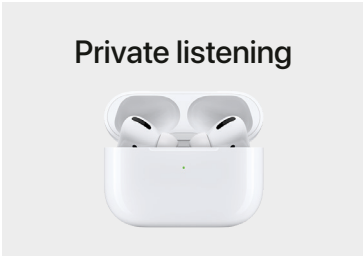




Incredible power
with A12 Bionic



High Frame Rate
4K HDR*



Private listening

Apple tv 4K

The Apple experience.
On the big screen.

The Apple TV 4K device and its Siri Remote are shown against a light gray background. The device is a dark gray cube with the Apple TV logo on top. The remote is silver with a black top section containing a touch surface and several buttons.

More ways to enjoy your TV

Three icons are displayed: Apple Arcade (a red square with a white game controller), Apple Fitness+ (a black square with a colorful circular target), and Apple Music (a red square with a white musical note).

Apple Arcade

Apple Fitness+

Apple Music

An icon representing AirPlay, showing a blue screen with a white triangle pointing upwards.

Share with AirPlay

An icon representing a smart home hub, showing a yellow house with a white roof.

Smart home hub

Logos for Disney+, Prime Video, and BBC iPlayer are shown in a row.

The latest shows
and movies

Apple Originals

The Apple TV+ logo, featuring the Apple logo and the text 'tv+' in white on a black background.

Not all content is available in 4K or 4K HDR. 4K resolution requires 4K-capable TV. Playback quality will depend on hardware and internet connection. Accessories sold separately. Subscription may be required to access some content. Title and app availability are subject to change. Some applications are not available in all areas. Apple Arcade, Apple Fitness+, Apple Music and Apple TV+ require a subscription. *High Frame Rate HDR content is currently limited. Additional content available soon. 140613-GBEN