

Mac laptops



Lineup and customer scenarios

Transformed by Apple silicon and built for Apple Intelligence,¹ the Mac laptop lineup is the most powerful and capable ever. Every model offers incredible compute power, high-performance graphics, a Neural Engine that accelerates AI-based tasks, 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. Apple Intelligence¹ helps customers write, express themselves, and get things done effortlessly, all with groundbreaking privacy protections. macOS Sequoia brings Mac to life with innovative features that boost productivity, like iPhone Mirroring,² window tiling, and a big update to Safari. And every Mac comes with powerful Apple apps for browsing the web, creating documents and presentations, editing photos and videos, and making music.



MacBook Air (13- and 15-inch)



MacBook Pro (14- and 16-inch)

Thin. Fast. Perfectly portable.		The most advanced Mac laptops for demanding workflows.	
Apple M4 chip		Apple M4 chip	Apple M4 Pro or M4 Max chip
13.6-inch or 15.3-inch Liquid Retina display, 500 nits of brightness, True Tone, wide color (P3), 1 billion colors		14.2-inch Liquid Retina XDR display, 1000 nits SDR brightness, 1000 nits sustained brightness, up to 1600 nits peak brightness, wide color (P3), 1 billion colors, True Tone, 1,000,000:1 contrast ratio, ProMotion, configurable with nano-texture display	14.2-inch or 16.2-inch Liquid Retina XDR display, 1000 nits SDR brightness, 1000 nits sustained brightness, up to 1600 nits peak brightness, wide color (P3), 1 billion colors, True Tone, 1,000,000:1 contrast ratio, ProMotion, configurable with nano-texture display
10-core CPU with four performance cores and six efficiency cores, up to 10-core GPU, 16-core Neural Engine		10-core CPU with four performance cores and six efficiency cores, 10-core GPU, 16-core Neural Engine	M4 Pro: Up to 14-core CPU with 10 performance cores and four efficiency cores, up to 20-core GPU, 16-core Neural Engine M4 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 32GB unified memory; up to 2TB SSD		Up to 32GB unified memory; up to 2TB SSD	
Backlit Magic Keyboard with full-height function row and Touch ID		Backlit Magic Keyboard with full-height function row and Touch ID	
Two Thunderbolt 4 ports, MagSafe 3, 3.5 mm headphone jack		Three Thunderbolt 4 ports, HDMI, SDXC card slot, MagSafe 3 port, 3.5 mm headphone jack	Three Thunderbolt 5 ports, HDMI, SDXC card slot, MagSafe 3 port, 3.5 mm headphone jack
13-inch: Four-speaker sound system with wide stereo sound 15-inch: 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 12MP Center Stage camera		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 12MP Center Stage camera	
Up to 18 hours of video streaming; up to 15 hours of wireless web ³ Fast-charge with 70W USB-C Power Adapter, sold separately		14-inch (M4): Up to 24 hours of video streaming; up to 16 hours of wireless web ³ 14-inch (M4 Pro): Up to 22 hours of video streaming; up to 14 hours of wireless web ³ 16-inch (M4 Pro): Up to 24 hours of video streaming; up to 17 hours of wireless web ³ 14-inch (M4 Max): Up to 18 hours of video streaming; up to 13 hours of wireless web ³ 16-inch (M4 Max): Up to 21 hours of video streaming; up to 14 hours of wireless web ³ 14-inch (M4 and M4 Pro with 12-core CPU): Fast-charge with 96W USB-C Power Adapter, sold separately; 96W USB-C Power Adapter is included on M4 Max models and M4 Pro models with 14-core CPU 16-inch models: Fast-charge with included 140W USB-C Power Adapter	
13-inch: 2.7 pounds (1.24 kg) 15-inch: 3.3 pounds (1.51 kg)		3.4 pounds (1.55 kg)	14-inch (M4 Pro): 3.5 pounds (1.61 kg) 14-inch (M4 Max): 3.6 pounds (1.62 kg) 16-inch (M4 Pro): 4.7 pounds (2.14 kg) 16-inch (M4 Max): 4.8 pounds (2.16 kg)

Dots indicate available product image finishes: Silver Sky Blue 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. I want something small and light with high-performance graphics."

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

You recommend 14-inch MacBook Pro with M4 Pro

It has powerful performance

M4 Pro delivers even faster performance when compiling code or testing builds.⁴ So you can easily power through project builds in Xcode and transform your ideas into code with predictive code completion.

The Liquid Retina XDR display is stunning

The display features 1000 nits of sustained HDR brightness and 1000 nits of full-screen brightness for SDR in bright outdoor environments and a high-contrast ratio. So images look even more lifelike, with amazing detail in highlights and shadows. And with ProMotion, scrolling through text is sharper than ever, and testing your apps is fluid and smooth.

You get all-day battery life

MacBook Pro with M4 Pro delivers the same phenomenal performance whether it's plugged in or on battery. It gets up to 22 hours of battery life,³ 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 minutes³ with a 96W USB-C Power Adapter.

Multiple ports provide versatility

You'll love the built-in HDMI port for quick and easy connection to TVs and displays. And you get three Thunderbolt 5 ports for displays, power, and speedy data transfer up to 120Gb/s, plus a MagSafe 3 port for charging.



"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 13-inch MacBook Air with M4

You'll love the thin design

At 2.7 pounds and 11.3 mm, MacBook Air is thin, light, and fits easily in your carry-on bag. 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,³ 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 minutes³ 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. With iPhone Mirroring,² you can view what's on your iPhone and control it too, right from your Mac. You can even receive iPhone notifications on your Mac.

It's amazing for the office, too

MacBook Air is built for Apple Intelligence,¹ with powerful features like Writing Tools to help you perfect your writing. With the M4 chip, MacBook Air supports up to two external displays for more screen space. It starts with 16GB of unified memory, so you get incredible performance when multitasking across productivity apps. And macOS Sequoia comes with features to help you be more productive and creative, like window tiling so you can arrange your windows into a layout that works best for you, and updates to Safari, like Distraction Control and a redesigned Reader.

Video conferencing is better than ever

MacBook Air features a 12MP Center Stage camera, so you can stay in frame as you move around. And it has Desk View, perfect for sharing projects on your desk.



“I need something portable and powerful so I can work wherever I am.”

You discover she owns a design firm. She needs something that can easily handle multitasking and things like reviewing artist renderings and managing employee rosters.

You recommend 14-inch MacBook Pro with M4

It's capable and powerful

With the M4 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 invoicing in Zoho. It features up to 32GB 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 12MP Center Stage camera, with a new ultra-wide sensor, enables features like Center Stage and Desk View. So video calls are more engaging than ever before.

Everything looks amazing on the Liquid Retina XDR display

The Liquid Retina XDR display supports 1 billion colors and features a 1,000,000:1 contrast ratio. So images look more true to life, with more detail in highlights and shadows—perfect for reviewing artist renderings. And it offers 1600 nits peak HDR brightness in bright light, and 1000 nits full-screen brightness for SDR in bright outdoor environments so you can see what's on the screen more clearly when outdoors. So it's perfect for working on the go.

Easily carry it with you all day

The 14-inch MacBook Pro with M4 weighs just 3.4 pounds, so you can carry it anywhere. It gets up to 24 hours of battery life,³ 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.³



“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 need something powerful with enough battery to last through long recording sessions.

You recommend 16-inch MacBook Pro with M4 Pro

Enjoy pro performance on the go

With M4 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 48GB of unified memory for even smoother multitasking when working across several pro apps at once. And it's compact and power efficient, getting up to 24 hours of battery life.³ 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

MacBook Pro with M4 Pro features three Thunderbolt 5 ports and an HDMI port, so you can connect MIDI instruments, audio interfaces, and multiple external displays. And the Thunderbolt 5 ports support fast data transfers, up to 120Gb/s. 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 M4 Max

It's made for demanding pro projects

With M4 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 M4 Max can play up to 66 streams of 4K and 15 streams of 8K ProRes video.⁴ So you get desktop-class performance in a power-efficient, portable laptop.

Check out the memory and storage options

You can configure M4 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 5 ports with speeds up to 120Gb/s and the HDMI port to connect to up to three monitors with 6K resolution and a 4K TV at the same time—giving you plenty of space for all your video projects. 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 M4

It's powerful enough for everything you do

With the M4 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

Tens of 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.³ 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 M4

She gets incredible performance at a great price

MacBook Air with M4 has the power to get things done on the go. It wakes instantly from sleep, launches apps quickly, and it’s compatible with apps your partner is used to on her PC. And it comes standard with 16GB of fast unified memory, so you get incredible performance when multitasking across multiple 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. With macOS Sequoia, she gets powerful apps for creativity and productivity. She can even use iPhone Mirroring² to view and control what’s on her iPhone directly from her Mac. And MacBook Air is perfect for Apple Intelligence.¹ So your partner can simplify tasks with Writing Tools, type to Siri, and more.



“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 and is easy to carry around campus. He also has an iPhone.

You recommend 14-inch MacBook Pro with M4

It’s capable and powerful

With the M4 chip, the 14-inch MacBook Pro is perfect for class, whether you’re taking notes or brainstorming in Freeform, coding your software development project, or even editing photos or videos. 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 three Thunderbolt 4 ports with transfer speeds up to 40Gb/s. MacBook Pro 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 24 hours of battery life,³ so you can get more done on a single charge.

You’ll love how it works with iPhone

With Continuity features like Universal Clipboard, you can copy images, video, or text from your iPhone then paste them into Mac, or vice versa. You can also use familiar apps like FaceTime and Messages on your Mac to keep in touch with friends and classmates. And with iPhone Mirroring² in macOS Sequoia, you can even use and control your iPhone directly from your Mac, without having to reach for your phone.

Enjoy powerful apps and features

Popular apps like Zoom and Microsoft Word, Excel, and PowerPoint run easily on Mac. So it’s perfect for all your tasks. And with Apple Intelligence,¹ you can use Writing Tools to rewrite or summarize your text messages and email.

¹ Apple Intelligence is available in beta on all Mac models with M1 and later, with Siri and device language set to English (Australia, Canada, Ireland, New Zealand, South Africa, UK, or U.S.), as a macOS Sequoia update. Additional features and Chinese (Simplified), English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese (Brazil), and Spanish language support available in early April 2025, with more languages coming over the course of the year, including Vietnamese. Some features may not be available in all regions or languages. ²Available on Mac computers with Apple silicon and Intel-based Mac computers with a T2 Security Chip. Requires that your iPhone and Mac are signed in with the same Apple Account using two-factor authentication, your iPhone and Mac are near each other and have Bluetooth and Wi-Fi turned on, your Mac is on macOS Sequoia, your iPhone is on iOS 18, and your Mac is not using AirPlay or Sidecar. Some iPhone features (e.g., camera and microphone) are not compatible with iPhone Mirroring. Not currently available in the European Union. ³ Battery life varies by use and configuration. See apple.com/batteries for more information. Charge time varies with region, settings, and environmental factors; actual results will vary. ⁴ For performance testing details, see www.apple.com/macbook-pro.