

Apple introduces the new MacBook Air with the soaring performance of the M4 chip, a gorgeous new sky blue color, and a lower starting price of \$999

The world's most popular laptop delivers more value than ever with greater performance, up to 18 hours of battery life, a 12MP Center Stage camera, and enhanced external display support —all in its strikingly thin and light design.



Figure 1: Two open MacBook Air devices.

Available in an all-new sky blue, MacBook Air features the superfast M4 chip, is built for Apple Intelligence, and delivers even greater value, starting at \$999.

CUPERTINO, CALIFORNIA Apple today announced the new MacBook Air, featuring the blazing-fast performance of the M4 chip, up to 18 hours of battery life, a new 12MP Center Stage camera, and a lower starting price. It also offers support for up to two external displays in addition to the built-in display, 16GB of starting unified memory, and the incredible capabilities of macOS Sequoia with Apple Intelligence —all packed into its strikingly thin and light design that's built to last. The new MacBook Air now comes in an all-new color —sky blue, a metallic light blue that joins midnight, starlight, and silver —giving MacBook Air its most beautiful array of colors ever. It also now starts at just \$999 —\$100 less than before —and \$899 for education, making it an incredible value for students, business professionals, or anyone looking for a phenomenal combination of world-class performance, portability, design, and durability. With two sizes to choose from, the new 13- and 15-inch MacBook Air are available to pre-order today, with availability beginning Wednesday, March 12.

“MacBook Air is by far the world’s most popular laptop, and today we’re giving everyone even more reasons to love it, including a big boost in performance with the M4 chip, a new Center Stage camera, and a beautiful new sky blue color,” said Greg Joswiak, Apple’s senior vice president of Worldwide Marketing. “Combined with its thin and light, fanless design, all-day battery life, and the incredible capabilities of macOS Sequoia with Apple Intelligence, MacBook Air is unlike any other laptop. And with a new lower starting price of \$999, MacBook Air delivers more value to consumers than ever before, making this the perfect moment to

upgrade or experience the Mac for the first time.”



Figure 2: A Mac user slides MacBook Air into a backpack.

With its strikingly thin and light, fanless design, MacBook Air can be taken anywhere for work, study, entertainment, or creativity on the go.

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A Fresh New Hue: Hello, Sky Blue

Adding a new choice to the lineup of MacBook Air colors is the all-new sky blue. A beautiful, metallic light blue that creates a dynamic gradient when light reflects off of its surface, sky blue joins midnight, starlight, and silver to complete the brilliant array of color choices for MacBook Air. All color options, including sky blue, come with a color-matched MagSafe charge cable.

MacBook Air with M4 is available in a stunning new color, sky blue.

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M4: Performance to the Next Level

With M4 in MacBook Air, everything from daily activities like multitasking between apps to more demanding tasks like photo and video editing is faster and more fluid. The M4 chip features a powerful 10-core CPU, an up to 10-core GPU, and support for up to 32GB of unified memory, making the new MacBook Air up to 2x faster than the M1 model. When compared to the fastest Intel-based MacBook Air, the M4 model delivers up to 23x faster performance. With battery life on the new MacBook Air up to 18 hours, Intel-based upgraders will get up to six additional hours, so they can get more done on a single charge. The powerful Neural



Figure 3: Three people watch “Severance”on MacBook Air while sitting on a couch.



Figure 4: A Mac user holds MacBook Air while reaching for supplies on a shelf.



Figure 5: Open view of MacBook Air.



Figure 6: Top view of MacBook Air.



Figure 7: Side view of MacBook Air.

Engine in the M4 chip, which accelerates AI-based tasks, is also up to 3x faster than on MacBook Air with M1, significantly increasing speed in tasks like automatically enhancing photos and removing background noise from a video.



Figure 8: MacBook Air shows a screen from the game Civilization VII.

The M4 chip in MacBook Air increases performance for demanding games like Civilization VII.

MacBook Air with M4 delivers a new level of performance:

- Spreadsheet calculation performance in Microsoft Excel is up to 4.7x faster than the fastest Intel-based MacBook Air, and up to 1.6x faster than the 13-inch MacBook Air with M1.
- Video editing in iMovie is up to 8x faster than the fastest Intel-based MacBook Air, and up to 2x faster than the 13-inch MacBook Air with M1.
- Photo editing in Adobe Photoshop is up to 3.6x faster than the fastest Intel-based MacBook Air, and up to 2x faster than the 13-inch MacBook Air with M1.
- Web browsing is up to 60 percent faster when compared to a PC laptop with an Intel Core Ultra 7 processor, and more demanding tasks get up to 2x faster performance.

Built for Apple Intelligence

MacBook Air is built for Apple Intelligence, unlocking exciting new capabilities that make Mac even more helpful and powerful. Users can explore creative new ways to express themselves visually with Image Playground, create the perfect emoji with Genmoji, and make their writing even more dynamic with Writing Tools. With new Siri improvements, users can move fluidly between spoken and typed requests to accelerate tasks throughout their day, and Siri can answer thousands of questions about Mac features and settings, with step-by-step instructions for how to do something on Mac. With access to ChatGPT seamlessly integrated into Writing Tools and Siri, users can choose to access ChatGPT's expertise so they can get things done

faster and easier than ever before. Users can access ChatGPT for free without creating an account, and privacy protections are built in —their IP addresses are obscured and OpenAI won’t store requests. Users can choose whether to enable ChatGPT integration, and are in full control of when they use it and what information is shared with ChatGPT.

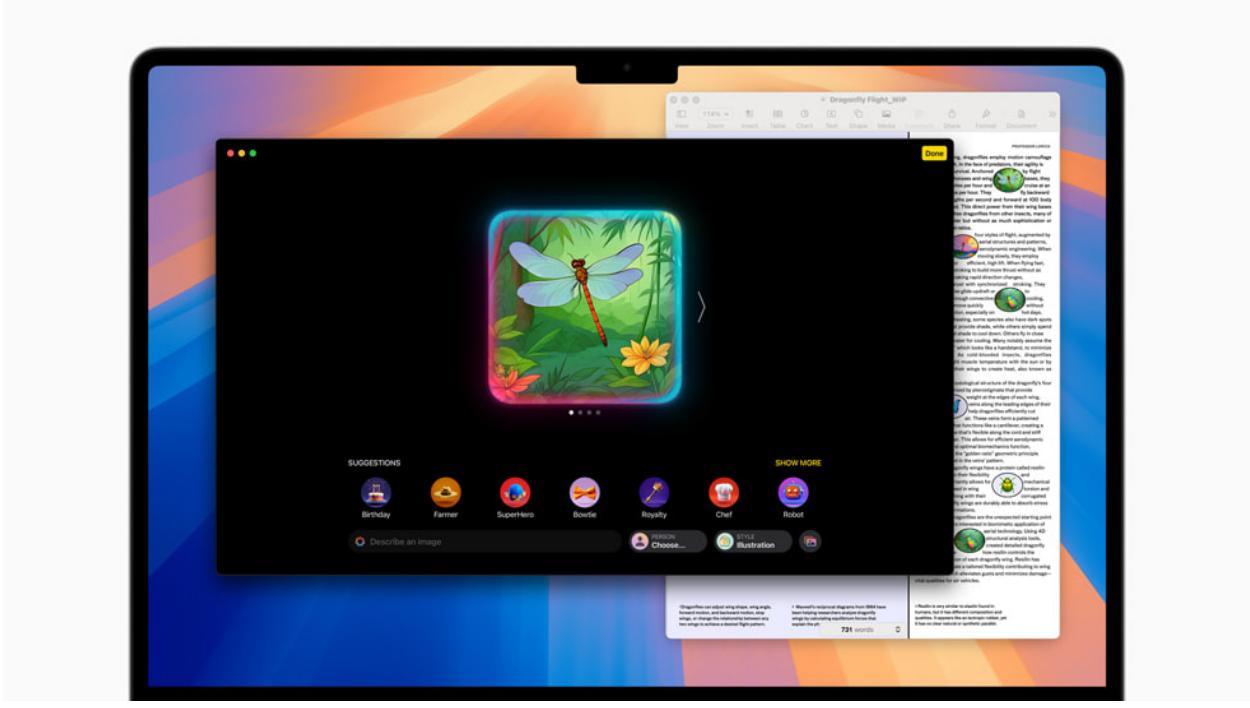


Figure 9: An Image Playground screen on MacBook Air shows an illustrated dragonfly.

With Image Playground powered by Apple Intelligence, MacBook Air can easily create fun and unique images, with concepts like themes, costumes, accessories, and places.

With systemwide Writing Tools powered by Apple Intelligence, users can rewrite, proofread, and summarize text nearly everywhere they write, including Apple apps like Pages, Keynote, and more.

Designed to protect users’ privacy at every step, Apple Intelligence uses on-device processing, meaning that many of the models that power it run entirely on device. For requests that require access to larger models, Private Cloud Compute extends the privacy and security of Mac into the cloud to unlock even more intelligence. When using Private Cloud Compute, users’ data is never stored or shared with Apple; it is used only to fulfill their request.

Always Camera-Ready

A new 12MP Center Stage camera with improved video quality keeps MacBook Air users looking their best, whether at home, school, or work. Center Stage automatically keeps users centered in the frame as they move around —great for connecting with friends and family over FaceTime or joining an important meeting. It also supports Desk View, which simultaneously displays the user and a top-down view of their desk, making video calls even more engaging for those who want to show off their latest DIY project or present a prototype at work.

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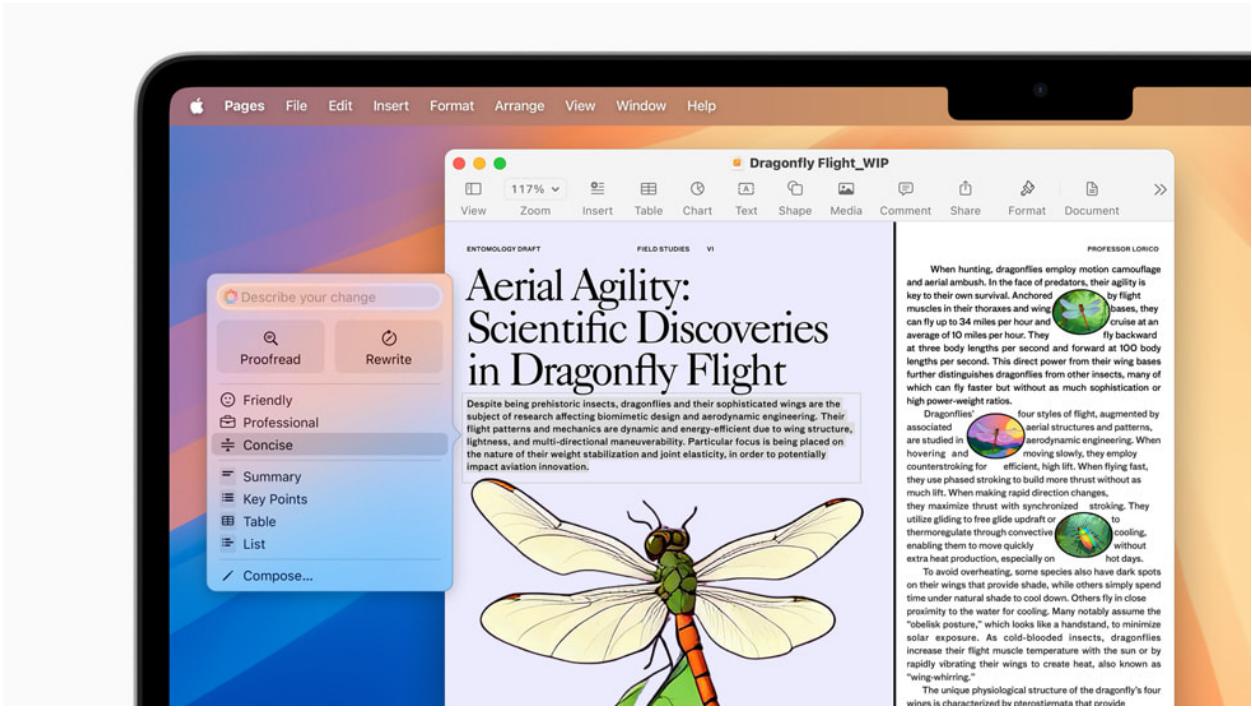


Figure 10: A Writing Tools screen on MacBook Air shows highlighted text and “Concise” selected from a list.



Figure 11: On the new MacBook Air, a user’s desktop shows Desk View.

Enhanced Display Support

MacBook Air can easily power a multi-display setup to make viewing and interacting with content a breeze, for anyone from business professionals at the office multitasking across multiple windows, to students in a dorm room tackling a big project across several apps. For users who like to spread their work out, MacBook Air now supports up to two 6K external displays, in addition to its built-in Liquid Retina display.



Figure 12: A person in an office setting is shown working with MacBook Air and two external displays.

MacBook Air with M4 enables users to connect up to two external displays in addition to the built-in display, perfect for business users or anyone who requires multiple displays for multitasking across multiple apps.

Everything Users Already Love

More people choose MacBook Air over any other laptop. In addition to what's new, MacBook Air with M4 includes all of the useful features and capabilities that have made it so popular, including:

- **Reliability and durability:** The 13- and 15-inch MacBook Air feature a durable aluminum unibody enclosure that's built to last, and are both less than half an inch thin, so users can work, play, or create from anywhere. The 13-inch model provides the ultimate in portability for users on the go, while the 15-inch model offers even more room to multitask.
- **Touch ID and Magic Keyboard:** With the advanced security of Touch ID, users can easily and securely unlock their MacBook Air, make online purchases with Apple Pay, and download apps. The comfortable and quiet Magic Keyboard is backlit and comes with a full-height function row.
- **Gorgeous display:** MacBook Air features a brilliant 13.6- or 15.3-inch Liquid Retina display with up to 500 nits of brightness, support for 1 billion colors, and up to 2x the resolution of comparable PC laptops. Content looks vivid with sharp detail, and text appears super crisp.
- **Versatile connectivity:** MacBook Air with M4 features fast Wi-Fi 6E and Bluetooth 5.3. It also includes MagSafe charging and two Thunderbolt ports for connecting accessories like external storage and security keys, along with a 3.5mm headphone jack.
- **Mics and speakers:** Users will sound their best with a three-mic array and enhanced voice clarity on audio and video calls. And with an immersive sound system that has support for Spatial Audio along

with Dolby Atmos, users will enjoy a three-dimensional soundstage for music and movies.



Figure 13: 13-inch and 15-inch MacBook Air.

MacBook Air comes in two perfectly portable sizes: a 13-inch and a 15-inch model.

Touch ID on the backlit Magic Keyboard gives users a fast, easy, and secure way to unlock their Mac, sign in to apps and websites, and authorize purchases with Apple Pay —all with the touch of a finger.

MacBook Air with M4 features a stunning Liquid Retina display, making photos and movies look incredibly vibrant.

An Unrivaled Experience: macOS Sequoia

macOS Sequoia completes the new MacBook Air experience with a host of exciting features, including iPhone Mirroring, allowing users to wirelessly interact with their iPhone, its apps, and notifications directly from their Mac. Safari, the world's fastest browser, now surfaces relevant information on sites in Highlights; summarizes articles in the redesigned Reader; keeps videos front and center in a new Video Viewer; and lets users hide distracting items with Distraction Control. Gaming gets even more immersive with features like Personalized Spatial Audio and improvements to Game Mode, along with a breadth of exciting titles, including Civilization VII, Wuthering Waves, and more. Easier window tiling means users can stay organized with a window layout that works best for them. The all-new Passwords app gives convenient access to passwords, passkeys, and other credentials —all stored in one place. And users can apply new, beautiful built-in backgrounds for video calls, which include a variety of color gradients, or use their own photos.

Next month, macOS Sequoia 15.4 will make it easier than ever to set up the new MacBook Air with iPhone. By simply bringing iPhone close to Mac, users can quickly and conveniently sign in to their Apple Account to get their files, photos, messages, passwords, and more on their new MacBook Air.



Figure 14: A closeup of Magic Keyboard shows the Touch ID button.



Figure 15: MacBook Air shows a stylized photo of a person in a neon-green outfit sitting on a neon-green bicycle in front of a neon-pink motorhome.

Better for the Environment

MacBook Air is designed with the environment in mind. As part of Apple 2030, the company's ambitious goal to be carbon neutral across its entire carbon footprint by the end of this decade, Apple is transitioning to renewable electricity for manufacturing, and investing in wind and solar projects around the world to address the electricity used to charge all Apple products, including MacBook Air. Today, all Apple facilities run on 100 percent renewable electricity —including the data centers that power Apple Intelligence.

To achieve Apple 2030, the company is designing products with more recycled and renewable materials, which further drives down the carbon footprint. MacBook Air features over 55 percent recycled content overall, the most in any Apple product. This includes 100 percent recycled aluminum in the enclosure and 100 percent recycled rare earth elements in all magnets. The battery contains 100 percent recycled cobalt and —in a first for any Mac —over 95 percent recycled lithium. MacBook Air meets Apple's high standards for energy efficiency, and is free of mercury, brominated flame retardants, and PVC. The packaging is entirely fiber-based, bringing Apple closer to its goal to remove plastic from all packaging by the end of 2025.

Pricing and Availability

- Customers can pre-order the new MacBook Air with M4 starting today on apple.com/store and in the Apple Store app in 28 countries and regions, including the U.S. It will begin arriving to customers, and will be in Apple Store locations and Apple Authorized Resellers, starting Wednesday, March 12.
- The 13-inch MacBook Air with M4 starts at **\$999** (U.S.) and **\$899** (U.S.) for education, and the 15-inch MacBook Air with M4 starts at **\$1,199** (U.S.) and **\$1,099** (U.S.) for education. Both are available in sky blue, midnight, starlight, and silver.
- Additional technical specifications, configure-to-order options, and accessories are available at apple.com/mac.
- Apple Intelligence is available on all Mac models with M1 and later, in localized English for *Australia, Canada, Ireland, New Zealand, South Africa, the UK, and the U.S.* Additional languages —including French, German, Italian, Portuguese (Brazil), Spanish, Japanese, Korean, Chinese (simplified), English (Singapore), and English (India) —will be available in April, with more languages coming over the course of the year, including Vietnamese. Some features, applications, and services may not be available in all regions or all languages.
- With Apple Trade In, customers can trade in their current computer and get credit toward a new Mac. Customers can visit apple.com/shop/trade-in to see what their device is worth.
- AppleCare+ for Mac provides unparalleled service and support. This includes unlimited incidents of accidental damage, battery service coverage, and 24/7 support from the people who know Mac best.
- Every customer who buys directly from Apple Retail gets access to Personal Setup. In these guided online sessions, a Specialist can walk them through setup, or focus on features that help them make the most of their new device. Customers can also learn more about getting started with their new device with a Today at Apple session at their nearest Apple Store.
- Customers in the U.S. who shop at Apple using Apple Card can pay monthly at 0 percent APR when they choose to check out with Apple Card Monthly Installments, and they'll get 3 percent Daily Cash back —all up front. More information —including details on eligibility, exclusions, and Apple Card terms —is available at apple.com/apple-card/monthly-installments.