

# First Look MacBook Air



MacBook Air is thin, light, and durable enough to take anywhere. With fifth-generation Intel processors, fast graphics, and fast PCIe-based flash storage, it's more than powerful enough for everyday things like email, web surfing, photo organizing and editing, and FaceTime HD video calls. And with all-day battery life, MacBook Air will go with you and stay with you the entire day.



|                  | 11-inch  |             | 13-inch  |             |
|------------------|--|-------------|--|-------------|
| <b>Storage</b>   | 128GB flash  | 256GB flash | 128GB flash  | 256GB flash |
| <b>Processor</b> | 1.6GHz dual-core Intel Core i5 (Broadwell), Turbo Boost up to 2.7GHz |             | 1.6GHz dual-core Intel Core i5 (Broadwell), Turbo Boost up to 2.7GHz |             |
| <b>Memory</b>    | 4GB 1600MHz LPDDR3   |             | 8GB 1600MHz LPDDR3   |             |

## Key messages

### Designed for portability

- Features a unibody design that's thin and light, yet durable enough to handle the rigors of everyday life
- Only 1.08 kg for the 11-inch model, 1.35 kg for the 13-inch model, and both just 0.68 inches at the thickest point
- Designed for life on the go—easily slides into any backpack or briefcase

### All-day battery life

- Up to 9 hours of wireless web or up to 10 hours of iTunes movie playback on the 11-inch model
- Up to 12 hours of wireless web or iTunes movie playback on the 13-inch model
- 30 days of standby time

### Fifth-generation Intel processors

- Designed to reduce power consumption while maintaining high performance
- Configurable to 2.2GHz dual-core Intel Core i7 with Turbo Boost up to 3.2GHz

### Next-generation graphics

- Intel HD Graphics 6000 is the next generation of advanced integrated graphics and delivers fast graphics performance for immersive mainstream gaming and smooth scrolling through large music or photo libraries

### Fast PCIe-based flash storage

- Up to 17 times faster than a traditional notebook hard drive
- Wake from sleep in just one second
- Configurable up to 512GB

### Thunderbolt 2 port

- Next generation of the most advanced I/O technology, delivering twice the bandwidth—up to 20 Gbps—for the fastest data transfers yet
- Up to two times faster than previous-generation Thunderbolt ports

### Other key technologies

- 802.11ac Wi-Fi and Bluetooth 4.0
- USB 3 ports
- FaceTime HD camera for video calls
- Stereo speakers and dual microphones

### Multi-Touch trackpad

- Supports all the Multi-Touch gestures Mac users love including tap, scroll, pinch, and swipe

### Essential additions

- Apple Thunderbolt Display
- Apple Mini DisplayPort adapters
- Apple USB SuperDrive
- Thunderbolt to Gigabit Ethernet Adapter
- AirPort Time Capsule

## Quick demos

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Use these demos to show customers key product features, then invite them to try for themselves.



### Design

#### Show how thin and light it is

- Close the lid and point out the sleek design.
- Have customers pick up MacBook Air and point out its light weight.



### Expansion ports

#### Instantly add new capabilities

- Point out the Thunderbolt 2 port.
- Show the two USB 3 ports, and mention that they're backward compatible with USB 2.0.
- Disconnect and reconnect the MagSafe 2 cable to show the magnetic connection.



### Multi-Touch trackpad

#### Navigate quickly with intuitive gestures

- Have customers click in different places and explain that the trackpad is the button.
- Open Safari and navigate to a web page.
- Have customers scroll up and down, double-tap to zoom in, then swipe left and right.



### Display and keyboard

#### Wake from sleep in an instant

- Open the display and show how quickly MacBook Air is ready to use.

#### Type comfortably with the full-size keyboard

- Have customers type on the full-size keyboard and point out how comfortable it is.
- Mention that the keyboard is backlit, so it's easy to use in any environment.

### MacBook Air First Look