market info

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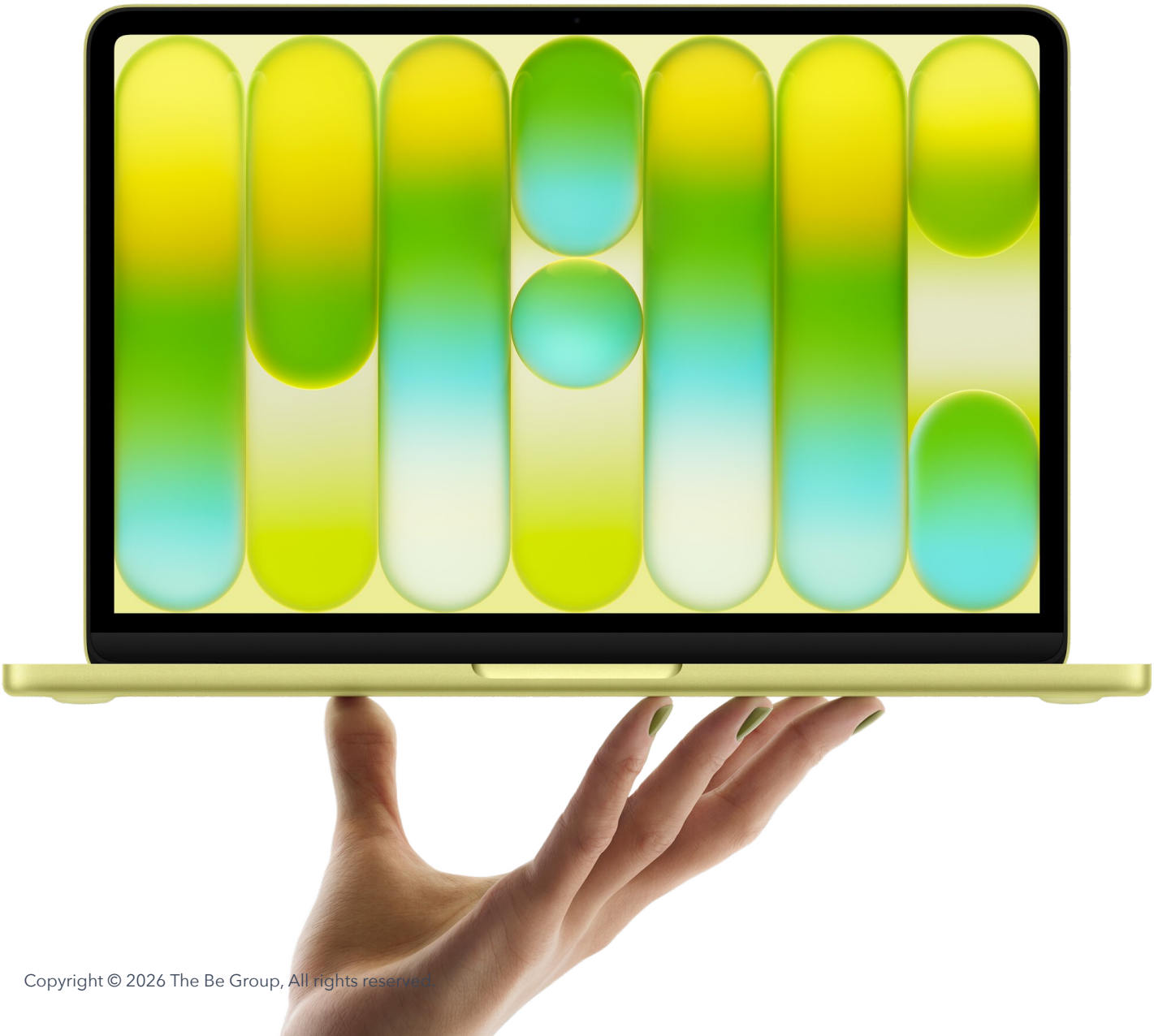
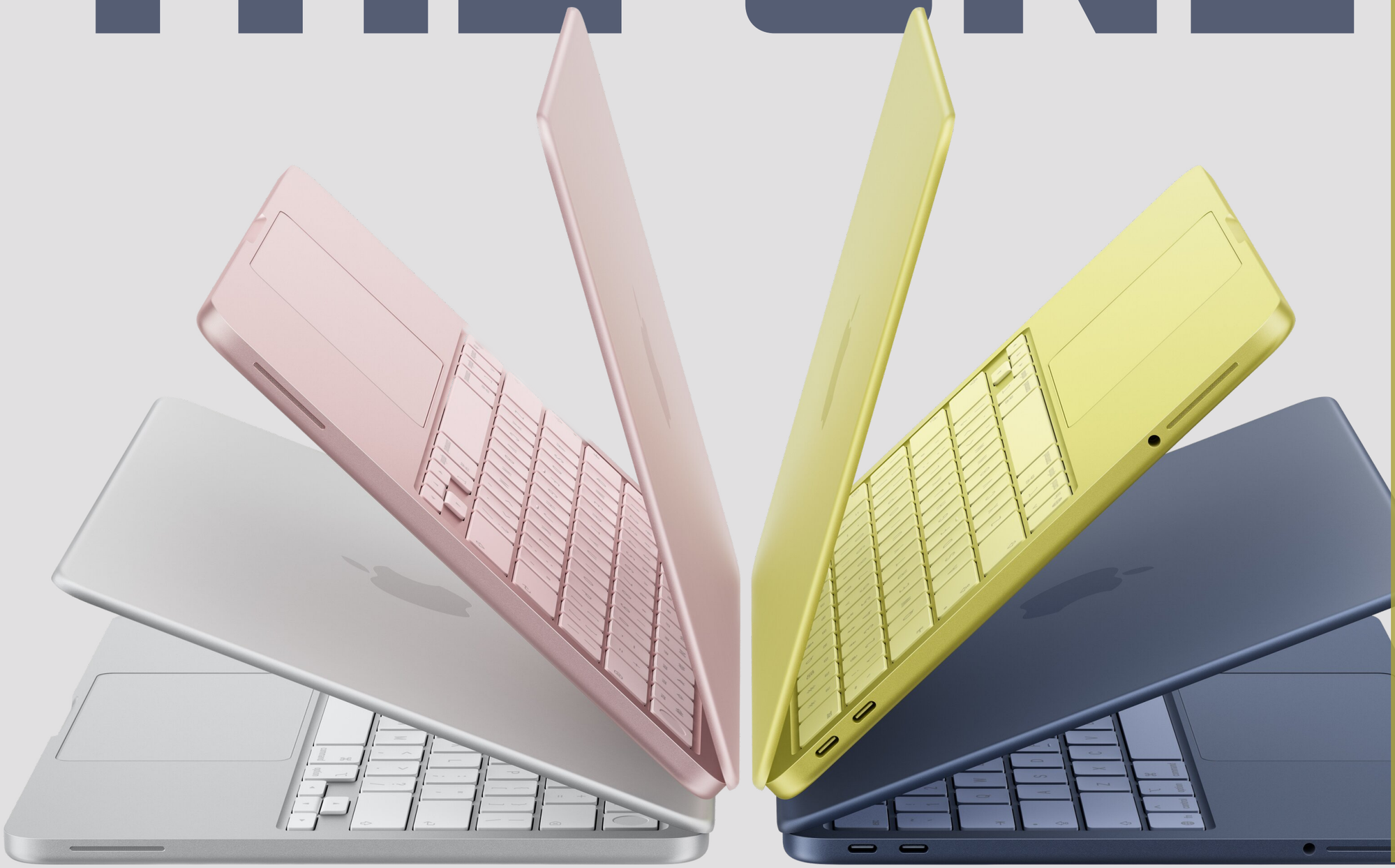
NEO



THE ONE



Apple has unveiled a new addition to its laptop lineup that could significantly broaden access to the Mac ecosystem. The newly introduced MacBook Neo is designed to bring the core Mac experience to a much lower price point, with a starting price of £599 and £499 for education customers. Pre-orders are open now, with the laptop set to become available from Wednesday, 11 March.

At first glance, the MacBook Neo looks every bit the modern Apple laptop. It features a durable aluminium enclosure with softly rounded edges and comes in a range of colours that add a sense of personality rarely seen in traditional laptops. Buyers can choose between blush, indigo, silver and a vibrant citrus finish, with matching lighter-toned keyboards and wallpapers that tie the design together. Weighing just 2.7 pounds, it remains light enough to slip easily into a backpack or handbag, reinforcing Apple's push toward portability and everyday convenience.

The laptop is built around a 13-inch Liquid Retina display with a resolution of 2408x1506, 500 nits of brightness and support for one billion colours. The screen is designed to deliver crisp text and vivid imagery, whether users are browsing the web, watching videos or editing photos. Apple says the display is brighter and sharper than most laptops available in the same price range, while an anti-reflective coating helps maintain visibility across

different lighting environments.

Powering the MacBook Neo is Apple's A18 Pro chip, the same silicon architecture used in its latest iPhone Pro devices. Apple claims the chip enables the laptop to run everyday tasks such as browsing, streaming, document editing and messaging with ease. According to the company, the system can be up to 50 per cent faster in typical daily tasks compared with a bestselling PC powered by the latest Intel Core Ultra 5 processor. For more demanding workloads, particularly those involving artificial intelligence, Apple says the machine can deliver up to three times the performance thanks to a 16-core Neural Engine designed for on-device AI features.

Despite its compact design, the MacBook Neo includes a number of features familiar to Mac users. The fanless architecture allows the laptop to run silently, while Apple promises up to 16 hours of battery life on a single charge. The company's Magic Keyboard returns with its precise typing experience, accompanied by a large Multi-Touch trackpad that supports a range of intuitive gestures. Models equipped with Touch ID allow users to unlock the device, authenticate purchases and log into apps securely using their fingerprint.

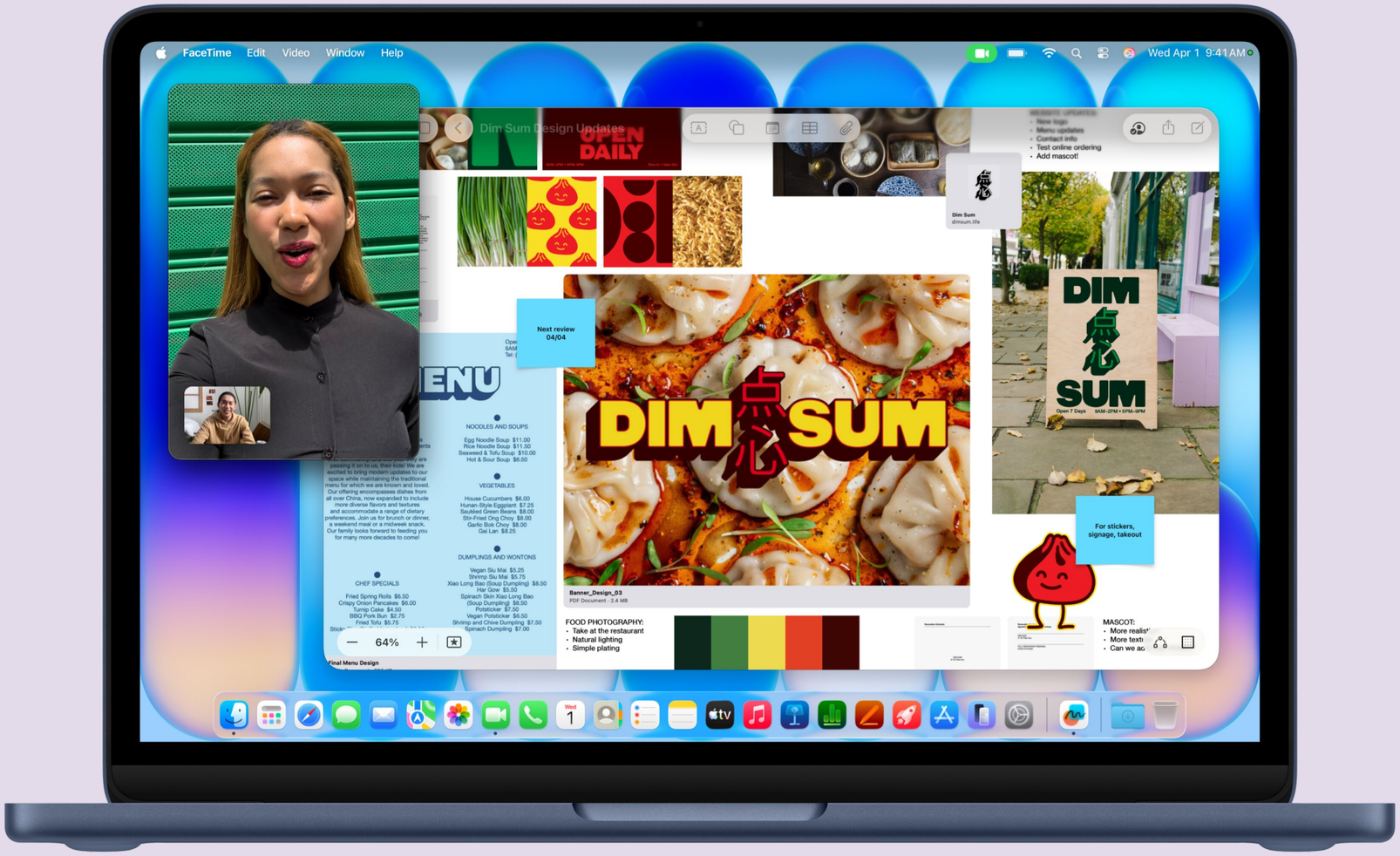
The laptop also includes a 1080p FaceTime HD camera with improved image processing, designed to make video calls appear clearer and more natural. Dual microphones with directional beamforming help isolate a user's voice and reduce background noise, while side-firing speakers support Spatial Audio and Dolby Atmos to create a more immersive sound experience when listening to music or watching films.

Connectivity is straightforward but modern. The MacBook Neo includes two USB-C ports that can be used for charging or connecting accessories and external displays, alongside a traditional headphone jack. Wireless connections are handled through Wi-Fi 6E and Bluetooth 6, ensuring fast and reliable communication with networks and peripherals.

The laptop ships with macOS Tahoe, Apple's latest operating system, which includes built-in applications such as Messages, Pages, Calendar and Safari. The system also integrates closely with the iPhone through Apple's Continuity features. Users can start tasks on one device and continue them on another through Handoff, copy and paste content between devices with Universal Clipboard, and even mirror their iPhone screen directly on the Mac. For those switching to Mac for the first time, Apple has made it easier to transfer files, photos, passwords and settings from an iPhone during the setup process.

Sustainability is also central to the design of the MacBook Neo. Apple says the device contains 60 per cent recycled materials, including 90 per cent recycled aluminium in the enclosure and 100 per cent recycled cobalt in the battery.

Apple appears to be targeting a new segment of the market. The lower price point positions the device as a direct competitor to entry-level Windows laptops and Chromebooks, particularly in education and everyday computing. While it is not intended to replace the more powerful MacBook Air or MacBook Pro models, the Neo could become a gateway device for students, casual users and anyone looking for a reliable laptop.



A1R

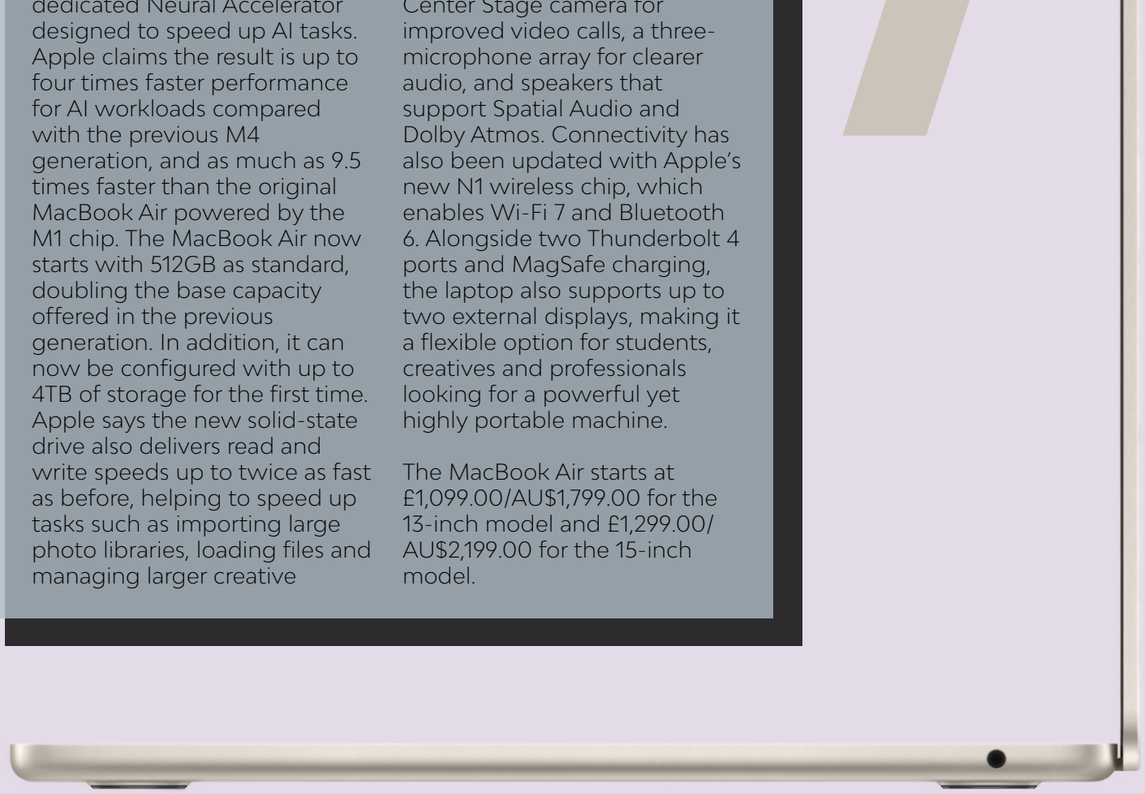
Apple has unveiled an updated version of its most popular laptop, introducing a new MacBook Air powered by the company's latest M5 chip. The refreshed model brings a range of improvements, including stronger performance, expanded storage and next-generation wireless connectivity, while also further enhancing the device's capabilities for artificial intelligence. The new MacBook Air is available to pre-order now, with sales beginning on Wednesday, 11 March.

The heart of the update is Apple's M5 processor, which the company says delivers a significant boost in both everyday performance and AI processing. The chip features a 10-core CPU and a next-generation GPU with up to 10 cores, each equipped with a dedicated Neural Accelerator designed to speed up AI tasks. Apple claims the result is up to four times faster performance for AI workloads compared with the previous M4 generation, and as much as 9.5 times faster than the original MacBook Air powered by the M1 chip. The MacBook Air now starts with 512GB as standard, doubling the base capacity offered in the previous generation. In addition, it can now be configured with up to 4TB of storage for the first time. Apple says the new solid-state drive also delivers read and write speeds up to twice as fast as before, helping to speed up tasks such as importing large photo libraries, loading files and managing larger creative projects.

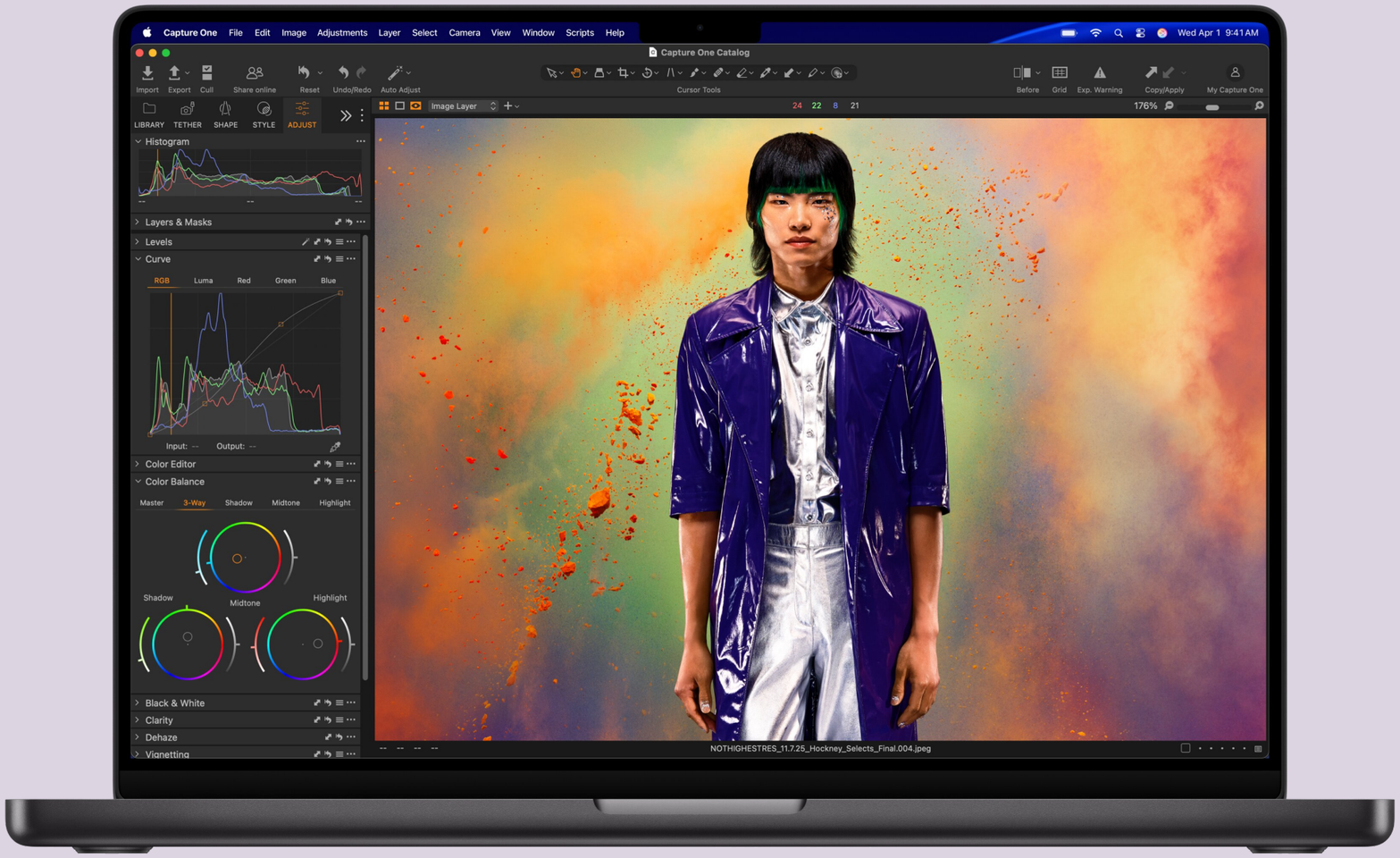
MacBook Air retains the sleek aluminium design that has long defined the product line. The laptop remains thin, lightweight and completely silent thanks to its fanless architecture. Apple continues to offer the device in both 13-inch and 15-inch sizes. Both models are available in four finishes: sky blue, midnight, starlight and silver. The display continues to use Apple's Liquid Retina technology, measuring 13.6 inches on the smaller model and 15.3 inches on the larger version. Both support one billion colours and reach brightness levels of up to 500 nits, delivering crisp text and vivid visuals for everything from web browsing to photo editing.

Battery life remains one of the MacBook Air's key strengths. Apple says the laptop can deliver up to 18 hours of use on a single charge. The system also features a new 12-megapixel Center Stage camera for improved video calls, a three-microphone array for clearer audio, and speakers that support Spatial Audio and Dolby Atmos. Connectivity has also been updated with Apple's new N1 wireless chip, which enables Wi-Fi 7 and Bluetooth 6. Alongside two Thunderbolt 4 ports and MagSafe charging, the laptop also supports up to two external displays, making it a flexible option for students, creatives and professionals looking for a powerful yet highly portable machine.

The MacBook Air starts at £1,099.00/AU$1,799.00 for the 13-inch model and £1,299.00/AU$2,199.00 for the 15-inch model.



PRO/MAX



Apple has updated the 14- and 16-inch MacBook Pro models powered by the new M5 Pro and M5 Max chips. The refreshed machines promise a significant leap in performance, particularly for artificial intelligence workloads, while maintaining the premium design, display technology and battery life that have made the MacBook Pro a staple for professionals. Pre-orders are open, with availability beginning on Wednesday, 11 March.

The new M5 Pro and M5 Max processors are designed using what the company calls a new Fusion Architecture. The design combines two dies into a single system on a chip, allowing Apple to deliver major gains in both processing power and efficiency. The new chips feature a redesigned CPU with up to 18 cores, including six high-performance "super" cores alongside 12 additional performance cores designed to handle complex, multithreaded workloads. Apple says this architecture delivers up to 30 per cent faster performance than the previous generation. Both chips feature a next-generation GPU architecture with a dedicated Neural Accelerator built into each core, dramatically improving the laptop's ability to handle AI-driven tasks. Apple claims the new MacBook Pro can deliver up to four times faster AI performance compared with the previous generation and up to eight times faster performance than models powered by the original M1 Pro and M1 Max chips.

Memory bandwidth has also been increased to support these heavier workloads. The M5 Pro supports up to 64GB of unified memory with bandwidth reaching 307GB per second, while the M5 Max scales up to 128GB with bandwidth of up to 614GB per second. Apple says this expanded bandwidth helps accelerate tasks such as large-scale data analysis, AI model training and complex video production. Storage performance has also been upgraded, with SSD speeds up to twice as fast as the previous generation. Base storage now starts at 1TB for M5 Pro models and 2TB for those equipped with M5 Max.

The laptop retains its Liquid Retina XDR display, capable of delivering up to 1600 nits of peak brightness for HDR content, with an optional nano-texture finish designed to reduce glare in brighter environments. Battery life has also been extended, with Apple claiming up to 24 hours of use on a single charge, while maintaining consistent performance whether the system is plugged in or running on battery power.

Connectivity has been enhanced as well. The new MacBook Pro includes three Thunderbolt 5 ports, HDMI with support for up to 8K resolution, an SDXC card slot and MagSafe charging. Apple's new N1 wireless networking chip brings support for Wi-Fi 7 and Bluetooth 6, offering faster speeds and more reliable wireless connections. The system can also support up to two external displays with M5 Pro and up to four with M5 Max.

The 14-inch starts at £2,199.00/AU$2,699.00 with M5 Pro, and £3,599.00/AU$5,799.00 with M5 Max. The 16-inch starts at £2,699.00/AU$4,299.00 with M5 Pro, and £3,899.00/AU$6,299.00 with M5 Max.

17E

Apple has expanded its smartphone lineup with the introduction of the iPhone 17e, a more affordable entry point into the iPhone 17 family that still carries many of the performance and durability upgrades found across Apple's newest devices. The phone is available to pre-order now, with availability on the 11th March.

iPhone 17e still features the new A19 chip, built using advanced 3-nanometre technology and designed to deliver strong performance across everyday tasks as well as more demanding workloads. The iPhone 17e also introduces Apple's latest in-house cellular modem, the C1X. According to the company, the new modem is up to twice as fast as the C1 chip used in the previous iPhone 16e, while also consuming significantly less power. The efficiency gains contribute to improved battery life, with Apple promising reliable all-day performance thanks to the combination of Apple silicon and the power management features of iOS 26.

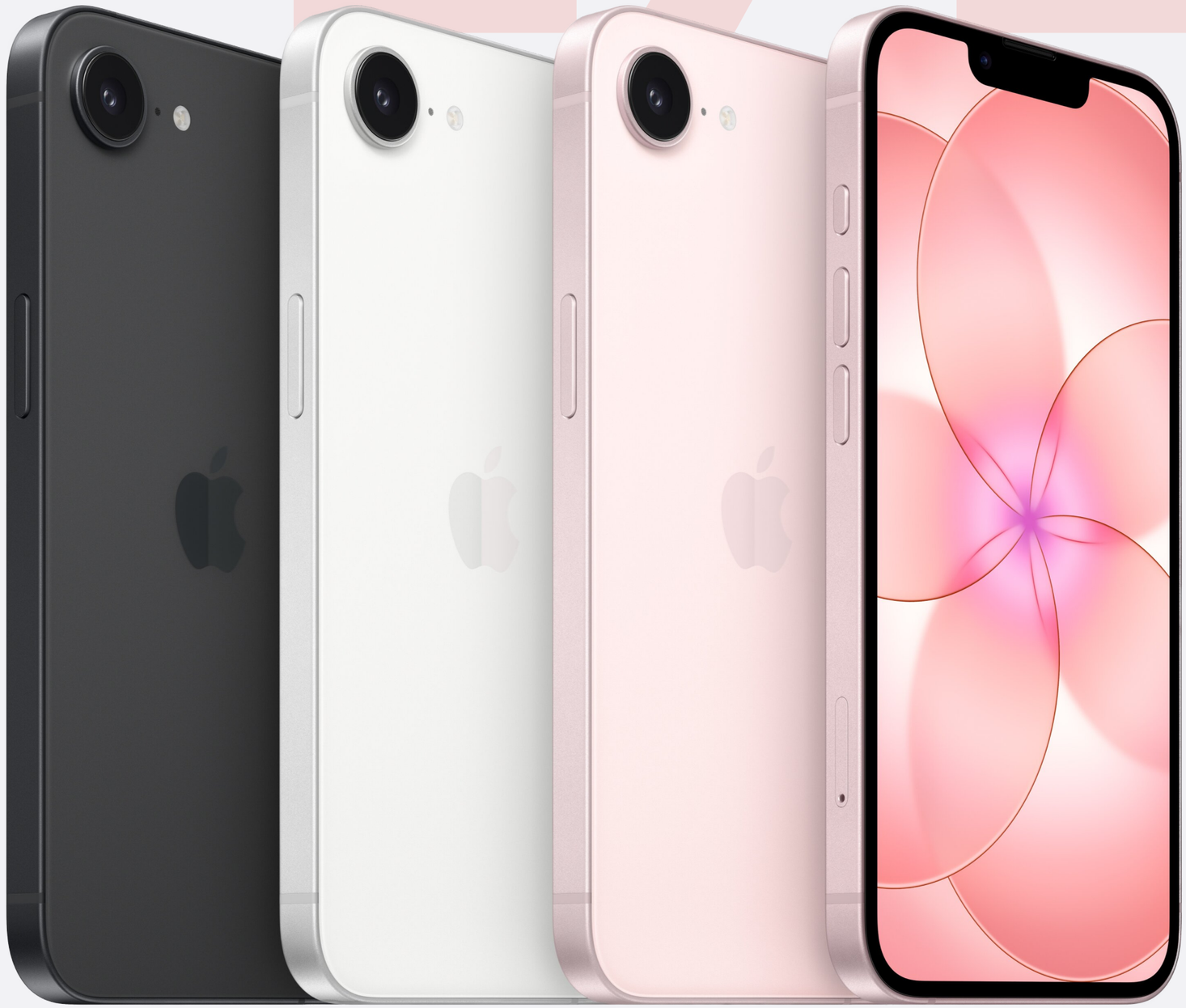
Photography remains a key focus. The iPhone 17e features a 48-megapixel Fusion camera capable of capturing high-resolution images with strong detail even in lower light. The system also enables an optical-quality 2x Telephoto, effectively giving users two focal lengths from a single camera. Portrait photography has been enhanced through a new image processing pipeline that delivers more natural depth and smoother background blur, while also allowing portrait effects to be applied after a photo is taken. The camera can recognise people as well as pets, automatically storing depth information so users can adjust focus later in the Photos app. Video capabilities include 4K recording with Dolby Vision at up to 60 frames per second, alongside Spatial Audio capture for more immersive playback on compatible Apple devices.

The handset features a 6.1-inch Super Retina XDR display with OLED technology and peak HDR brightness of up to 1200 nits. The screen is protected by Ceramic Shield 2, which Apple says offers three times better scratch resistance than the previous generation, along with improved anti-reflective properties to reduce glare. The device itself is built from aerospace-grade aluminium and carries an IP68 rating for water and dust resistance.

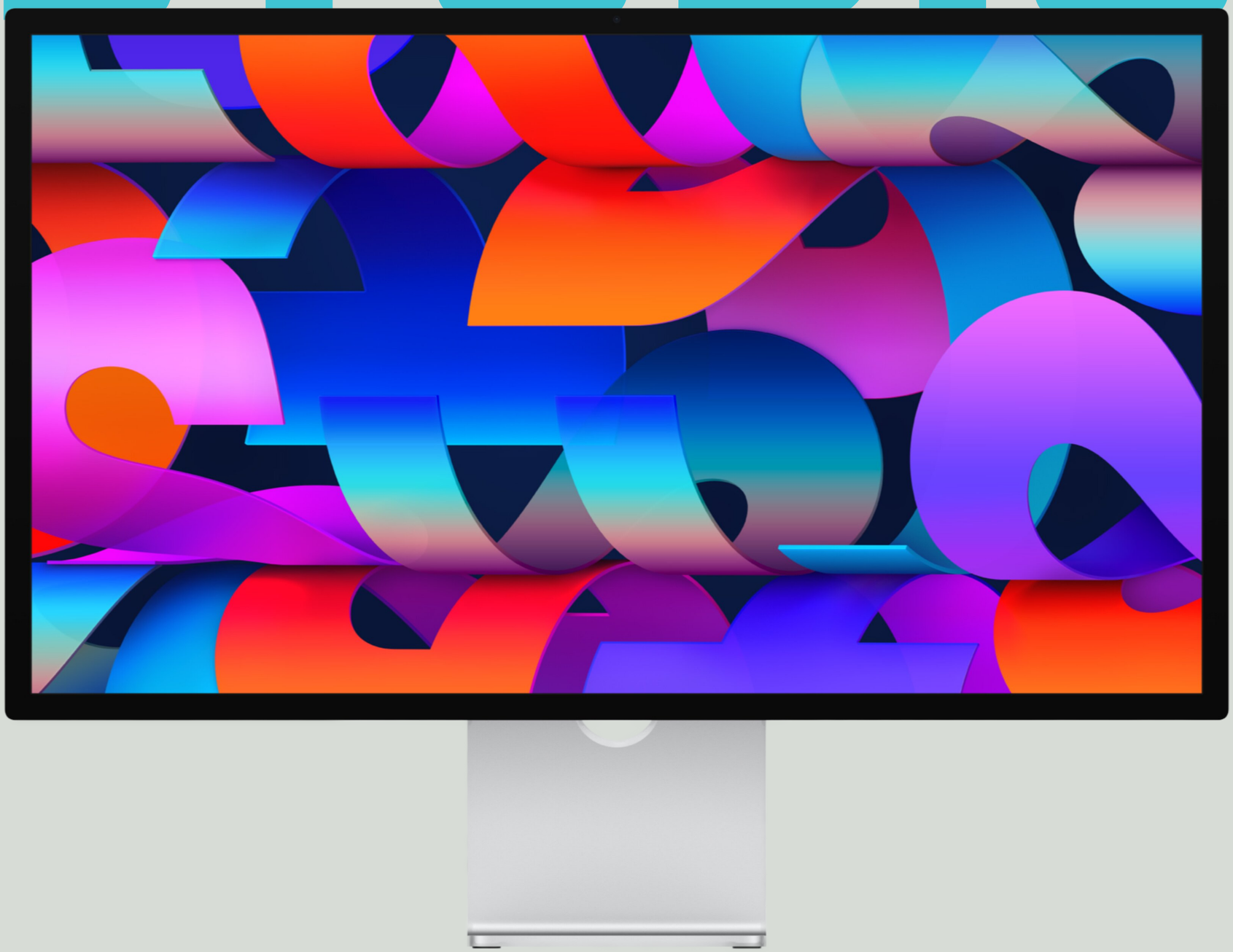
MagSafe support returns, enabling faster wireless charging and compatibility with Apple's growing ecosystem of magnetic accessories, from cases and wallets to stands and chargers. The phone can also charge up to 50 per cent in around 30 minutes using a USB-C connection.

Like the rest of Apple's latest iPhones, the 17e includes satellite connectivity features designed for situations where traditional networks are unavailable. These include Emergency SOS, Roadside Assistance, Messages and location sharing through Find My, allowing users to stay connected even when outside cellular or Wi-Fi coverage.

The iPhone 17e will be available in black, white and a new soft pink finish with a matte texture. It starts with 256GB of storage at £599, doubling the entry storage of its predecessor at the same price and offering significantly more space for photos, videos, apps and games.



STUDIO



Apple's Apple Studio Display continues to position itself as a compelling companion for Mac users, combining striking visual performance with features designed to support a wide range of professional workflows.

The new display appears to feature the same 27-inch 5K Retina panel. With brightness reaching up to 600 nits and support for the P3 wide colour gamut, the screen renders content with rich, lifelike tones that particularly benefit creative work. One of the upgrades is the 12-megapixel camera featuring Centre Stage and Desk View, alongside a studio-quality three-microphone array and a six-speaker audio system. The camera was one of the most complained about aspects of the original Studio display so this is a welcome improvement. The latter includes four force-cancelling woofers and two high-performance tweeters, delivering deeper bass and a more immersive listening experience than earlier generations.

Thunderbolt 5 is the biggest improvement, enabling users to link multiple displays together or attach high-speed accessories, while USB-C ports provide support for peripherals and charging. With a single cable capable of delivering up to 96W of power, even a 14-inch MacBook Pro can be fast-charged while connected. The display is available with either standard glass or optional nano-texture glass for environments with challenging lighting.

The new display launches on the 11th March starting at £1,499.00/AU$2,599.00.

XDR

Apple's Studio Display XDR is where the major improvements lie in the launch of both of the new monitors this month, but also where there is a huge saving on the display it replaces. Built with professionals in mind, the display aims to deliver a combination of cutting-edge panel technology, powerful connectivity and integrated audio-visual tools that support everything from HDR video editing and colour grading to complex 3D rendering.

At the centre of the experience is a 27-inch 5K Retina XDR panel with a resolution of 5120 by 2880, offering exceptional sharpness and fine detail across more than 14 million pixels. Apple pairs this with a sophisticated mini-LED backlighting system that uses 2,304 local dimming zones, allowing the display to control light with remarkable precision. Over four times that of the original model. For standard content the display reaches up to 1,000 nits of brightness, while HDR material can climb as high as 2,000 nits, all supported by an impressive 1,000,000:1 contrast ratio. This level of performance helps HDR footage appear more vivid and dimensional while greatly reducing common visual distractions such as halo and blooming effects.

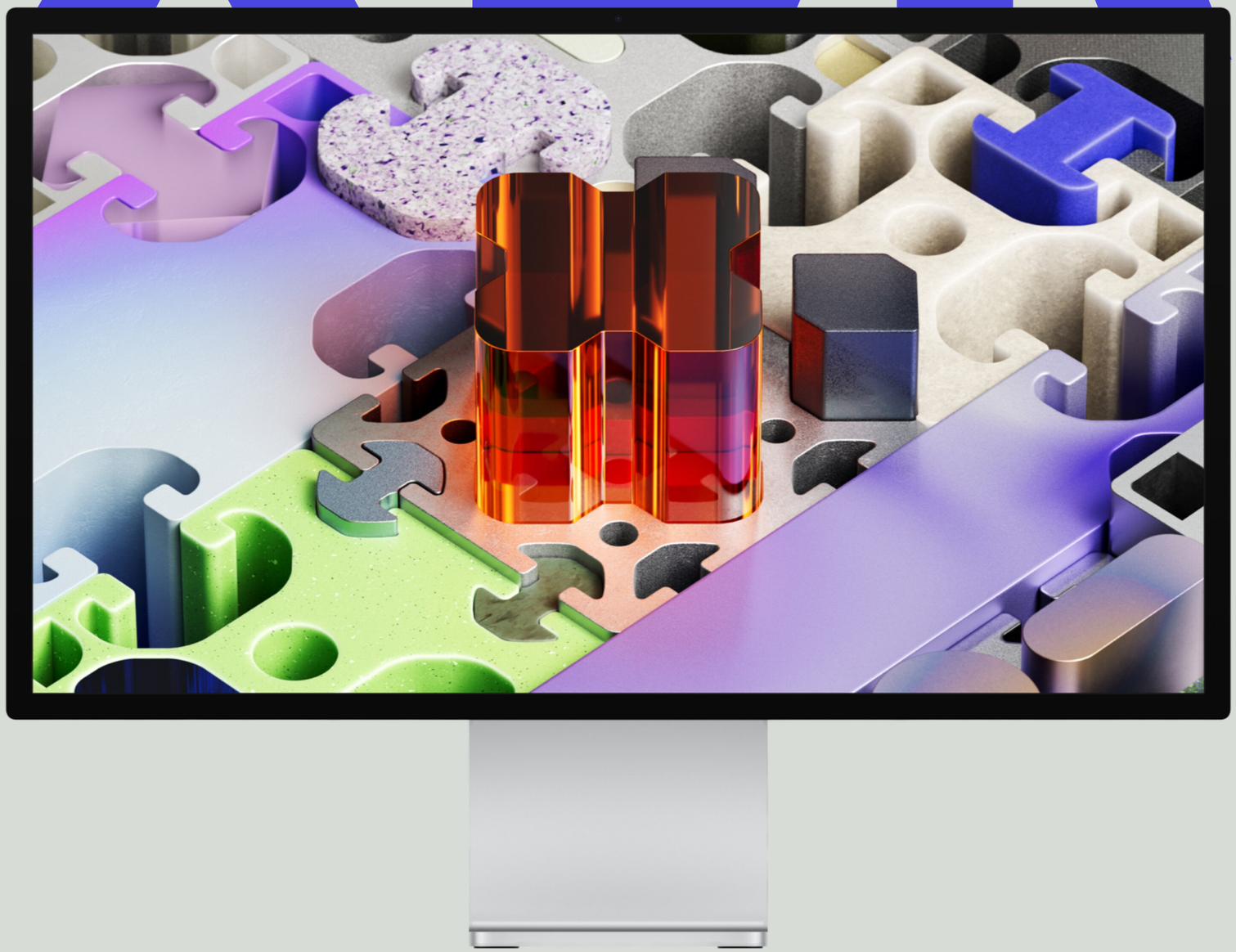
Colour accuracy is another key focus. In addition to the widely used P3 wide colour gamut, the display now supports the Adobe RGB colour space, which is particularly valuable for photographers, designers and print professionals who need highly accurate colour reproduction. Together these colour capabilities deliver more than 80 per cent coverage of the Rec. 2020 standard, providing a strong foundation for HDR video production and advanced colour grading. Apple has also streamlined the process of switching between colour spaces, allowing users to move between P3 and Adobe RGB within a single preset.

Motion performance receives an upgrade as well. The display supports a 120Hz refresh rate, delivering smoother animation and more responsive interaction when working with fast-moving visuals or high-frame-rate content. Adaptive Sync further refines the experience by dynamically adjusting the refresh rate between 47Hz and 120Hz, reducing display latency and ensuring fluid frame delivery.

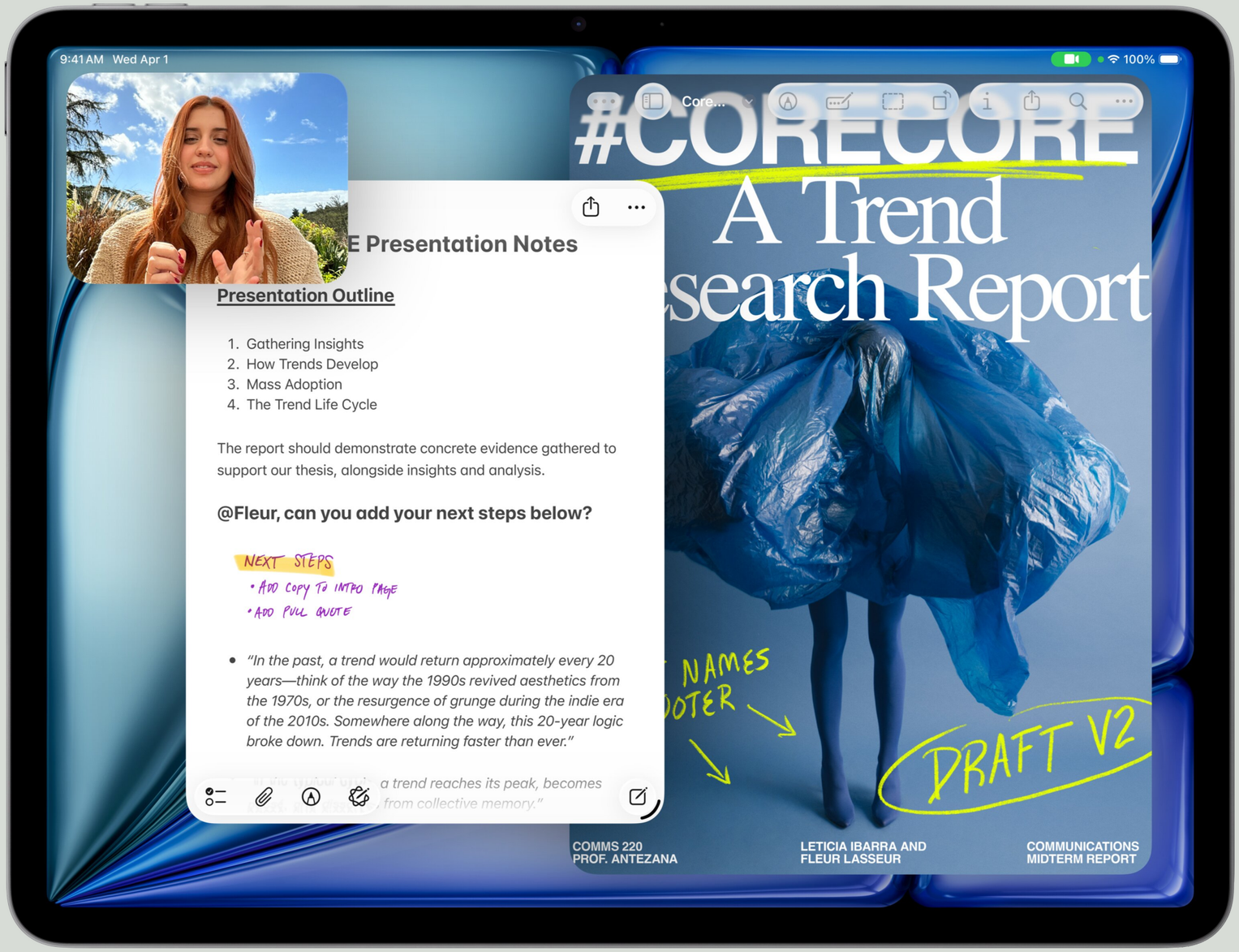
Beyond the panel itself, Apple has built a full suite of communication and audio tools directly into the display. A 12-megapixel Centre Stage camera automatically keeps users framed during video calls, while Desk View can simultaneously show the user and a top-down view of their workspace. A studio-quality three-microphone array with directional beamforming works alongside a six-speaker system that supports Spatial Audio, creating a surprisingly capable setup for conferencing and media playback without additional hardware.

Like the Studio Display, connectivity is centred around Thunderbolt 5, enabling high-speed accessories and the option to daisy-chain additional displays. With two USB-C ports for peripherals and a single cable capable of delivering up to 140W of charging power.

The Studio Display XDR launches the 11th March starting at £2,999.00/AU$5,499.00.



M4 AIR



Apple has unveiled the latest generation of the Apple iPad Air (M4), bringing a substantial performance boost while maintaining the same starting price.

Equipped with Apple's M4 processor, iPad Air gains a noticeable leap in speed compared with previous generations. Featuring an 8-core CPU and a 9-core GPU, the new iPad Air is up to 30 per cent faster than the M3-powered model and up to 2.3 times faster than versions running the M1 chip. In everyday use, that translates to smoother multitasking, faster photo editing and improved video workflows. Creative tools such as Final Cut Pro and Pixelmator Pro benefit from the additional power, allowing users to handle larger files and more complex projects whether they are working at a desk or editing content while travelling.

Graphics performance has also seen a notable improvement. The 9-core GPU supports second-generation hardware-accelerated mesh shading and ray tracing, enabling significantly more advanced visual rendering. Apple says professional 3D rendering with ray tracing can be more than four times faster compared with the M1 generation, delivering more realistic lighting, reflections and shadows in supported applications and games.

Artificial intelligence is another key focus for the new device. The M4 chip includes a 16-core Neural Engine that is three times faster than the one found in the M1-based iPad Air. Combined with a 50 per cent increase in unified memory, bringing the total to 12GB, and memory bandwidth of 120GB per second, the device is better equipped to run AI models directly on the device. This benefits everyday tasks such as searching for objects or text in photos, transcribing lecture notes and using advanced features in apps like Goodnotes.

Connectivity has also been upgraded with Apple-designed wireless chips. The new N1 networking chip introduces support for Wi-Fi 7 alongside Bluetooth 6 and Thread, improving wireless performance and reliability. Cellular models include the C1X modem, which offers faster 5G data speeds and improved energy efficiency compared with the previous generation. Together, these technologies aim to ensure the iPad Air remains capable whether users are working from home, on campus or travelling.

The new iPad Air continues to be offered in two sizes, an 11-inch model for maximum portability and a larger 13-inch version for those who want additional screen space for multitasking. Running iPadOS 26 and supporting accessories such as the Apple Pencil Pro and Apple Magic Keyboard for iPad, the tablet remains a flexible platform for students, creators, professionals and gamers alike.

Pricing remains unchanged, starting at £599.00/AU$999.00 for the 11-inch model and £799.00/AU$1,349.00 for the 13-inch version, with lower pricing available for education customers. Pre-orders are available now, with availability starting on 11 March.