



2023/6/6

產品發表會

Apple (AAPL US)

## APPLE WWDC-發表首款 MR 產品

### 🎯 主要結論

#### Apple Vision Pro 粉墨登場

APPLE 於 6 月 6 日凌晨登場的開發者大會，發表 15 吋 Macbook air、搭載 M2 Ultra 晶片的 Mac Studio 與 Mac Pro，另外最受矚目的 MR 產品 Apple Vision Pro 亦粉墨登場。

#### Vision Pro 帶領用戶進入空間運算時代

APPLE 推出首款 MR 產品，將傳統螢幕畫面連接眼前，透過 micro OLED 顯示螢幕，可觀看 2D 或 3D 影像，搭載 M2 和 R1 晶片組與多個鏡頭，讓使用者可在真實與虛擬世界間互動，相關推薦個股包括:台積電(2330 TT · B · 631)、大立光(3008 TT · B · 2595)。

表一：Apple Vision Pro 供應鏈

零組件	細產品	供應鏈
	AP	台積電(2330 TT)
IC	CIS	Sony(6758 JP)、STMicro(STM US)
	RF	Skyworks(SWKS)、Qorvo(QRVO)、Murata(6981 JP)
	Pancake lens	玉晶光(3406 TT)
Camera	Sensing	大立光(3008 TT)、玉晶光(3406 TT)、揚明光(3504 TT)
	Module	高偉電子(1415 HK)、GIS-KY(6456 TT)
	Display	Sony(6758 JP)、LGD(034220 KS)
Hardware	IR LED	致伸科(4915 TT)
	ABF	欣興(3037 TT)
Assembly		立訊(002475 SZ)

資料來源：永豐投顧研究處繪製整理，Jun. 2023

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## APPLE WWDC 發表多項產品

### 📄 主要內文

#### 發表首款 MR 產品 Vision Pro

蘋果的首款 MR 頭戴裝置命名為「Vision Pro」，機身為鋁合金打造，軟質頭帶支援各種頭圍，頭帶兩側都裝入了雙揚聲器；獨立電池能提供 2 小時續航力；micro OLED 顯示屏能提供超過 4K 的單眼解析度，用戶能直接用它觀看 2D 或 3D 影像；搭載了一顆 M2 晶片與一顆 R1 晶片，M2 晶片主要是負責作業系統與繪圖功能，而 R1 晶片主要是負責處理 Apple Vision Pro 上 12 顆相機鏡頭、5 個感應器、6 個麥克風所產出的內容，將這些資訊以近乎無延遲的方式，傳遞給使用者。

Apple Vision Pro 只需要透過手勢、視線、語音或機身上類似 Apple Watch 錶冠的旋鈕與其互動，可以任意調整 App 大小、前後位置；空間環境功能可以打造一個虛擬場景。

Apple Vision Pro 所用的系統為 visionOS，本身的 3D 介面可以很好地融入環境之中，除了 Safari、FaceTime 等常規的 Apple 應用外，也提供了專門的觀影模式並支援超過 100 款 Apple Arcade 遊戲。你可以使用 PS5 或 Xbox 手把遊玩，此外 Vision Pro 也能用來顯示 Mac 電腦的畫面。Apple Vision Pro 預計明年初開賣，售價高達 US\$3,499。

圖一：APPLE Vision Pro



資料來源：永豐投顧研究處整理，Jun. 2023

#### 推出 15 吋 MacBook Air

新款 MacBook Air 採用 15.3 吋 Liquid Retina 顯示器、M2 晶片、18 小時的電池續航力，無風扇的設計，新款 MacBook Ai 的速度提升最快可達兩倍(相較 Core i7 筆電)；8 核心 CPU(包括四個效能核心和四個節能核心)、10 核心 GPU，以及一個 16 核心神經網路引擎。記憶體頻寬達 100GB/s。

表二：MacBook Air 比較

	MacBook air		
	M1	M2	M2
處理器	M1	M2	M2
顯示器	13.3	13.6	15.3(新款)
解析度	2560 x 1600 像素	2560 x 1664 像素	2880 x 1864 像素
記憶體	8GB、16GB	8GB、16GB、24GB	8GB、16GB、24GB
電池與電源	15 小時無線上網時間 18 小時 Apple TV app 電影播放時間	15 小時無線上網時間 18 小時 Apple TV app 電影播放時間	15 小時無線上網時間 18 小時 Apple TV app 電影播放時間
重量(公斤)	1.29	1.24	1.51
無線技術	802.11ax Wi-Fi 6 藍牙 5.0	802.11ax Wi-Fi 6 藍牙 5.0	802.11ax Wi-Fi 6 藍牙 5.0
連接埠	兩個 Thunderbolt / USB 4 埠	兩個 Thunderbolt / USB 4 埠	兩個 Thunderbolt / USB 4 埠
顏色	太空灰、銀色、金色	太空灰、銀色、星光色、午夜色	太空灰、銀色、星光色、午夜色
售價(美元)	999起	1099起	1299起

資料來源：Apple；永豐投顧研究處整理，Jun. 2023

### 新款 Mac Studio 與 Mac Pro 搭載 M2 Ultra 晶片

M2 Max 與 M2 Ultra，兩款皆採用系統單晶片(SoC) 架構，將 CPU、GPU、I/O、神經網路引擎等，連同統一記憶體都整合在單一 SoC 中。M2 Ultra 結合兩顆 M2 Max 裸晶，透過 UltraFusion 連結，只要少量電力，就能在兩顆裸晶之間提供巨量的 2.5TB/s 低延遲處理器間頻寬。

Mac Studio 搭載 M2 Max 和全新 M2 Ultra，搭載 M2 Max 的 Mac Studio 比前一代 Mac Studio 速度提升最快可達 50%，具備 12 核心 CPU，38 核心 GPU，以及高達 96GB 的統一記憶體和每秒 400GB 的記憶體頻寬。M2 Ultra 具備 24 核心 CPU，75 核心 GPU，以及高達 192GB 的統一記憶體和每秒 800GB 的記憶體頻寬，售價 1999 美元起。

M2 Ultra 為 Mac Pro 大幅提升各款 app 的表現和功能，無論是特效算圖、8K 場景合成，還是龐大資料組分析，都可在你常用的 app 上執行得更快、更流暢，全新 Mac Pro 具備七個擴充槽，其中六個為 PCIe gen 4，可為音訊和視訊 I/O、網路和儲存裝置等擴充卡提供兩倍的頻寬。具備八個 Thunderbolt 埠。兩個 HDMI 埠支援高頻寬 48Gb/s HDMI，帶來最高可達 8K 的解析度及最高可達 240Hz 的更新頻率，支援 Wi-Fi 6E15 和藍牙 5.3。售價 6999 美元起。

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