MacBook First Look

MacBook is the thinnest and lightest notebook, and it’s available in three gorgeous metal finishes. With a stunning 12-inch Retina display, Apple-designed keyboard, and Force Touch trackpad, it features seventh-generation Intel Core processors, fast PCIe-based SSD storage, and all-day battery life, up to 10 hours. MacBook is the ideal notebook for customers looking for the complete Mac experience in our most portable notebook ever.

<table>
<thead>
<tr>
<th>Apple Retail price (U.S.)</th>
<th>$1299</th>
<th>$1599</th>
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</thead>
<tbody>
<tr>
<td>Display</td>
<td>12-inch (diagonal), 2304-by-1440 resolution LED-backlit Retina display</td>
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<tr>
<td>Processor</td>
<td>1.2GHz dual-core 7th-generation Intel Core m3 Turbo Boost up to 3.0GHz</td>
<td>1.3GHz dual-core 7th-generation Intel Core i5 Turbo Boost up to 3.2GHz</td>
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<tr>
<td>Memory</td>
<td>8GB 1866MHz LPDDR3</td>
<td>8GB 1866MHz LPDDR3</td>
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<tr>
<td>Storage</td>
<td>256GB SSD</td>
<td>512GB SSD</td>
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Key messages

Thin and light design
- At just 2 pounds and 13.1 mm thin, MacBook is the thinnest and lightest Mac notebook ever
- Available in silver, space gray, and a new gold

Faster performance
- Seventh-generation Intel Core M processors deliver up to 20 percent faster performance than previous generation
- Configurable to 1.4GHz dual-core Intel Core i7 with Turbo Boost up to 3.6GHz
- Intel HD Graphics 615
- Configurable to 16GB of memory

Faster SSD storage
- Delivers up to 50 percent faster read performance than previous generation, so apps launch quickly, files open immediately, and navigating feels fluid and responsive

All-day battery life
- Up to 10 hours of wireless web
- Up to 12 hours of iTunes movie playback
- Up to 30 days of standby time

Stunning 12-inch Retina display
- With over 3 million pixels and a 2304-by-1440 resolution, you can experience vivid images with astounding clarity

Apple-designed keyboard
- Full-size keyboard with second-generation butterfly mechanism for a more comfortable and responsive feel
- Each key has its own LED for a uniform, backlit keyboard when working in a low-light environment

Force Touch trackpad
- Large glass trackpad surface with built-in pressure sensing capability, precision tracking, and Multi-Touch gesture support

Versatile USB-C port
- Charge MacBook, transfer files, connect to an external hard drive, or up to one 4K display, and more, with just one port

Other key technologies
- FaceTime camera for video calls
- 3.5 mm headphone jack, stereo speakers, and dual microphones
- 802.11ac Wi-Fi and Bluetooth 4.2

macOS Mojave
- Features Dark Mode, Stacks, Group FaceTime, and Apple apps

Essential additions
- Apple Leather Sleeve, Apple USB-C accessories, LG UltraFine 4K Display, AppleCare+ for Mac
Quick demos

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

Retina display
See icons and text with clarity
• Open Mail or Safari, and point out how icons and text look like a printed page.
Show every detail in photos
• Open Photos and point out how crisp the images look—even thumbnails.
• Double-click a photo and highlight the detail.
• Use the Right Arrow key to page through more images.

Keyboard and Force Touch trackpad
Type faster and more accurately with larger keys
• Open a Pages document and have your customer type a few sentences.
• Mention the precision movement of the keys and the comfortable and responsive feel of the keyboard.
Feel the uniform response of the trackpad
• Explain that the entire trackpad is a button.
• Have customers click the trackpad in different places and highlight that it feels the same, no matter where they click.
Force click for more information
• Open Safari, then open a web page.
• Force click (click, then press deeper) on a word and get its definition.
• Force click on an address and point out the Map preview.
Customize the pressure level
• Go to System Preferences. Adjust how much pressure will register a click.

Design
Show how compact and light it is
• Have your customer pick up MacBook and mention that it comes in silver, space gray, and a new gold.
• Point out the thin and light design, all-metal unibody enclosure, and versatile USB-C port.