

APPLE ONE

PRESCOTT MAC USERS GROUP

JUNE 2021 SIG



- What is it?
- What are the services?
- What is included with individual services?
- Description of Services
- What are the different bundles?
- What do the bundles cost?



- A bundle of 6 Apple services
- Each service has been around individually for some period of time
- Apple grouping them into "bundles" for better pricing
- Purchase individual services or one of 3 different "bundles"
- All priced on a monthly subscription basis

Apple One

- Apple Music
- Apple TV+
- iCloud
- Apple Arcade
- Apple News+
- Apple Fitness+



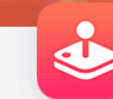
Apple Music

Over 75 million songs ready to stream or download, ad-free.



Apple TV+

Critically acclaimed Apple Original shows and movies.



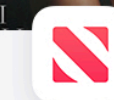
Apple Arcade

Over 180 incredibly fun games. No ads. No in-app purchases.



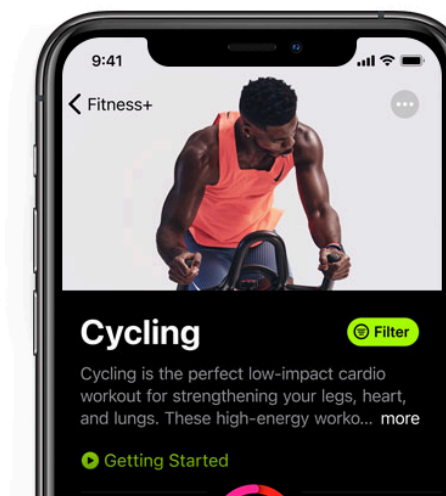
iCloud

Keep your photos and files safe, updated, and available wherever you are.



Apple News+

Leading newspapers and hundreds of magazines at your fingertips.



Apple Fitness+

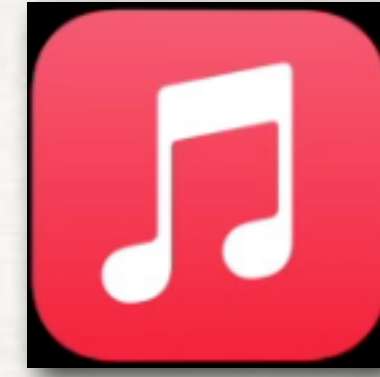
A fitness experience for everyone, powered by Apple Watch.

APPLE ONE BUNDLES

- **Individual** - includes: Music, TV+, Arcade, and iCloud 50GB
 - Costs: \$14.95/mo (\$6/mo savings over individual)
- **Family** - includes: Music, TV+, Arcade, and iCloud 200GB
 - Costs: \$19.95/mo (Share with 5 people, \$8/mo savings)
- **Premier** - includes: Music, TV+, Arcade, iCloud 2TB, News+, and Fitness+
 - Costs: \$29.95/mo (Share with 5 people, \$25/mo savings)



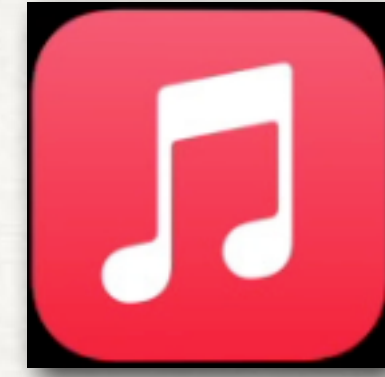
APPLE MUSIC



- Music Streaming service
- Released in 2015
- Competes with Amazon, Spotify, Pandora, Google, etc.
- Library includes 75 million songs
- Now supports lossless audio and Dolby Atmos
- Allows downloads for offline listening



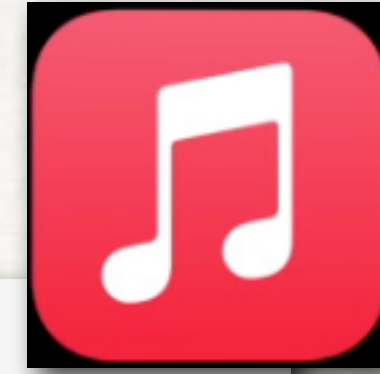
APPLE MUSIC



- Replaces all the music in your library with their AAC versions
- Apple has their own playlists which you can use
- Includes 3 live radio channels (Country, Classics & Today's Hits)
- Radio channels hosted by well known artists
- Get live lyrics and sing along or jump ahead
- Listen on all devices (Mac, iPad, iPhone, Watch, HomePod)



APPLE MUSIC



Student⁴
\$4.99/mo.

Individual
\$9.99/mo.

Family⁵
\$14.99/mo.

Try it free

Try it free

Try it free

Play tracks in Dolby Atmos and hear over 75 million songs in lossless audio, ad-free¹



Access your entire library from any device and listen online or off



Free trial with no commitment*



Stream ad-free music and music videos



★ Download 100,000 songs to your library



See what your friends are listening to



Original shows, concerts, and exclusives



Live and on-demand radio stations hosted by artists



Access for up to six people

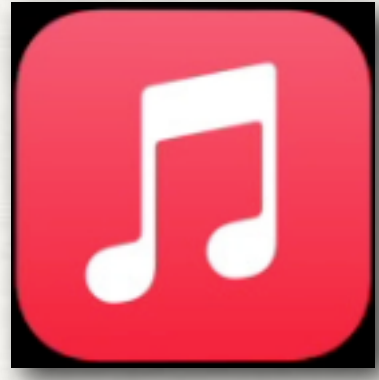


A personal account for each family member

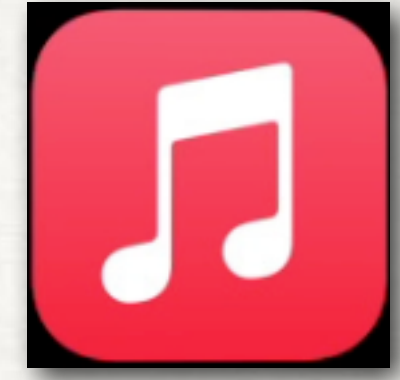


Share your existing music library however you want





APPLE MUSIC



- MP3 - Original compressed audio format introduced in 1995
- Advanced Audio Codec (AAC) - successor to MP3, still lossy, but better quality audio introduced in 1998
- Apple Lossless Audio Codec (ALAC) - lossless audio introduced in 2004
- Streaming services mostly use MP3 and AAC due to bandwidth
- Apple first streaming service to offer lossless ALAC audio

LOSSLESS APPLE MUSIC

What you need to know about lossless in Apple Music

- Streaming lossless audio over a cellular or Wi-Fi network consumes significantly more data. And downloading lossless audio uses significantly more space on your device. Higher resolutions use more data than lower ones.
- AirPods, AirPods Pro, AirPods Max, and Beats wireless headphones use Apple AAC Bluetooth Codec to ensure excellent audio quality. However, Bluetooth connections aren't lossless.
- To get a lossless version of music that you already downloaded from Apple Music, just delete the music and redownload it from the Apple Music catalog.

LOSSLESS MUSIC ON IPHONE/IPAD

What you need

You can listen to lossless on an iPhone or iPad [updated to iOS or iPadOS 14.6](#) using:

- A wired connection to headphones, receivers, or powered speakers
- The built-in speakers
- To listen to songs at sample rates higher than 48 kHz, you need an external digital-to-analog converter.

How to turn lossless on or off

1. Go to Settings > Music.
2. Tap Audio Quality.
3. Tap Lossless to turn it on or off. From here, you can choose the audio quality for streaming and downloading audio.
 - Lossless for a maximum resolution of 24-bit/48 kHz
 - Hi-Res Lossless for a maximum resolution of 24-bit/192 kHz

LOSSLESS MUSIC ON MAC

What you need

You can listen to lossless on a Mac [updated to macOS 11.4](#) using:

- A wired connection to headphones, receivers, or powered speakers
- The built-in speakers
- To listen to songs at sample rates higher than 48 kHz, you need an external digital-to-analog converter.

How to turn lossless on or off

1. Open the Apple Music app.
2. In the menu bar, choose Music > Preferences.
3. Click the Playback tab.
4. Under Audio Quality, select or unselect Lossless to turn it on or off. From here, you can also change the settings for streaming and downloading lossless.
 - Lossless for a maximum resolution of 24-bit/48 kHz
 - Hi-Res Lossless for a maximum resolution of 24-bit/192 kHz

LOSSLESS MUSIC ON APPLE TV

What you need

- [Update your Apple TV 4K to tvOS 14.6.](#)
- Connect your Apple TV 4K to an AV receiver using an HDMI cable.

How to turn lossless on or off

1. Go to Settings > Apps.
2. Select Music.
3. Select Audio Quality.
4. Select or unselect Lossless. Apple TV 4K currently doesn't support Hi-Res Lossless (sample rates greater than 48 kHz).



APPLE TV+



- Subscription, on-demand streaming TV service
- Similar in ways to Netflix
- Includes 4k video, Dolby Atmos audio on most content
- Family sharing includes 6 simultaneous users
- Can download for offline use
- \$4.99/month subscription



APPLE TV+



- **BE FOREWARNED!!!**
- 4K video is 4 times the amount of data in HD
- May need to increase the bandwidth (speed) of your internet service
- May need to up the monthly data cap of your internet service
- Must have 4K TV to view streamed 4K video



APPLE TV+



Pros

- ✓ Unique new originals content added each month
- ✓ Students get Apple TV+ free with Apple Music subscription
- ✓ You can get it through an Apple One subscription bundle
- ✓ Ad-free
- ✓ Save shows to watch offline
- ✓ Share with up to five family members, six simultaneous streams
- ✓ Premium features

Cons

- ✗ No old movies or shows like Netflix or Hulu
- ✗ Thin content library
- ✗ No Android app – you can only watch in a mobile browser



APPLE TV+

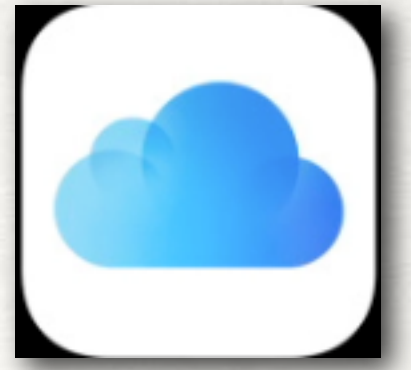


Though its library is thin, Apple TV+ offers dramas, fantasy, educational content, cartoons and more, with titles added monthly. Popular shows and movies on the service include:

- *Defending Jacob*
- *Dickinson*
- *Elephant Queen*
- *For all Mankind*
- *Ghostwriter*
- *Greyhound*
- *Hala*
- *Helpsters*
- *Mythic Quest*
- *On the Rocks*
- *Oprah's Book Club*
- *See*
- *Servant*
- *Snoopy in Space*
- *Ted Lasso*
- *The Banker*
- *The Morning Show*
- *Truth Be Told*



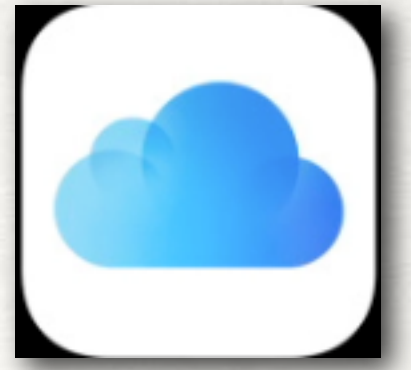
APPLE iCloud



- Internet Cloud storage by Apple
- Similar to Dropbox, Google Drive, Microsoft OneDrive and others
- Accessible by every Apple device
- Auto backup to the cloud of all photos, documents, files, notes, bookmarks, keychain passwords, contacts, calendars, messages, etc.



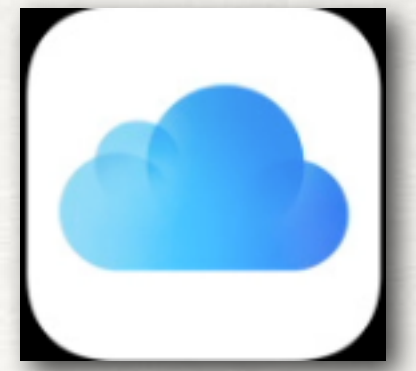
APPLE iCloud



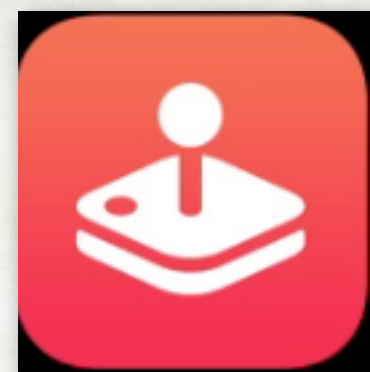
- 5 GBytes is provided free for all iCloud accounts
- Sign up for iCloud at:
- 50 GBytes costs \$0.99
- 200 GBytes costs \$2.99
- 2 TBytes costs \$9.99



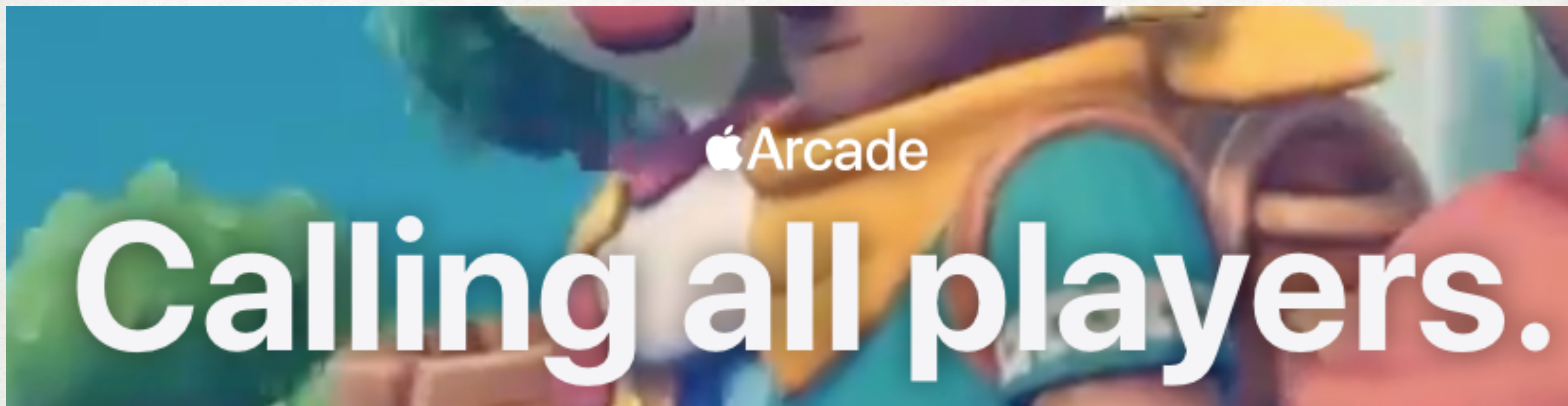
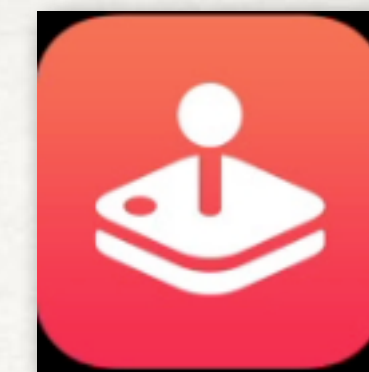
APPLE ICLOUD

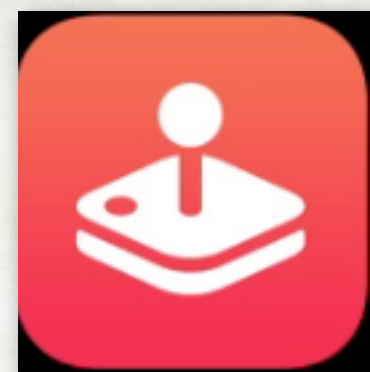


- Everyone who has an Apple ID has and iCloud account
- On the Mac, go to System Preferences, click on the Apple ID icon to the right of your name at the top, then in a finder window, click on iCloud Drive in side bar to see your documents and data.
- On and iOS device, tap on Settings, tap on your name at the top, then tap on iCloud, then tap on the Files App to see your documents and data.

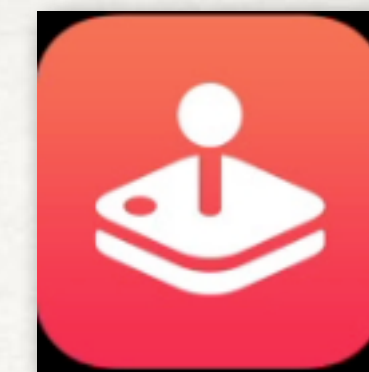


APPLE ARCADE





APPLE ARCADE

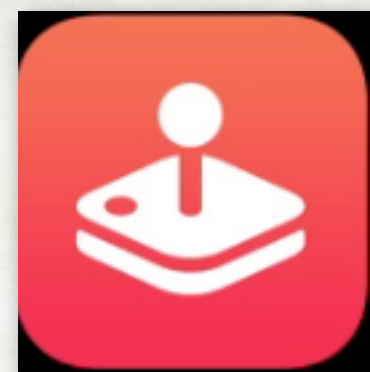


Mobile games

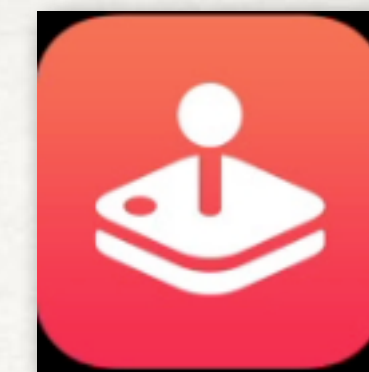
Arcade Originals

Timeless Classics

App Store Greats



APPLE ARCADE



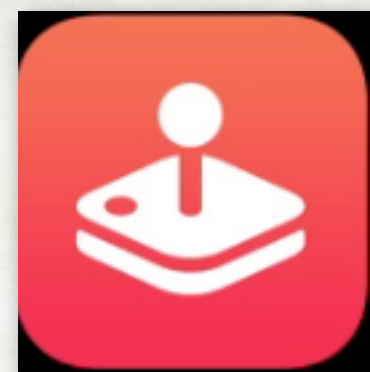
180+ games

More added all the time

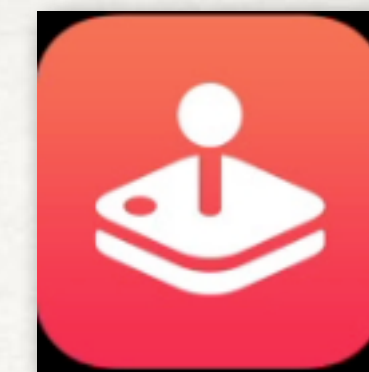
One subscription

No ads

No in-app purchases



APPLE ARCADE



Share with family

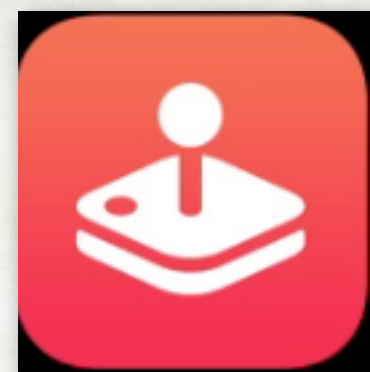
Apple Arcade icon 

In the App Store 

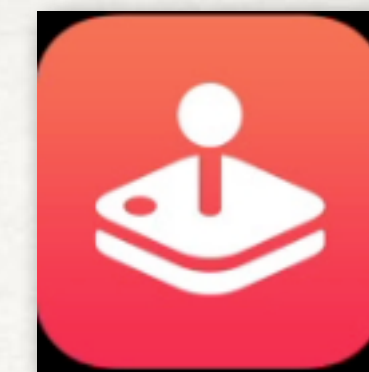
\$4.99/mo

1-month trial

Bundle with Apple One



APPLE ARCADE



Brain teasers

Magical quests

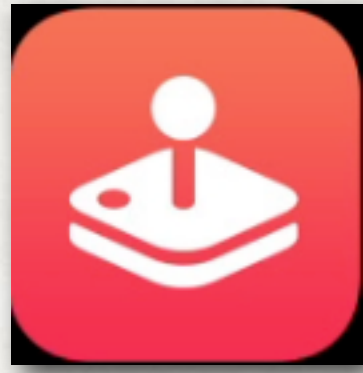
Endless runners

Sports games

Beloved classics

Updates added every week. (???)

Unlimited, uninterrupted access.

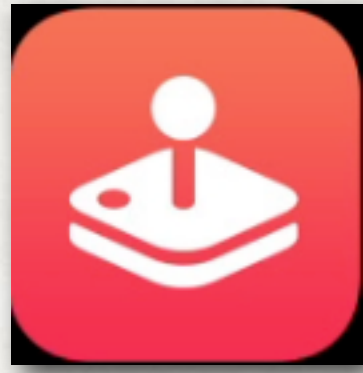


APPLE ARCADE



Filter by:

- Age ratings (All, 4+, 9+, 12+)
- Coming soon
- Controllers
- Multiplayer
- Release Date
- Last Updated
- Name (A-Z)
- Category



MAC CATEGORIES



Action -18

Adventure -30

Board -1

Card -2

Casual -9

Family -6

Music -3

Puzzle -18

Racing -5

Role Playing -7

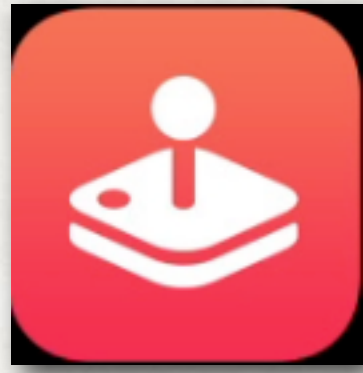
Simulation -3

Sports -9

Strategy -12

Word -1

For a total of 124.



MOBILE CATEGORIES



Action -30

Adventure -30

Board -6

Card -5

Casual -12

Family -4

Music -2

Puzzle -25

Racing -5

Role Playing -13

Simulation -3

Sports -9

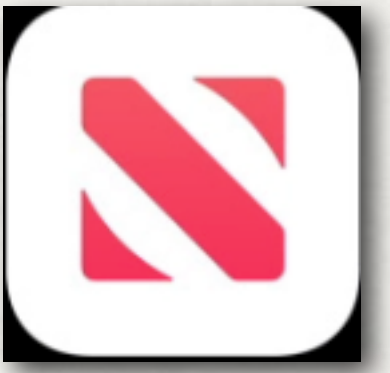
Strategy -12

Word -3

For a total of 159.



APPLE NEWS+



Apple News+



APPLE NEWS+



World-class journalism

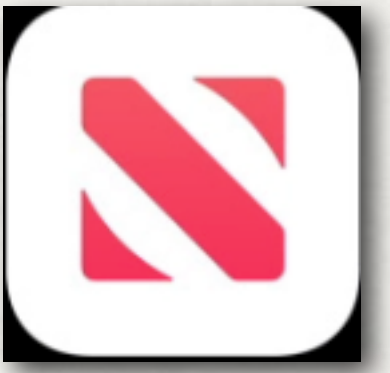
Full magazine issues

Stay up to date

The week's best stories



APPLE NEWS+



Expertly narrated

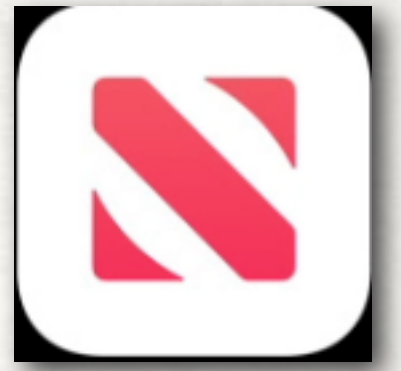
Tune in with CarPlay

Curated articles

Share with the family



APPLE NEWS+



Featured:

Newspapers

News & Politics

Entertainment

Sports

Money & Business

Style & Beauty

Food

Travel & Regional

Health

Home & Garden

Science & Tech

Cars

Hobbies

Men's Lifestyles

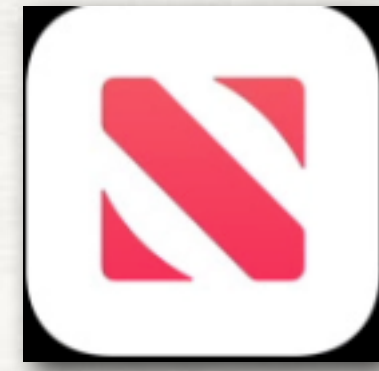
Women's Lifestyles

Outdoors

Kids & Parenting



APPLE NEWS+



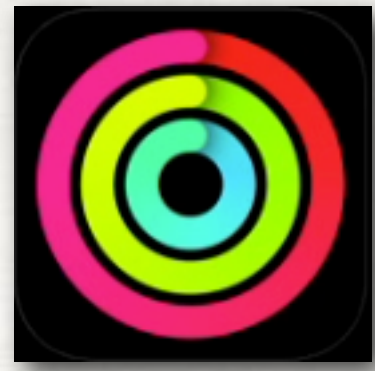
329 publications

The New Yorker | National Geographic | TIME | New York Magazine | The Atlantic | Vanity Fair | People | Car and Driver | WIRED | Bon Appétit | Sports Illustrated | Oprah Daily | The Wall Street Journal | Los Angeles Times | The Times and The Sunday Times | The Star | The Globe and Mail | The Charlotte Observer | Houston Chronicle | Idaho Statesman | The Kansas City Star | Miami Herald | News & Observer | The Sacramento Bee | San Antonio Express-News | The San Diego Union-Tribune | San Francisco Chronicle | The State | Winnipeg Free Press | TIME | The Wall Street Journal | The New Yorker | Vanity Fair | New York Magazine | San Francisco Chronicle | Houston Chronicle | San Antonio Express-News | Los Angeles Times | The Globe and Mail | The Atlantic | Bloomberg Businessweek | Vox | The Times and The Sunday Times | National Review | Mother Jones | Reader's Digest | WSJ. Magazine | Maclean's | Newsweek | The New Republic | Winnipeg Free Press | People | New York Magazine | Vanity Fair | Entertainment Weekly | Rolling Stone | The Hollywood Reporter | HELLO! | Empire | Vulture | Billboard | Variety | Insider | Closer | Grazia | Heat | MOJO | Us Weekly | OK! | Star Magazine | inTouch | Life&Style Weekly | Closer Weekly | People en Español | Bella | Total Film | SFX | Metal Hammer | Classic Rock | JazzTimes | Sports Illustrated | Runner's World | Bicycling | Golf Digest | Golf | Cycling Plus | Golfweek | Canadian Running | Today's Golfer | Triathlon | Cycling | Bike | Tennis | Surfer | Cyclist | Golf Tips | FourFourTwo | Powder Magazine | Sailing World | ProCycling | 220 Triathlon | Bloomberg Businessweek | Fast Company | The Wall Street Journal | FORTUNE | The Globe and Mail | Inc. | Entrepreneur | Business Insider | Forbes | ADWEEK | Millie | MoneyWeek | Vogue | ELLE | InStyle | Harper's Bazaar | ESSENCE | Marie Claire | Allure | The Cut | WSJ. Magazine | Stylist | W Magazine | NewBeauty | HELLO! Fashion | Weddingbells | FASHION | Bon Appétit | FOOD & WINE | EatingWell | Food Network Magazine | Rachael Ray In Season | Allrecipes | Grub Street | The Pioneer Woman | Taste of Home | Wine Enthusiast | Travel + Leisure | Condé Nast Traveler | Texas Monthly | Southern Living | Garden & Gun | Los Angeles Times | Midwest Living | Country Living | Coastal Living | Living the Country Life | Reminisce | The Walrus | Cottage Life | Toronto Life | Ottawa | ZOOMER | Cowboys & Indians | Sunset | AFAR | American History | Cruising World | All About History | Country Walking | Prevention | Health | Shape | Men's Health | Women's Health | Best Health | Naturally Danny Seo | Diabetic Living | Diabetes Self-Management | WellBeing Magazine | WellBeing Wild | Architectural Digest | Better Homes & Gardens | Real Simple | Martha Stewart Living | Elle Decor | Good Housekeeping | House Beautiful | Garden & Gun | HGTV Magazine | Dwell | Drew + Jonathan REVEAL | Magazine | This Old House | Veranda | Traditional Home | The Family Handyman | Luxe Interiors + Design | Do-It-Yourself Magazine | Birds & Blooms | Successful Farming | Consumer Reports | Cottage Life | House & Home | The Magnolia Journal | Domino | BBC Countryfile Magazine | BBC Gardeners' World Magazine | Modern Gardens | Interior Design | Period Living | Landscape | Real Homes | Gardens Illustrated | BirdWatching | Homes & Antiques | WIRED | National Geographic | Popular Science | Scientific American | Popular Mechanics | Smithsonian Magazine | Air & Space Magazine | Macworld | PCMag | PCWorld | BBC Sky at Night Magazine | National Geographic History | Ideas and Discoveries | T3 | All About Space | How It Works | MacLife | MacFormat | Australian Geographic | Linux Format | Computeractive | Car and Driver | Road & Track | RACER | MOTORTREND | HOT ROD | CAR | Evo | Classic Cars | MCN: Motorcycle News | Auto Express | Octane | Vantage | Wood | Flying | Outdoor Photographer | Sound & Vision | PLAY | Robb Report | Stereophile | Popular Woodworking | Who Do You Think You Are? | Plane & Pilot | Total Guitar | Retro Gamer | PhotoPlus | PC Gamer | N-Photo | Guitarist | ImagineFX | Guitar World | Edge | Digital Photographer | Digital Camera World | Guitar Player | Future Music | The Writer | 3D World | Computer Music | GQ | Esquire | Men's Health | Out | AARP The Magazine | Advocate | Men's Journal | Maxim | Oprah Daily | Real Simple | Martha Stewart Living | Cosmopolitan | Better Homes & Gardens | Good Housekeeping | ESSENCE | Town & Country | The Cut | Sweet July | Out | AARP The Magazine | Advocate | Woman's Day | People Chica | Chatelaine | Calm Moment | Woman's World | First For Women | Outside | BBC Wildlife Magazine | Yachting | Outdoor Photographer | Grippped | Surfer | Boating | Marlin | Salt Water Sportsman | Cruising World | Sailing World | Mountain Biking UK | Outdoor Life | Field & Stream | Parents | Parents Latina | Today's Parent | Sports Illustrated for Kids | Highlights | National Geographic Kids | Cricket Magazine | National Geographic Little Kids | Girls Life | Scout Life | J-14 | Girls' World | Animal Tales | Faces Magazine | Ask Magazine | Cobblestone Magazine | Babybug Magazine | Click Magazine | Ladybug Magazine | Muse Magazine | Spider Magazine | High Five | Highlights Hello



APPLE FITNESS+





APPLE FITNESS+



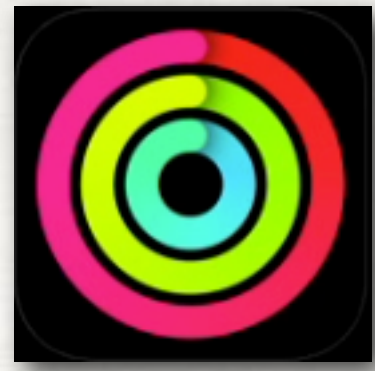
Fitness for all, powered by Apple Watch.

World-class workouts by the world's best trainers.

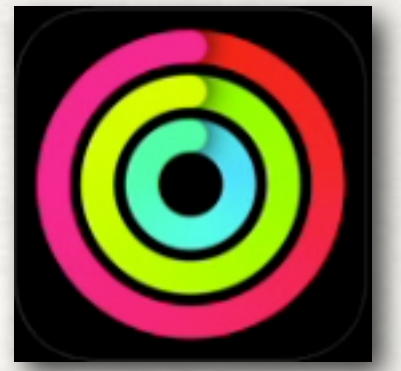
10 workout types, everything from HIIT to yoga.

New workouts added every week.

Time to Walk, an audio walking experience with inspiring guests.



APPLE FITNESS+

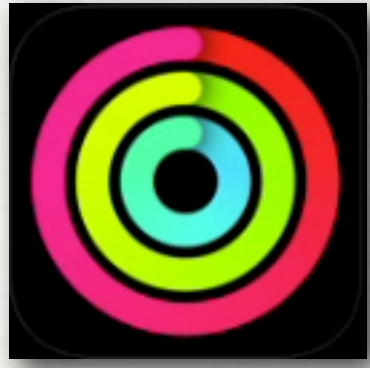


Apple Watch equipped with sensors.

Employs advanced algorithms.

Provides metrics to track your workout.





APPLE FITNESS+



View workout on iPhone, iPad, or Apple TV.



Treadmill Walk

Workouts for different seasons of your life.

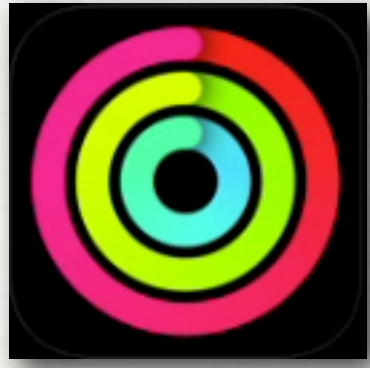


Dance

Exercise your way.



Yoga

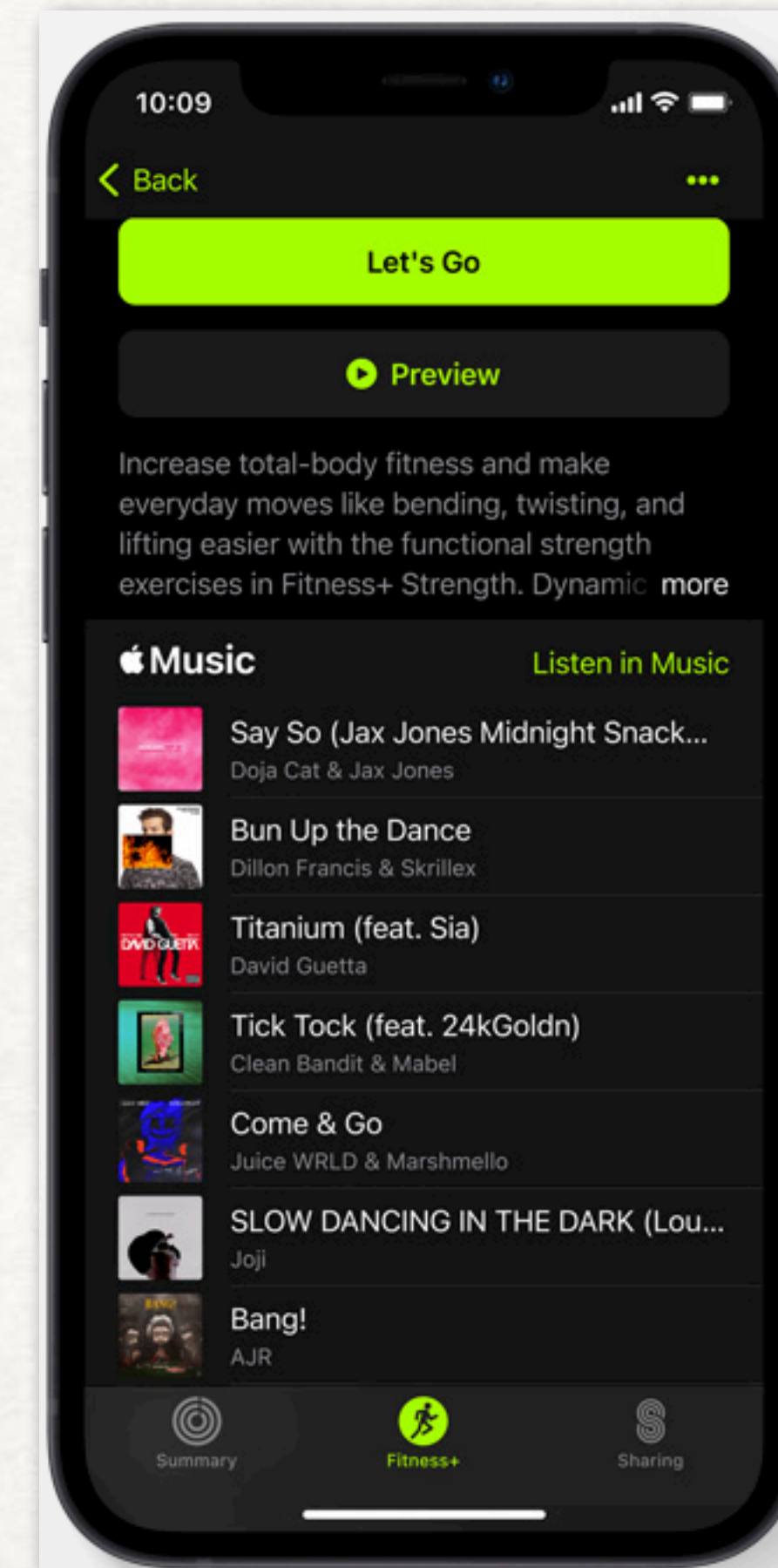


APPLE FITNESS+



Perfect tunes to tone with.

Fitness+ trainers also specialize in picking music.



APPLE ONE BUNDLES

Individual

\$14.95/mo.

Save \$6/mo.**

🍏 Music

🍏 tv+

🍏 Arcade

🍏 iCloud 50GB

Family

\$19.95/mo.

Save \$8/mo.** Share with up to five other people.

🍏 Music

🍏 tv+

🍏 Arcade

🍏 iCloud 200GB

Premier

\$29.95/mo.

Save \$25/mo.** Share with up to five other people.

🍏 Music

🍏 tv+

🍏 Arcade

🍏 iCloud 2TB

🍏 News+

🍏 Fitness+

APPLE ONE REFERENCES

- <https://www.apple.com/apple-one/>
- <https://www.apple.com/apple-music/>
- <https://www.apple.com/apple-tv-plus/>
- <https://www.apple.com/icloud/>
- <https://www.apple.com/apple-arcade/>
- <https://www.apple.com/apple-news/>
- <https://www.apple.com/apple-fitness-plus/>
- <https://www.apple.com/legal/internet-services/itunes/fsb/terms-en.html>