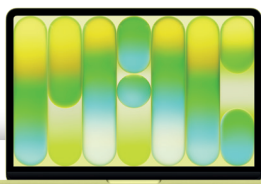
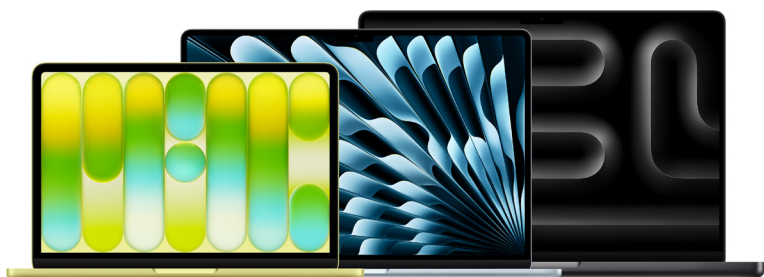


Find the Right Mac for Every Customer

Whether you're looking for an affordable everyday laptop, a powerful business device, or a workstation for demanding creative tasks, there's a Mac designed for the way you work.



MacBook Neo

The easiest way to get started
with Mac

Best for:

- Students
- Frontline workers
- Everyday business users
- Home user

Ideal workloads:

- Email and web browsing
- Microsoft 365 applications
- Video calls
- Presentations and documents
- Day-to-day productivity

Why choose MacBook Neo?

- Great value
- Lightweight and portable
- Up to 16 hours of battery life
- Built in Apple Intelligence
- Seamless integration with iPhone and iPad

Recommended when: affordability and everyday productivity are the priority.



MacBook Air

The perfect balance of
performance and portability

Best for:

- Business professionals
- Mobile workers
- Sales teams
- Managers and executives

Ideal workloads:

- Multitasking across multiple applications
- Microsoft 365 and collaboration tools
- Business reporting and presentations
- Hybrid work environments

Why choose MacBook Air?

- More performance for demanding workloads
- Thin and lightweight design
- Up to 18 hours of battery life
- Increased memory and storage options
- Exceptional portability for work anywhere

Recommended when: customers need more power and flexibility while maintaining portability.



MacBook Pro

Built for professionals who
demand more

Best for:

- Content creators
- Designers
- Developers
- Engineers
- Video production teams

Ideal workloads:

- Video editing
- Software development
- Graphic design
- AI applications
- Performance-intensive workloads

Why choose MacBook Pro?

- Professional grade graphics
- Advanced graphics capabilities
- Liquid Retina XDR display
- Higher memory and storage configurations
- Built for demanding creative and technical workloads

Recommended when: performance, advanced workflows and professional content creation are critical.

Quick Decision Guide

Choose MacBook Neo if your customer wants an affordable, reliable Mac for everyday tasks.
Choose MacBook Air if your customer needs the best all-round business laptop.
Choose MacBook Pro if your customer relies on professional grade performance for creative or technical work.