part of macOS Seguoia later this year













Studio Display

A bold vision for business.

Studio Display. Teams can get more done using an expansive 27-inch 5K Retina display* with a 12MP Ultra Wide camera with Centre Stage, studio-quality mics and six-speaker sound system. Pairs beautifully with any Mac.





- Immersive 27-inch 5K Retina display with 600 nits of brightness, support for one billion colors, and P3 wide color*
- 12MP Ultra Wide camera with Center Stage for more engaging video calls
- Studio-quality three-mic array for crystalclear calls and voice recordings
- Six-speaker sound system with Spatial Audio

for an unbelievable listening experience

- One Thunderbolt 3 port, three USB-C ports
- 96W of power delivery to charge your Mac laptop
- · Nano-texture glass option
- · Configurable stand options



*Screen size is measured diagonally











Mac Desktop























Studio Display SKU: MK0Q3B/A

Magic Keyboard SKU: MWMR3B/A Magic Trackpad SKU: MMMP3Z/A Magic Mouse SKU: MMMQ3Z/A

TIPS & TRICKS

Through Sidecar it's easy to extend or mirror a Mac desktop screen straight to an iPad. Simply visit the Airplay menu to begin a new screen-share session or disconnect the one already in progress.













Full Mac Lineup

There's never been a better time to switch to Mac

Experience the incredible performance of Mac. The game-changing power of Apple silicon, superfast SSD storage and stunning displays mean you can do more, create more and play more than ever before.















iPad Air 13-inch

Makes work a breeze.

Now available in a 13-inch model, iPad Air is supercharged by the incredibly fast Apple M2 chip. It features a stunning Liquid Retina display, a new landscape camera perfect for FaceTime and video calls, superfast Wi-Fi 6E2 and 5G,3 and compatibility with essential apps like Microsoft 365 and Salesforce. And paired with Apple Pencil Pro and Magic Keyboard, your workforce can get things done from anywhere.



iPad Air 11-inch

Easily run your teams.

The redesigned 11-inch iPad Air is supercharged by the incredibly fast Apple M2 chip.¹ It features a stunning Liquid Retina display, a new landscape camera perfect for FaceTime and video calls, superfast Wi-Fi 6E² and 5G,³ and compatibility with essential apps like Microsoft 365 and Salesforce. And paired with Apple Pencil Pro and Magic Keyboard, your workforce can get things done from anywhere.

¹The display has rounded corners. When measured diagonally as a rectangle, the 11-inch iPad Air is 10.86 inches. Actual viewable area is less.

² Wi-Fi 6E available in countries and regions where supported.

³ Data plan required. 5G is available in selected markets and through selected network providers. Speeds vary based on site conditions and network. For details on 5G support, contact your provider and see apple.com/uk/ipad/cellular



iPad Pro 13-inch

Power your workforce anywhere.

The new iPad Pro is impossibly thin, featuring outrageous performance with the Apple M4 chip, a breakthrough Ultra Retina XDR display, superfast Wi-Fi 6E1 and 5G,2 and compatibility with essential apps like Microsoft 365 and Salesforce. Paired with Apple Pencil Pro and Magic Keyboard, it's the ultimate portable office built for pro workflows.



iPad Pro 11-inch

A portable workhorse.

The new iPad Pro is impossibly thin, featuring outrageous performance with the Apple M4 chip, a breakthrough Ultra Retina XDR display, superfast Wi-Fi 6E1 and 5G,2 and compatibility with essential apps like Microsoft 365 and Salesforce. Paired with Apple Pencil Pro and Magic Keyboard, it's the ultimate portable office built for pro workflows.

Apple Intelligence will be available in beta on iPad with M1 and later, with Siri and device language set to U.S. English, as part of iPadOS 18 later this year



¹ Wi-Fi 6E available in countries and regions where supported.
² Data plan required, 5G is available in selected markets and through selected network providers. Speeds vary based on site conditions and network. For details on 5G support, contact your provider and see apple.com/uk/ipad/cellular.
² The display has rounded corners. When measured diagonally as a rectangle, the 13-inch iPad Pro is 13 inches. Actual viewable area is less.





iPad Family

iPad. For every way you work.































iPhone 16

Explore the range

iPhone 16 Pro Max



Write and get work done effortlessly with the first iPhone designed for Apple Intelligence.¹ Create exceptional content with fast and fluid Camera Control, 4K 120 fps Dolby Vision and 4 studio-quality mics. All with a huge leap in battery life.

£969.41 (ex vat)

£999.17
(ex vat)

iPhone 16 Pro



Write and get work done effortlessly with the first iPhone designed for Apple Intelligence.¹ Create exceptional content with fast and fluid Camera Control, 4K 120 fps Dolby Vision and 4 studio-quality mics. All with a huge leap in battery life.

£807.70 (ex vat) £832.50
(ex vat)

iPhone 16 Plus



Write and get work done effortlessly with the first iPhone designed for Apple Intelligence.¹ Create standout content with fast and fluid Camera Control and a 48MP Fusion camera with 2x optical zoom, and macro photography. All with a big boost in battery life.

£726.86
(ex vat)

£749.17
(ex vat)

iPhone 16



Write and get work done effortlessly with the first iPhone designed for Apple Intelligence.¹ Create standout content with fast and fluid Camera Control and a 48MP Fusion camera with 2x optical zoom, and macro photography. All with a big boost in battery life.

APP PRICE £646 (ex vat) LIST PRICE £665.83



1. Apple Intelligence will be available in beta on all iPhone 16 models, iPhone 15 Pro and iPhone 15 Pro Max, with Siri and device language set to US English, as an iOS 18 update in autumn 2024. Some features and additional languages will be coming over the course of the next year.







iPhone 15, 14, 13 & SE

Explore the range

























Explore the range



AirPods 4

Iconic. Now supersonic.

AirPods 4 — a totally transformed audio experience with Voice Isolation $^{\rm l}$ Siri Interactions $^{\rm l}$ and Personalised Spatial Audio. $^{\rm 2}$ Featuring an updated fit for all-day comfort.







AirPods 4 with Active Noise Cancellation

The next evolution in sound, comfort and noise control.

AirPods 4 with Active Noise Cancellation — featuring a totally transformed audio experience with Adaptive Audio and Transparency mode,¹ and an updated fit for all-day comfort.







AirPods Max

Symphonic boom.

AirPods Max, the ultimate listening experience. Now in five new colours. An Appledesigned driver provides high-fidelity audio. Every detail, from canopy to cushions, has been designed for an exceptional fit. Pro-level Active Noise Cancellation1 blocks outside noise, while Transparency mode keeps you connected to your environment. Updated with a USB-C connector for even more convenient charging.







Click here for more information

¹ Available on compatible devices with iOS 18, iPadOS 18 or macOS Sequoia and later when paired with AirPods 4, AirPods 4 with Active Noise Cancellation or AirPods Pro 2 with the latest firmware. 2 Spatial Audio works with compatible content in supported apps. iPhone with TrueDepth camera required to create personalised profile.







Apple Watch Family

There's an Apple Watch for everybody.











The Apple Watch Series 9 supports a double tap gesture. To enable this feature, open the Watch app on your iPhone, go to Accessibility, Quick Actions and tap On. Once enabled, you can use your thumb and index finger on your watch hand to complete a variety of commands, such as snoozing an alarm or taking a photo.



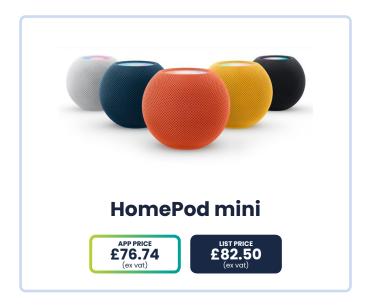
Apple Watch Ultra 2, Apple Watch Series 10 and Apple Watch SE require iPhone Xs or later with iOS 18 or later. *Compared with previous generations.

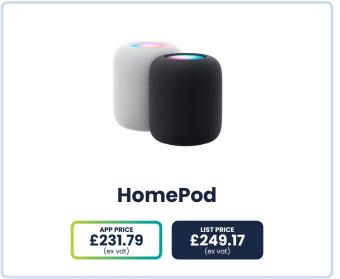






Accessories

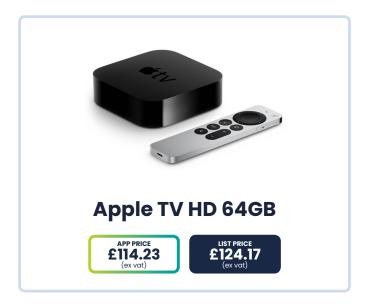


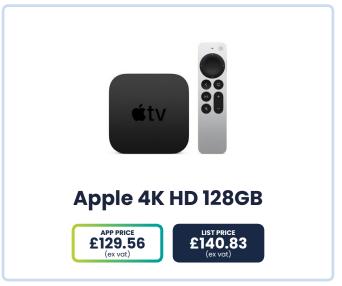


TIPS & TRICKS

HomePod mini can act as a home hub, letting you control your HomeKit accessories remotely. Wherever you go, you can see a live view from the front door, shut your garage, and lock or unlock the house through the Home app.















WESTCOAST SERVICES



Bill and Hold

Bill and Hold is a service where you can order stock but hold it in our warehouse on a per pallet basis for an agreed length of time or if a rollout is needed, we can send out according to your rollout schedule. If you wish to take advantage of a short-term price promotion, but don't have the space to store the stock, 'bill and hold' means you can use our warehousing. Not only do you enjoy more control over product roll-outs and shipping, it also means you can cut costs by making the most of our unique rates and services.



Asset Tagging

Our configuration team can asset tag just about anything. Time delays are avoided by the labelling and documenting of hardware before it arrives on site, so it can be deployed immediately upon arrival.



Device Solutions

Westcoast Device Solutions is the effortless way to create complete IT solutions for today's complex computing needs. It allows you to manipulate margins and have instant quotes available to download. With a range of Apple device solutions available, as well as an unparalleled range of supporting Apple services, it's easy to find solutions that work for both you and your customers.



AppleCare for Enterprise

Apple have announced a change to the Tier 1 ACE quantities from 200+ devices

WHEN: From 1st October 2024 WHO: NEW ACE customers

WHAT: Tier 1 = minimum of 200+ devices to start a new ACE contract

Only these 4 device types are eligible for ACE
• Mac • iPhone • iPad • Studio Display









Leasing

The flexibility you've been looking for!

This new program allows Resellers to access the latest iPhone models through a monthly cost. With a Fair Market Value Lease, Resellers can lease the devices for a set period, offering flexibility to return, purchase, or upgrade.

- A Fair Market Value Lease is a leasing option that allows you to lease Apple
 products for a set period while giving you the flexibility to purchase the devices at
 their fair market value at the end of the lease.
- With an FMV Lease, you pay for the use of the Apple products over the lease term. At the end of the lease, you have the option to return the devices, upgrade to newer models, or purchase them at their fair market value.
- An FMV Lease provides flexibility and cost-effectiveness, allowing you to access
 the latest Apple technology without the upfront cost of purchasing outright. It also
 enables easy device upgrades and potential tax benefits.
- FMV Leases typically provide options for mid-term upgrades to newer Apple models, enabling you to stay up-to-date with the latest technology.



Trade-In

Unleash the Potential of New Devices

Our trade-in service offers a convenient, eco-conscious, and budget-friendly solution for individuals wanting to upgrade their devices.

Trade In is an effective solution to maximise on the residual value of Apple devices.

- Streamlined processes for device trade-ins
- Reduction in handling defective or outdated devices
- Minimised time for device exchange
- Diminished need for storage of obsolete devices
- Simplified management of trade in logistics
- Increased potential to secure larger or more complex opportunities



FOR ALL ENQUIRIES OR PRICING PLEASE CONTACT:

Your Westcoast Account
Manager or check the Westcoast
website or price feeds





