

## Informacije o proizvodu (EN)

APPLE laptop MacBook Air M2 2023 (MQKW3ZE/A)



Tehnoteka je online destinacija za upoređivanje cena i karakteristika bele tehnike, potrošačke elektronike i IT uređaja kod trgovinskih lanaca i internet prodavnica u Srbiji. Naša stranica vam omogućava da istražite najnovije informacije, detaljne karakteristike i konkurentne cene proizvoda.

Posetite nas i uživajte u ekskluzivnom iskustvu pametne kupovine klikom na link:

<https://tehnoteka.rs/p/apple-laptop-macbook-air-m2-2023-mqkw3zea-akcija-cena/>



Introducing  
**MacBook Air (M2)**







## The new MacBook Air | Supercharged by M2

Learn more and watch the film



**Key Messages**

Quick Demos

Line Up & Compare



## Portable design

- Built around M2, the strikingly thin design is just .44 inches
- The most portable Mac notebook, weighing just 2.7 pounds
- Fanless design delivers completely silent operation
- Available in midnight, starlight, space gray, and silver

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Measuring just 11.3 mm thin, the new MacBook Air is available in four beautiful finishes — silver, starlight, space gray, and midnight.







## Apple M2 chip

- 8-core CPU speeds through tasks like exporting a video for the web
- Up to a 10-core GPU delivers a big boost in graphics performance
- 16-core Neural Engine can process up to 15.8 trillion operations per second, over 40 percent more than M1
- SSD storage speeds are blazing fast, so tasks like previewing massive, high-res images are quick and fluid
- Supports 8GB, 16GB, and 24GB of fast unified memory that can be accessed by the CPU, GPU, and Neural Engine

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# Apple M2 chip

- Next-generation media engine supports ProRes, so you can play back up to 11 streams of 4K or up to two streams of 8K ProRes video
- Applying filters and effects in apps like Photoshop is up to 20 percent faster than before, and a massive five times faster for users who haven't upgraded to Apple silicon<sup>1</sup>
- Intensive workloads like editing complex timelines in Final Cut Pro are nearly 40 percent faster than on MacBook Air with M1<sup>2</sup>

<sup>1</sup> Testing conducted by Apple in May 2022 using preproduction MacBook Air systems with Apple M2, 8-core CPU, 10-core GPU, and 24GB of RAM, as well as production MacBook Air systems with Apple M1, 8-core CPU, 8-core GPU, and 16GB of RAM, all configured with 2TB SSD, as well as production 1.6GHz dual-core Intel Core i5-based MacBook Air systems with Intel UHD Graphics 617, 16GB of RAM, and 1TB SSD. Adobe Photoshop 23.3.1 tested using the following filters and functions: Emboss, Minimum, Sharpen Edges, Rotate Image, and Ripple. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air. <sup>2</sup> Testing conducted by Apple in May 2022 using preproduction MacBook Air systems with Apple M2, 8-core CPU, 10-core GPU, and 24GB of RAM, as well as production MacBook Air systems with Apple M1, 8-core CPU, 8-core GPU, and 16GB of RAM, all configured with 2TB SSD. Final Cut Pro 10.6.2 tested using a complex 2-minute project with 4K ProRes 422 media. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air.

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## All-day battery life

- Get up to 15 hours of wireless web to power through your day, and up to 18 hours of Apple TV app movie playback<sup>3</sup>
- Fast-charge up to 50 percent in just 30 minutes<sup>4</sup>

<sup>3</sup> Battery life varies by use and configuration. See [apple.com/batteries](https://apple.com/batteries) for more information. <sup>4</sup> Testing conducted by Apple in May 2022 using preproduction MacBook Air systems with Apple M2, 8-core CPU, 8-core GPU, 8GB of RAM, and 256GB SSD. MacBook Air systems tested with Apple 67W USB-C Power Adapter (Model A2518) and USB-C to MagSafe 3 Cable (Model A2363). Fast-charge testing conducted with drained MacBook Air units. Charge time varies with settings and environmental factors; actual results will vary.

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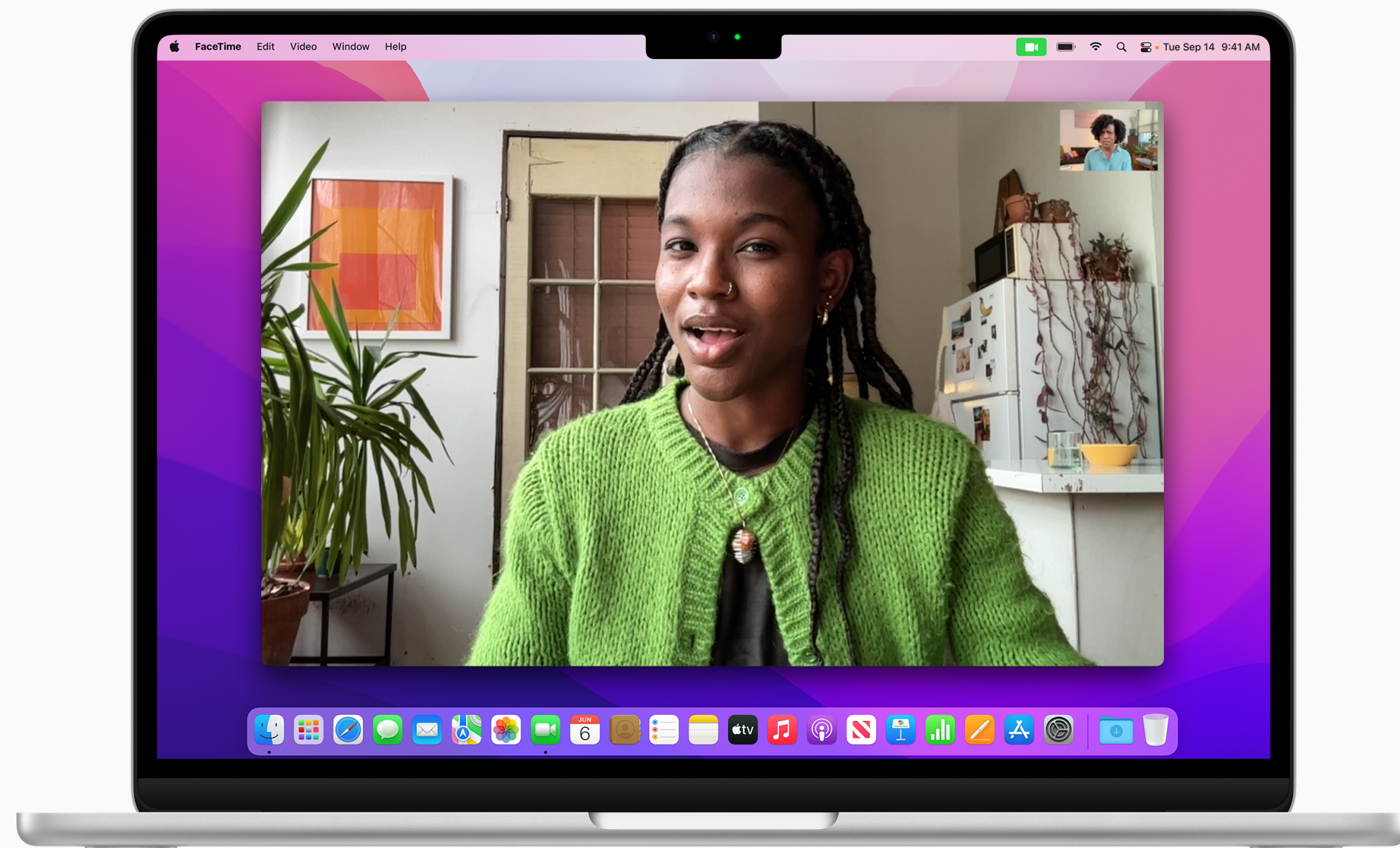
# Liquid Retina display

- Brilliant 13.6-inch Liquid Retina display offers more space for all your content
- Features over 4 million pixels so text is sharp and images have incredible detail
- With 500 nits, the display is 25 percent brighter than before
- Support for 1 billion colors and P3 wide color offers extremely vibrant photos and movies
- True Tone technology delivers a more comfortable viewing experience by matching the color temperature of the display to the ambient light

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# 1080p FaceTime HD camera

- Get twice the resolution and low-light performance of the previous generation MacBook Air
- M2 brings Apple's most advanced image signal processor to MacBook Air, so you'll look great on video calls

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# Immersive four-speaker sound system

- Four-speaker sound system produces amazing stereo separation and vocal clarity for immersive audio
- Spatial Audio support enhances music and movies with Dolby Atmos
- Three-mic array captures clean audio using advanced beamforming, so you'll sound great wherever you are



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# Magic Keyboard and Touch ID

- Backlit Magic Keyboard provides a comfortable, quiet typing experience, and a full-height function row
- Pre-programmed shortcuts put common functions right at your fingertips, including Spotlight, Dictation and Siri, and Do Not Disturb
- Use Apple Pay or log in with Touch ID, and a press of the Touch ID sensor instantly locks your screen

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# Powerful and versatile connectivity

- MagSafe 3 port for charging with quick-release magnetic connection, and cables match the color of the finish
- With two Thunderbolt / USB 4 ports, you get charging, data transfer, and video out on a single connector
- Supports one external display with up to 6K resolution

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The new MacBook Air features MagSafe for dedicated charging and peace of mind when users are plugged in.







## Best-in-class security

- Enables secure boot and automatic encryption, so everything stored on MacBook Air stays safe

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Key Messages

**Quick Demos**

Line Up & Compare



# Quick Demos



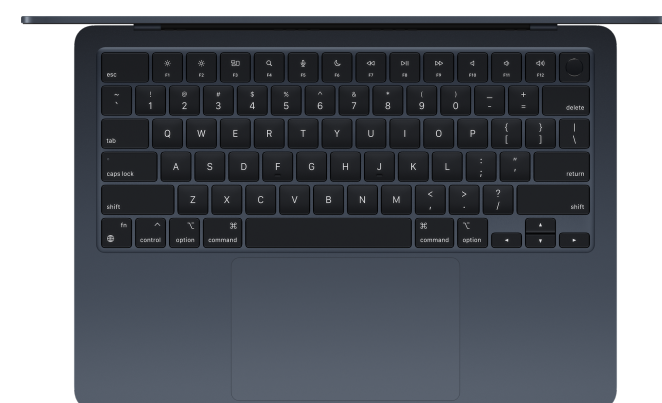
## Feel how thin and light MacBook Air is

- Close MacBook Air and point out the sleek design.
- Have your customer hold MacBook Air to feel how light it is, and mention the solid unibody design.
- Talk about the versatile Thunderbolt / USB 4 ports for connecting displays and accessories.
- On a model with M2, show the MagSafe 3 port for charging. Mention that the cable attaches and detaches easily with magnets.



## Show images on the displays

- Open Mail or Safari and point out that text looks like it's on a printed page.
- Open Photos and double-click a photo to highlight the detail.
- Show a colorful photo. Say that the display supports P3 wide color for incredibly vibrant colors.
- On MacBook Air with M2, mention that the display is 25 percent brighter than the previous generation, so it's easier to view in bright conditions.



## Try the Magic Keyboard

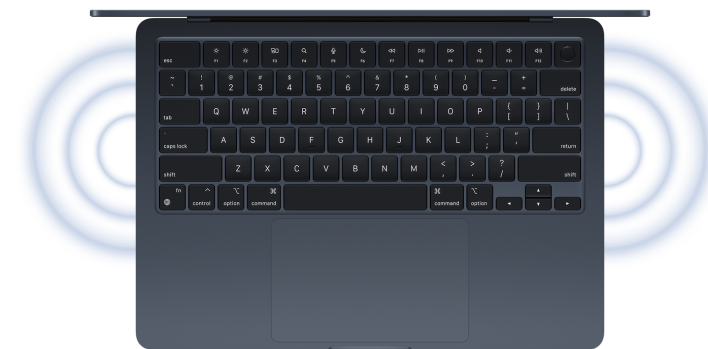
- Ask your customer to type a few sentences. Point out how comfortable the keys feel and how quiet the keyboard is.
- Mention that customers can use Touch ID to easily and securely unlock MacBook Air and make purchases.
- Point out the function row with pre-programmed keys for Spotlight (F4), Dictation and Siri (F5), and Do Not Disturb (F6).
- Press the Spotlight (F4) key, search for Pages, and open a document. Point out how easily customers can find the things they need.

# Quick Demos



## Find out about M-series chips

- Show how MacBook Air wakes from sleep instantly.
- Open a few apps from the dock to show how quickly they launch.
- Open the Mac App Store and search for popular iPhone apps, like HBO Max or Among Us. Mention that iPhone and iPad apps are available on Mac models with M-series chips.
- Search for Pixelmator Pro and show the app page. Mention that Pixelmator Pro is optimized to run on Apple silicon and uses the Neural Engine—so customers can make complex edits to photos in an instant.



## Hear the immersive four-speaker sound system

- Open the Apple TV app and play a movie trailer.
- Point out the separation between the left and right sides, and how the sound feels like it's coming from the center.
- Mention that the three-microphone array is great for noise cancellation and accurate dictation.



## Highlight the FaceTime HD camera

- Open Photo Booth. Point out the camera quality and how crisp and clear the image is.
- Mention that MacBook Air has an advanced image signal processor, so customers will look great on video calls.
- On a model with M2, show the 1080p camera. Say that it has twice the resolution and low-light performance of MacBook Air with M1.



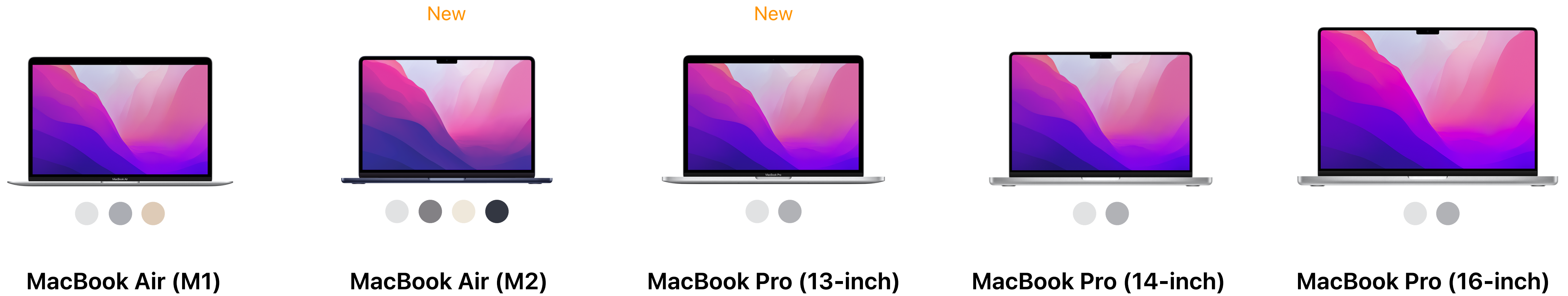
Key Messages

Quick Demos

**Line Up & Compare**

# Compare Mac models

[Here >](#)



Great portability at an affordable price.

Performance and portability in a silent, fanless design.

Advanced performance and capability in a compact design.

Powerful performance and great battery life in a portable design.

The most powerful pro notebook with the longest battery life ever in a Mac notebook.

Apple M1 chip

Apple M2 chip

Apple M2 chip

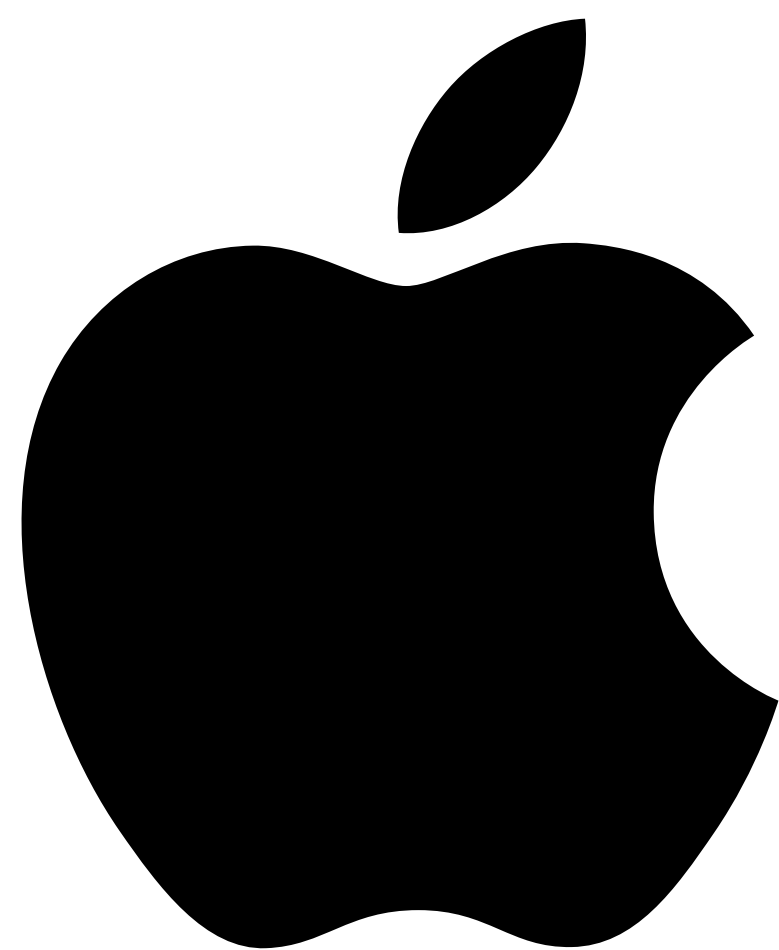
Apple M1 Pro or M1 Max chip

Apple M1 Pro or M1 Max chip

[Learn More here >](#)

Dots indicate available product image finishes: ● Silver ● Space Grey ● Gold ● Starlight ● Midnight





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