



Apple in Education

Complete solutions for 21st-century learning

For decades, Apple has helped to simplify technology, empower educators, and inspire students. Supporting the best in education philosophy, Apple continues to deliver innovative products that are ideal for teaching and learning. Let Apple help you create a digital learning environment. And let all your students discover their own special genius.



10 Reasons for Apple in Education



1. A strong, enduring commitment to education.

For 30 years Apple has been dedicated to advancing teaching and learning through technology. From products designed with education in mind, such as the durable MacBook computer, to industry-leading Apple Professional Development, which prepares educators to integrate technology and learning, Apple continues to demonstrate a strong commitment to education.



2. A stable company with a solid financial statement.

Billions in the bank. Zero debt. Thirty-five percent annual growth. With its solid financials, Apple will be here to fulfill your technology needs now and in the future. Apple remains committed to a long-term partnership with education—offering special pricing to schools and educators and delivering products that cost less to support, install, and maintain.



3. Technology that advances learning for a new generation.

The Mac is designed to develop the creative and critical-thinking skills important for today's learners. With iLife, Apple's award-winning suite of digital authoring applications, students can produce meaningful digital projects that demonstrate understanding and unleash creativity. And with the built-in Universal Access accessibility features in Mac OS X, all students can be productive instantly. When you're looking for innovative approaches to 21st-century learning, Apple provides the ultimate in education technology.



4. A platform that provides high value.

For every technology purchase, it's important to consider what's included in the box as well as the time and resources required for installation, training, and maintenance. When you consider all the built-in features on a Mac—including a wealth of software, wireless networking, and the iSight video camera on the MacBook and the iMac—as well as the low cost of training, support, and maintenance, Apple is the clear choice, delivering the highest value for every dollar spent.



5. Reliable products that are easy to support.

Apple is the only technology provider that designs the hardware, the operating system, and many built-in software applications, ensuring the highest level of stability right out of the box. In addition, Mac OS—powered by a rock-solid UNIX foundation—has proved to be more secure than PCs and free from the viruses and spyware that infect them. These features make the Mac easy to support and provide a safe computing environment for educators and students.



6. The most compatible and interoperable technology platform.

With the ability to run applications such as Microsoft Office (sold separately), connect to any network infrastructure, share files with PCs, and even run Microsoft Windows, today's Intel-powered Mac computers provide the ultimate compatibility with a PC environment.



7. High-performance computers and networking solutions.

Apple leads the way in mobile computing, with the best student notebook computers, cost-effective mobile labs, effortless wireless networking, and innovative iPod devices that allow for learning on the go. The Mac Pro workstation provides optimal performance—ideal for video editing, scientific computing, and network administration. Apple also offers exceptional infrastructure solutions, such as rack-optimized Xserve file servers, as well as low-cost and high-performance Xsan storage solutions. Apple delivers unrivaled performance for every education need.



8. It just works.

Mac OS X provides a familiar interface, consistent menu commands, and tight integration between applications. Plug in a printer and it works. Connect a digital camera and iPhoto opens, ready to import photos. Mac OS X automatically detects wireless networks without any special configuration. Plus the Mac is easy to learn, use, and maintain, which means more time to focus on teaching and learning.



9. A consistent focus on innovation.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today Apple continues to lead in innovation. With its award-winning desktop and notebook computers; Mac OS X—the most advanced and easiest-to-use operating system; and professional applications such as Final Cut Pro, Apple is the platform of choice for the film, video, and broadcast production industries. No wonder Apple tops *Fortune's* "Most Admired Companies 2009" list.



10. The only technology provider that offers a complete solution.

Apple offers educators a total solution, from hardware and software to services—including planning, implementation, professional development, digital content, learning management systems, and technical support—all delivered by Apple. Apple's commitment to education is rivaled only by a dedication to the user experience. Apple technology is synonymous with innovation, quality, and ease of use.

To learn more about Apple in education, visit www.apple.ca/education or call 1-800-800-2775 to speak to an Apple education representative.