MacBook Air

First Look

MacBook Air, Apple’s most popular notebook, now features the Apple M1 chip. M1 delivers breakthrough performance and up to 18 hours of battery life—MacBook Air’s longest battery life ever. MacBook Air also features a silent, fanless design, improved FaceTime HD camera image quality, faster SSD performance, and ultrafast Wi-Fi 6. With a gorgeous 13-inch Retina display, Magic Keyboard, Touch ID, and Force Touch trackpad, MacBook Air is the thin-and-light, do-it-all, everyday notebook.

<table>
<thead>
<tr>
<th>Apple Retail price (U.S.)</th>
<th>$999</th>
<th>$1249</th>
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<tbody>
<tr>
<td>Display</td>
<td>13.3-inch (diagonal), 2560-by-1600 Retina display, Wide color (P3), 400 nits, True Tone technology</td>
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<tr>
<td>Compute</td>
<td>Apple M1 chip 8-core CPU and 7-core GPU, 16-core Neural Engine</td>
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<tr>
<td>Memory</td>
<td>8GB unified memory</td>
<td></td>
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<tr>
<td>SSD Storage</td>
<td>256GB</td>
<td>512GB</td>
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Key messages

Apple M1 chip for breakthrough performance
- The Apple M1 system on a chip (SoC) integrates the CPU, GPU, Neural Engine, I/O, and more on a single chip
- 8-core CPU is up to 3.5 times faster for performance that blazes through everyday tasks like exporting a video for the web, as well as high performance workflows like editing RAW images
- With up to an 8-core GPU, graphics performance is up to five times faster, making graphics-intensive activities like gaming and video editing super smooth—for the first time, you can edit and play back 4K ProRes video in full quality without dropping a frame
- 16-core Neural Engine and machine learning accelerators deliver up to nine times faster ML performance—so apps like Final Cut Pro, which uses ML-based features like Smart Conform to intelligently frame a clip, finish tasks much faster
- SSD storage speeds are up to two times faster so things like previewing massive, high-res images are super quick
- M1 features 8GB of unified, high-bandwidth, low-latency memory that can be accessed by the CPU, GPU, and Neural Engine

Longest battery life ever in a MacBook Air
- Up to 15 hours of wireless web to power through your day, 4 hours longer than the previous generation
- Up to 18 hours of Apple TV app movie playback, 6 hours longer than the previous generation

Gorgeous 13-inch Retina display
- With over 4 million pixels, text looks razor sharp and images look rich and vibrant
- Support for P3 wide color enables even more vibrant greens and reds, with 25 percent more color than with sRGB
- True Tone technology delivers a more comfortable viewing experience by matching the color temperature of the display to the ambient light

Portable design
- Fanless design for completely silent operation
- The most portable Mac notebook—weighing just 2.8 pounds
- Available in three gorgeous finishes—silver, space gray, and gold
- The greenest Mac ever with an enclosure made with 100 percent recycled aluminum

FaceTime HD camera
- The M1 chip brings Apple’s most advanced image signal processor (ISP) to MacBook Air
- Delivers improved video image quality with advanced noise reduction and greater dynamic range
- Face detection uses the Neural Engine to adjust white balance and exposure for even more natural-looking skin tones

Magic Keyboard and Touch ID
- Backlit Magic Keyboard for a comfortable, quiet typing experience
- Pre-programmed shortcuts put common functions right at your fingertips, including Spotlight, Dictation and Siri, Do Not Disturb, and the Globe (fn) key that launches the emoji picker
- Use Apple Pay or log in with Touch ID, and a press of the Touch ID button instantly locks your screen

Powerful and versatile connectivity
- Two Thunderbolt / USB 4 ports enable charging, data transfer, and video out on a single connector
- Connects one external display with up to 6K resolution

macOS Big Sur
- Takes advantage of M1, features a bold design and powerful updates for Safari and Messages, and introduces capabilities like instant wake from sleep and the ability to run iPhone and iPad apps

Best-in-class security
- Enables secure boot and automatic encryption, so everything stored on Mac stays safe

Essential additions
- AppleCare+ for Mac, USB-C to Lightning Cable, USB-C to USB Adapter, Leather Sleeve

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¹ Testing conducted by Apple in October 2020 using preproduction MacBook Air systems with Apple M1 chip and 8-core GPU, configured with 8GB of RAM and 512GB SSD. The wireless web test measures battery life by wirelessly browsing 25 popular websites with display brightness set to 8 clicks from bottom. The Apple TV app movie playback test measures battery life by playing back HD 1080p content with display brightness set to 8 clicks from bottom. Battery life varies by use and configuration. See apple.com/batteries for more information. Testing conducted by Apple in October 2020 using preproduction MacBook Air systems with Apple M1 chip and 8-core GPU, as well as production 1.2GHz quad-core Intel Core i7-based MacBook Air systems, all configured with 16GB RAM and 2TB SSD. Tested with prerelease Final Cut Pro 10.5 using a 10-second project with Apple ProRes 422 video at 3840x2160 resolution and 30 frames per second. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air. Testing conducted by Apple in October 2020 using preproduction MacBook Air systems with Apple M1 chip and 8-core GPU, as well as production 1.2GHz quad-core Intel Core i7-based MacBook Air systems, all configured with 16GB RAM and 2TB SSD. Tested with FIO 3.23, 1024KB request size, 150GB test file and IO depth=8. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air. Testing conducted by Apple in October 2020 using preproduction MacBook Air systems with Apple M1 chip, as well as production 1.2GHz quad-core Intel Core i7-based MacBook Air systems, all configured with 16GB RAM and 2TB SSD. Tested with FIO 3.23, 1024KB request size, 150GB test file and IO depth=8. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air.

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