

# Mac laptops



## Lineup and customer scenarios

Supercharged by Apple silicon, the Mac laptop lineup is the most powerful ever. Every model offers incredible compute power, high-performance graphics, turbocharged machine learning, and all-day battery life. So customers can work, play, or create wherever they are. The entire lineup features brilliant, high-resolution Retina displays, the industry-leading Force Touch trackpad, and a backlit Magic Keyboard with Touch ID. And every model comes with powerful Apple apps for browsing the web, creating documents and presentations, editing photos and videos, and making music. Customers can even seamlessly integrate iOS devices into their Mac experience, so they can make calls, send texts, and hand off files. And they get great performance from Mac apps—and with Apple silicon, Mac laptops can run popular iPhone and iPad apps as well.



**MacBook Air**  
(13-inch with M2)

**MacBook Air**  
(13- and 15-inch with M3)

**MacBook Pro**  
(14- and 16-inch)

<b>The most affordable Mac laptop to get things done on the go.</b>	<b>Strikingly thin and fast to work, play, or create anywhere.</b>	<b>The most advanced Mac laptops for demanding workflows.</b>	
Apple M2 chip	Apple M3 chip	Apple M3 chip	Apple M3 Pro or M3 Max chip
13.6-inch Liquid Retina display with 500 nits of brightness, True Tone, wide color (P3), 1 billion colors	13.6-inch or 15.3-inch Liquid Retina display with 500 nits of brightness, True Tone, wide color (P3), 1 billion colors	14.2-inch Liquid Retina XDR display with 600 nits SDR brightness, 1000 nits of sustained brightness, 1600 nits of peak brightness, True Tone, wide color (P3), 1 billion colors, ProMotion	14.2-inch or 16.2-inch Liquid Retina XDR display with 600 nits SDR brightness, 1000 nits of sustained brightness, 1600 nits of peak brightness, True Tone, wide color (P3), 1 billion colors, ProMotion
8-core CPU with four performance cores and four efficiency cores, up to 10-core GPU, 16-core Neural Engine	8-core CPU with four performance cores and four efficiency cores, up to 10-core GPU, 16-core Neural Engine	8-core CPU with four performance cores and four efficiency cores, 10-core GPU, 16-core Neural Engine	M3 Pro: Up to 12-core CPU with six performance cores and six efficiency cores, up to 18-core GPU, 16-core Neural Engine M3 Max: Up to 16-core CPU with 12 performance cores and four efficiency cores, up to 40-core GPU, 16-core Neural Engine
Up to 24GB unified memory Up to 2TB SSD	Up to 24GB unified memory Up to 2TB SSD	Up to 24GB unified memory Up to 2TB SSD	M3 Pro: Up to 36GB unified memory M3 Max: Up to 128GB unified memory M3 Pro: Up to 4TB SSD M3 Max: Up to 8TB SSD
Backlit Magic Keyboard with full-height function row and Touch ID	Backlit Magic Keyboard with full-height function row and Touch ID	Backlit Magic Keyboard with full-height function row and Touch ID	
Two Thunderbolt / USB 4 ports, MagSafe 3, 3.5 mm headphone jack	Two Thunderbolt / USB 4 ports, MagSafe 3, 3.5 mm headphone jack	Two Thunderbolt / USB 4 ports, HDMI, SDXC card slot, MagSafe 3 port, 3.5 mm headphone jack	Three Thunderbolt 4 ports, HDMI, SDXC card slot, MagSafe 3 port, 3.5 mm headphone jack
Four-speaker sound system with wide stereo sound Support for Spatial Audio when playing music or video with Dolby Atmos Three-mic array with beamforming	13-inch model: Four-speaker sound system with wide stereo sound 15-inch model: Six-speaker sound system with force-cancelling woofers and wide stereo sound Support for Spatial Audio when playing music or video with Dolby Atmos Three-mic array with beamforming	High-fidelity six-speaker system with four force-cancelling woofers and wide stereo sound Support for Spatial Audio when playing music or video with Dolby Atmos Studio-quality three-mic array with high signal-to-noise ratio	
Up to 18 hours of Apple TV app video playback; up to 15 hours of wireless web <sup>1</sup> Fast-charge with 70W USB-C Power Adapter, sold separately	Up to 18 hours of Apple TV app video playback; up to 15 hours of wireless web <sup>1</sup> Fast-charge with 70W USB-C Power Adapter, sold separately	14-inch model (M3): Up to 22 hours of Apple TV app video playback; up to 15 hours of wireless web <sup>1</sup> 14-inch model (M3 Pro): Up to 18 hours of Apple TV app video playback; up to 12 hours of wireless web <sup>1</sup> 16-inch model (M3 Pro): Up to 22 hours of Apple TV app video playback; up to 15 hours of wireless web <sup>1</sup> 14-inch models (M3 and M3 Pro with 11-core CPU): Fast-charge with 96W USB-C Power Adapter, sold separately; 96W USB-C Power Adapter is included on M3 Pro models with 12-core CPU 16-inch models: Fast-charge with included 140W USB-C Power Adapter	
2.7 pounds (1.24 kg)	13-inch model: 2.7 pounds (1.24 kg) 15-inch model: 3.3 pounds (1.51 kg)	3.4 pounds (1.55 kg)	14-inch model (M3 Pro): 3.5 pounds (1.61 kg) 14-inch model (M3 Max): 3.6 pounds (1.62 kg) 16-inch model (M3 Pro): 4.7 pounds (2.14 kg) 16-inch model (M3 Max): 4.8 pounds (2.16 kg)

Dots indicate available product image finishes: Silver Space Gray Gold Starlight Midnight Space Black

## Discover your customers' interests to recommend the Mac laptop that's right for them

Customers may know they want a Mac laptop but need more information or reassurance before they're ready to buy. Others may be deciding between a Mac laptop and a PC. Let customers know that all Mac laptops provide an exceptional experience that only Apple can deliver. Find out what your customers own and whether they use iPhone or iPad. Then ask what they want to do with a Mac laptop, so you can help them choose the model that's right for them.



**"I'm an app developer, and I want something compact with great graphics."**

You discover she wants to upgrade her MacBook Pro. She needs a high-performance laptop for coding, testing apps, and analyzing data.



**"I need something light and portable for work."**

You discover she travels a lot for her job and frequently switches from working on her iPhone to her laptop.

### You recommend 14-inch MacBook Pro with M3 Pro

#### It has powerful performance

M3 Pro delivers fantastic performance<sup>2</sup> when compiling code or testing builds. So you can easily power through projects like developing apps in Xcode.

#### The Liquid Retina XDR display is stunning

With 1000 nits of sustained brightness and the high-contrast ratio on the Liquid Retina XDR display, images look even more lifelike, with great detail in highlights and shadows. And with ProMotion, scrolling through text is sharper than ever, and previewing your apps is fluid and smooth.

#### You'll get great battery life

MacBook Pro delivers the same phenomenal performance whether plugged-in or on battery. It gets up to 18 hours of battery life,<sup>1</sup> so you can compile more code and render more models on a single charge. And when you're low on battery, you can fast-charge up to 50 percent in just 30 minutes with a 96W USB-C Power Adapter.<sup>3</sup>

#### Multiple ports provide versatility

You'll love the built-in HDMI port for quick and easy connection to TVs and displays. And you have three Thunderbolt ports for displays, power, and speedy data transfer, along with a MagSafe 3 port for charging.

### You recommend 13-inch MacBook Air with M3

#### You'll love the thin design

At 2.7 pounds and 11.3 mm thin, MacBook Air is thin, light, and fits easily in your carry-on luggage. And it has a fanless design—so it stays silent while powering through your most demanding tasks. With up to 18 hours of battery life,<sup>1</sup> you can use it all day on a single charge. It also supports fast-charging, so you can charge up to 50 percent in just 35 minutes<sup>3</sup> with a 70W USB-C Power Adapter, sold separately.

#### It's the perfect partner to iPhone

With Continuity features like Handoff, you can start an email on your iPhone, then finish it on your MacBook Air. Or you can copy images, video, or text from your iPhone then paste it into Mac, or vice versa. So it's easy to quickly get things done while you're on the go.

#### It's great for the office, too

MacBook Air with M3 supports up to two external displays when the laptop is closed. So when you work from the office, you can multitask on two displays. And MacBook Air with M3 has Wi-Fi 6E, so you can stay connected at speeds up to twice as fast as Wi-Fi 6.



**“I need something portable and powerful to be productive wherever I am.”**

You discover she’s an entrepreneur. She runs her own design firm and needs something that will be great for multitasking—from reviewing visual assets to managing employee rosters.

### **You recommend 14-inch MacBook Pro with M3**

#### **It’s capable and powerful**

With the M3 chip, 14-inch MacBook Pro can handle anything you need to do, whether you’re reviewing prototypes in Figma, managing large spreadsheets in Excel, or handling invoicing in Zoho. It features up to 24GB of superfast unified memory, which is more efficient than traditional RAM. So you can multitask with ease across multiple applications running large projects.

#### **Video calls look better than ever**

The Neural Engine and advanced ISP in the 1080p FaceTime HD camera process video frame by frame in real time for sharper images, more detail, and natural-looking skin tones. So you’ll look your best in virtual meetings.

#### **The Liquid Retina XDR display is stunning**

With 1000 nits of sustained brightness and the high-contrast ratio on the Liquid Retina XDR display, images look even more lifelike, with great detail in highlights and shadows. And with ProMotion, scrolling through text is sharper than ever, and previewing your apps is fluid and smooth.

#### **Easily carry it with you all day**

The 14-inch MacBook Pro with M3 weighs just 3.4 pounds, so you can carry it anywhere. It gets up to 22 hours of battery life,<sup>1</sup> so you can get more done on a single charge. And when you’re low on battery, you can fast-charge up to 50 percent in just 30 minutes with a 96W USB-C Power Adapter.<sup>3</sup>



**“I’m a musician, and I edit my videos to post online.”**

You discover they use their older Mac to compose music and create music videos. They want a laptop to take anywhere.

### **You recommend 16-inch MacBook Pro with M3 Pro**

#### **Enjoy pro performance on the go**

With M3 Pro, 16-inch MacBook Pro has the power and capability for everything you need—whether you’re composing music with Logic Pro or editing video in Final Cut Pro. You can even get up to 36GB of memory for even smoother workflows when you use multiple pro apps at once. And it’s compact and power efficient, with up to 22 hours of battery life.<sup>1</sup> So you can take it anywhere and have enough battery life for all your projects.

#### **Music sounds amazing**

Enjoy your music in amazing quality with the high-fidelity six-speaker system with force-cancelling woofers and even deeper, more powerful bass notes. And sound is even more immersive with Spatial Audio support in Dolby Atmos playback.

#### **Easily connect anything you need**

You can connect MIDI instruments, audio interfaces, and multiple external displays with three Thunderbolt 4 ports and an HDMI port on MacBook Pro. The headphone jack also supports high-impedance, studio-grade headphones, so you get a high-fidelity listening experience without an external amplifier.



**“I edit a lot of video, and I want to upgrade to a more powerful laptop.”**

You discover he owns a video post-production business and needs something that can handle large projects. He likes the display on his 15-inch MacBook Pro.

### **You recommend 16-inch MacBook Pro with M3 Max**

#### **It's made for demanding pro projects**

With M3 Max, you get power and performance for multicam editing in Final Cut Pro or creating complex tracks in Logic Pro. And the enhanced Media Engine in M3 Max can play up to 48 streams of 4K and 13 streams of 8K ProRes video.<sup>2</sup> M3 Max has up to 11 times faster performance than the fastest Intel-based MacBook Pro.<sup>2</sup> So you get desktop-class performance in a power-efficient, portable laptop.

#### **Check out the memory and storage options**

You can configure M3 Max with up to 128GB of unified memory. That's the kind of memory for graphics tasks that you'd find in a desktop workstation, so it's incredible for a laptop. Performance is smooth even if you multitask with pro apps and massive files. And with up to 8TB SSD storage, you can work on large video files wherever you are.

#### **You'll love the display and connectivity options**

The 16.2-inch Liquid Retina XDR display is the best display ever in a laptop—so it's perfect for when precision matters in video editing. And you can use the three Thunderbolt 4 ports and HDMI port to connect up to three monitors with 6K resolution and a 4K TV at the same time. The HDMI port also supports 4K displays with refresh rates up to 240Hz, and even supports up to an 8K display with a 60Hz refresh rate. So all your video projects will look stunning and play smoothly. And there's an SDXC card slot for importing video on the go.



**“I want something with a big screen that I can take anywhere.”**

You discover he wants a lightweight computer for things like watching movies, posting to social media, and browsing the web. He uses a PC but is interested in Mac.

### **You recommend 15-inch MacBook Air with M3**

#### **It's great for everything you do**

With the M3 chip, the 15-inch MacBook Air has power and performance for everything you do, from streaming shows to editing photos and video to post online. And it has a spacious Liquid Retina display with thin borders—so you have space for all your content, and images look vibrant and text is razor sharp. MacBook Air also features a six-speaker sound system that sounds amazing whether you're listening to music or watching movies.

#### **You can use all your favorite apps**

Thousands of apps are compatible with Apple silicon, including popular apps like Microsoft 365, Slack, and Zoom that are optimized to run on Mac. So you can keep using the apps you love.

#### **It's easy to set up and use**

With Migration Assistant, you can quickly transfer all your data to your Mac. And MacBook Air is thin and light and gets up to 18 hours of battery life.<sup>1</sup> So you can easily carry it anywhere and have enough battery to power through your day.



**“My partner wants a laptop that’s easy to use.”**

You discover her partner has a PC laptop and wants to try Mac because she loves her iPhone. She’s on a budget but wants something powerful.

### **You recommend 13-inch MacBook Air with M2**

#### **She gets great performance at a great price**

MacBook Air with the Apple M2 chip has the power to get things done on the go. It wakes instantly from sleep, launches apps quickly, and it’s compatible with all your partner’s apps.

#### **It’s easy to set up**

When your partner sets up her new Mac, she can sign in with her iCloud account to sync mail, contacts, calendars, and more from her iPhone. And with Migration Assistant, it’s easy to move files over from her PC.

#### **It’s the perfect partner to iPhone**

With iCloud, your partner’s photos, messages, and documents automatically stay up to date across all her Apple devices. Built-in apps like Mail, Messages, and Safari will be familiar to her. And with M2, she can even use her favorite iPhone apps on MacBook Air.



**“I’m a college student, and I want something small that will last.”**

You discover he’s a computer science major and wants something powerful that will last for years. He also has an iPhone.

### **You recommend 14-inch MacBook Pro with M3**

#### **It’s capable and powerful**

With the M3 chip, the 14-inch MacBook Pro is great for class, whether you’re taking notes or brainstorming in Freeform, coding your software development project, or editing photos or videos for class projects. And it has a wide array of ports. So you can easily present your work in classes over HDMI or connect to high-speed accessories over the two Thunderbolt ports at up to 40Gb/s. It has the performance and capability to last through your college years.

#### **Use it during the school day and more**

It weighs just 3.4 pounds, so it’s easy to take with you. And it gets up to 22 hours of battery life,<sup>1</sup> so you can get more done on a single charge.

#### **It works great with iPhone**

With Continuity features like Universal Clipboard, you can copy images, video, or text from your iPhone then paste it into Mac, or vice versa. Or connect with your study group by sending and receiving SMS text messages right from your Mac. So it’s easy to stay productive wherever you are.

#### **Enjoy great apps for everything you do**

macOS is compatible with Microsoft apps like Word, Excel, and PowerPoint and Adobe apps like Photoshop, Lightroom, and Premiere. And built-in productivity apps like Pages, Numbers, and Keynote are perfect for writing papers and creating presentations.

<sup>1</sup> Battery life varies by use and configuration. See [apple.com/batteries](https://apple.com/batteries) for more information. <sup>2</sup> For performance testing details, see [www.apple.com/macbook-pro](https://www.apple.com/macbook-pro). <sup>3</sup> Charge time varies with region, settings, and environmental factors; actual results will vary.