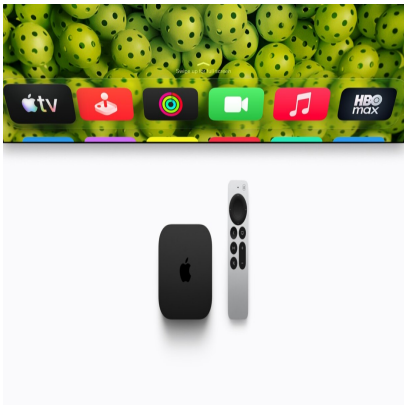


Apple TV 4K Singapore price is S$399 for the new A19 model, on sale from 13 November

Description

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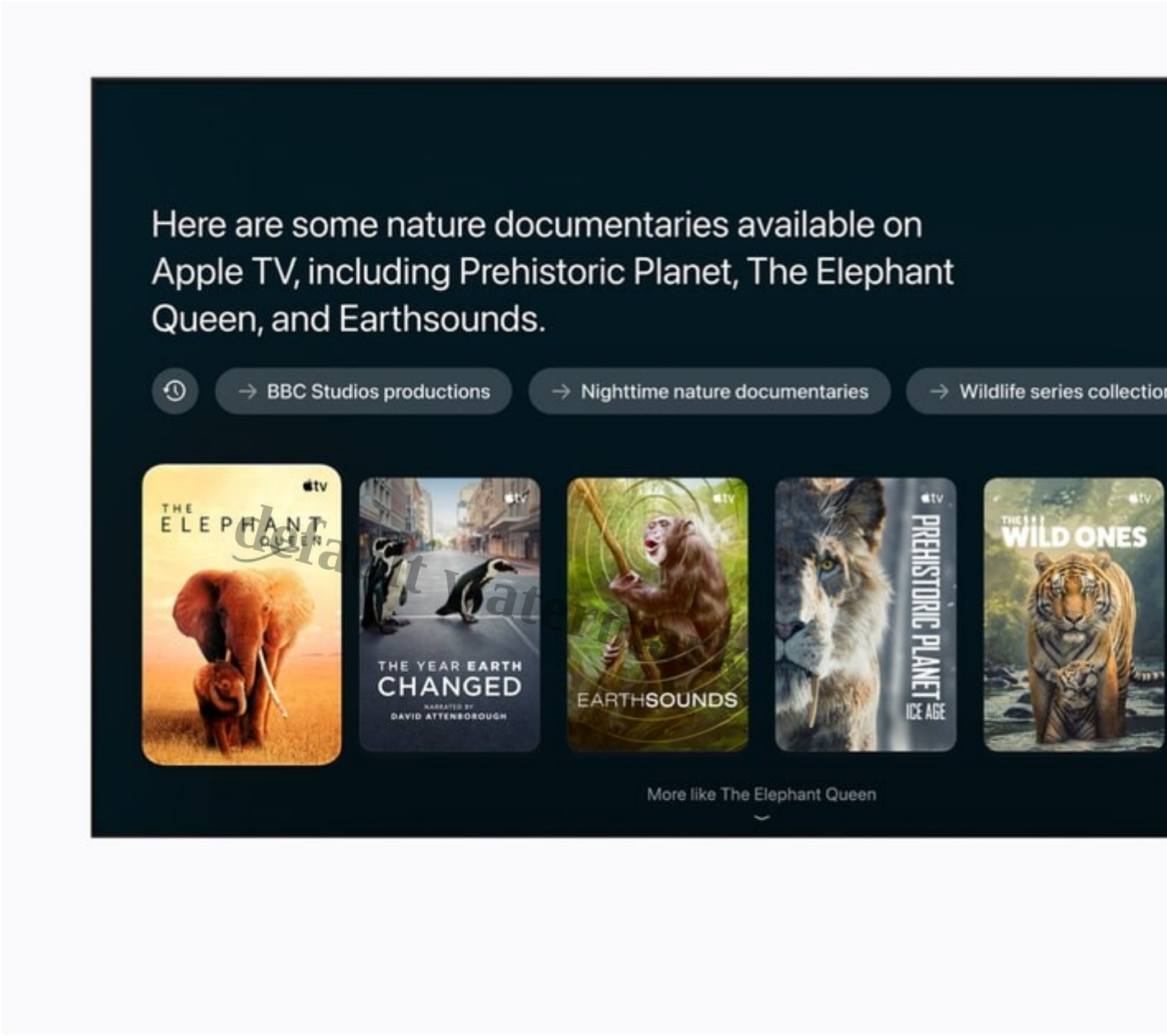
The Apple TV 4K Singapore price is S$399 for the new fourth-generation model, which went on sale here on 13 November 2026. Appleâ??s Singapore newsroom confirms the S$399 figure, and the box is built around the A19 chip, a Siri that has been rebuilt with AI, and a Siri Remote you can finally find when it slips between the sofa cushions.

If you already own an Apple TV 4K, the headline question is whether any of this is worth S$399. We went through Appleâ??s own release to see what is actually new.

Apple TV 4K Singapore price and what you get

Apple lists the fourth-generation Apple TV 4K at S$399. It is sold through the Apple Online Store, with in-store stock from 13 November. Appleâ??s Singapore release does not break the price down by storage, so check the Apple Store page for the exact configuration before you pay.

Inside is the A19 chip, which Apple says brings up to 50 per cent faster CPU performance and up to twice the GPU speed of the previous generation. There is also a new dedicated AV1 decoder, which helps streaming apps deliver video more efficiently.



Source: Apple

Siri AI: the biggest change

The headline software feature is a new Siri with AI, launching in beta on the Apple TV 4K (2nd generation or later). Apple says it is available at launch in Singapore in English. Three far-field microphones in the box also support hands-free â??Hey Siriâ?• commands, though support varies by region and language.

- Full-screen, conversational search, where you can ask follow-up questions and get answers in a compact overlay on screen.
- Requests that rely on personal context, such as â??Play the show Alinda recommendedâ?•, need a paired iPhone or iPad with Apple Intelligence.

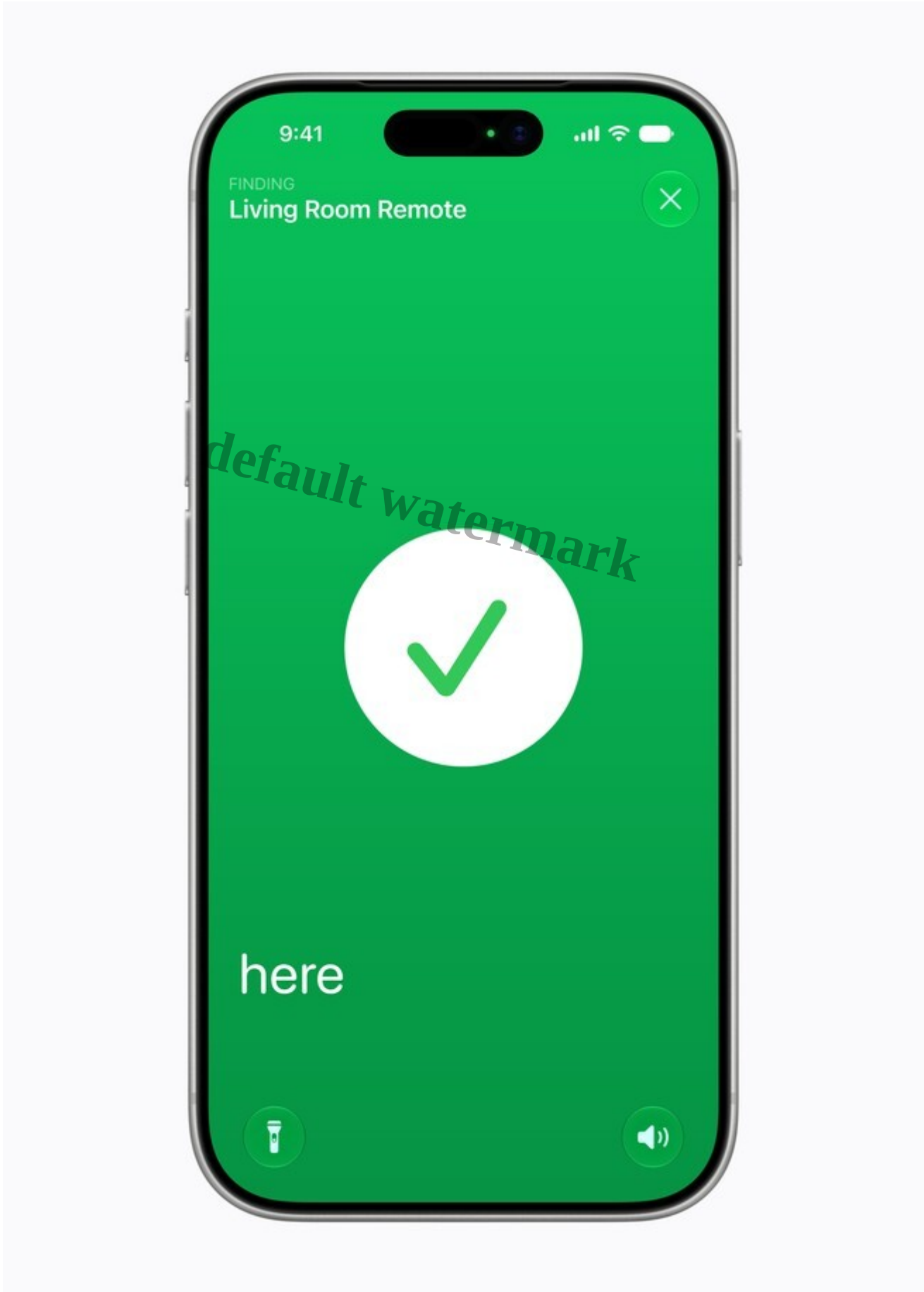
- Because the Siri AI beta also works on the 2nd generation or later, owners of older boxes get part of the upgrade for free.

That last point matters. If your main reason to upgrade is the new Siri, you may not need new hardware at all.

A Siri Remote you can find

The new Siri Remote supports Find My. You can ask it to play a sound, which works only with the newest remote, and Precision Finding points you towards it with on-screen guidance. Precision Finding needs the fourth-generation remote paired with an iPhone Duo, iPhone Air or iPhone 17 or later (excluding the iPhone 17e).

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Source: Apple

Anyone with young kids, or a sofa that eats remotes, will understand why this is a headline feature.

Surround sound with HomePods

Apple says four-speaker surround sound is now possible with matching pairs of HomePod mini 2 or HomePod (2nd generation), one pair at the front and one at the back. It requires the fourth-generation Apple TV 4K running the latest software. If you already own two HomePods, adding a second pair is the costly part of this setup, so budget accordingly.



Source: Apple

Should you buy it?

At S$399, this is a pricey streaming box. It makes most sense if you are building an Apple-centred living room, want the Siri AI features with the best performance, or plan to pair it with HomePods. If you just stream Netflix and YouTube, a cheaper device will do the same job.

Already shopping for Apple hardware this month? See our rundown of the Apple HomeView Singapore price and the MacBook Pro M6 Singapore price. If you are still hunting for tech discounts, our Tech Show 2026 guide covers the Suntec event running until 15 November.

For the full specifications and availability, see Appleâ??s Singapore newsroom page. The price and feature details above come from Appleâ??s release dated 13 October 2026, and the 13 November on-sale date from Appleâ??s regional announcement and Singapore tech reporting.

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vanessakoh

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