



OS X Lion for Business and Education



On June 6 at the 2011 World Wide Developer Conference, Apple announced the pricing and availability of OS X Lion, the eighth release of the world's most advanced operating system. A major release with over 250 new features, OS X Lion will be available in July and will be offered as a convenient download from the Mac App Store for \$29.99. Upgrading a Mac has never been easier.

For businesses and educational institutions with many Mac systems, it's just as convenient. Administrators will be able to download OS X Lion from the Mac App Store and easily upgrade large numbers of Mac computers using the same techniques they always have.

This document explains how business and education customers can purchase and deploy OS X Lion within their organizations.

Buying Lion

Business customers will be able to purchase Lion and Lion Server directly from Apple by contacting Apple at 1-800-854-3680 or through the Business Store at <http://store.apple.com>. Volume License contracts will be available for \$29.99 per license with a minimum purchase requirement of 20 licenses. Maintenance contracts will be available for \$49.99 with a minimum purchase requirement of 20 licenses.

Education customers will be able to purchase Lion and Lion Server through the Apple Education Licensing Program directly from Apple by contacting their Apple Education Account Representatives, or through the Education Store for their K-12 school, K-12 district, or Higher Education institution at <http://store.apple.com>. Lion will be included in the Apple Software Collection, which consists of Mac OS, iLife, and iWork, with pricing starting at \$39 per license for an order quantity of 25 licenses.

Downloading Lion

Volume License, Maintenance, and AELP customers will receive one redemption code for each contract that can be used to download Lion from the Mac App Store. They can follow these easy steps to download and deploy the software:

1. Open the Mac App Store and sign in with an account.
2. In the Quick Links section, click Redeem. Enter the redemption code when prompted.
3. The Lion installer will download to the Applications folder and also appear on the Dock.
4. *Do not* install Lion. Locate the Install Mac OS X Lion application in the Applications folder. This is the application used to install Lion on other Mac systems.



NetInstall

NetInstall is an ideal solution for automating operating system upgrades. With NetInstall, you can save time and simplify deployment by hosting the Mac OS X Lion Installer as a startup disk on your network. NetInstall is a feature of OS X Lion Server, which is available in the Mac App Store.



Apple Remote Desktop

Use Apple Remote Desktop to automate the installation of system software and applications on Mac computers in your network. Purchase Apple Remote Desktop from the Mac App Store.

Deploying Lion

Customers who purchase Volume License, Maintenance, and AELP will be able to continue to use the same mass installation techniques they use today to deploy Mac OS X. To install Lion on multiple systems on a network, they'll simply copy the Install Mac OS X Lion application to the target system, then run the installer. Lion will install in place, so there's no need to boot from an external disk. Administrators will also be able to use the System Image Utility included in OS X Lion Server to create a NetInstall or NetRestore image.

Software updates

As with Snow Leopard and Snow Leopard Server, software updates for OS X Lion and OS X Lion Server will continue to be provided through Software Update. Customers won't have to enter an Apple ID to receive these software updates.

Up-to-Date program

The OS X Lion Up-to-Date program is available at no additional charge via the Mac App Store to all customers who purchase a qualifying new Mac system from Apple or an Apple Authorized Reseller on or after June 6, 2011. Users must request their Up-to-Date upgrade within 30 days of purchasing a new Mac computer. Customers who purchase a qualifying Mac between June 6, 2011, and the date that Lion becomes available in the Mac App Store will have 30 days from the official Lion release date to request an up-to-date upgrade.

OS X Lion Server

OS X Lion Server will also be available on the Mac App Store for \$49.99. OS X Lion must be purchased in conjunction with Lion Server to upgrade from Snow Leopard Server.

System requirements

OS X Lion requires a Mac with an Intel Core 2 Duo, i3, i5, i7, or Xeon processor and 2GB of memory running Mac OS X Snow Leopard v10.6.6 or later. Some features may have additional system requirements.