

New Apple Products

March 2026

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New Apple Products

iPhone 17e

iPad Air

MacBook Air

MacBook Pro

Studio Display (2 models)

MacBook Neo

iPhone 17e

Built to last. Durable Ceramic Shield 2 front with 3x better scratch resistance.

Looooong battery life. Fast charging with USB-C and now with MagSafe.

48MP Fusion camera. Next-generation portraits. 256GB starting storage.

Latest-generation A19 chip. Powerful AAA gaming, 4K streaming, and more.

iOS 26 and Apple Intelligence. Effortlessly helpful every day.

iPhone 17e

from \$599 for 256GB or \$799 for 512GB

Up to
2x faster
CPU performance

Up to
9 more hours 
video playback⁸

Ceramic Shield 2 front with 3x better scratch resistance³



Two advanced cameras in one. 48MP super-high-resolution photos.



4x starting storage
256GB

Fast wireless charging and accessories with MagSafe⁴



iPhone 17e



iPad Air

from \$599 for 11-inch or \$799 for 13-inch

M4 powers Apple Intelligence, incredible performance, and advanced graphics with hardware-accelerated ray tracing, 12GB or RAM, Apple's N1 chip with Wi-Fi support, and the C1X modem in cellular models.

iPadOS and amazing apps let you get things done in magical, intuitive ways.

Apple Intelligence. Create, communicate, and get things done effortlessly.

Magic Keyboard with a 14-key function row and large trackpad.
Apple Pencil Pro for next-level creativity.

Available in 11-inch and 13-inch models. Both with a stunning. Liquid Retina display.

iPad Air



MacBook Air

from \$1099 for 13-inch or \$1299 for 15-inch

The M5 chip isn't just an upgrade, it's a game changer, delivering phenomenal performance. Prepare for liftoff. With the N1 chip, the MacBook Air now has Wi-Fi 7 and Bluetooth 6, and it now come with Apple's 40W Dynamic Power Adapter with 60W Max.

Up to **18 hours** of battery life. Won't call it a day until you do.

A powerful platform for AI. And Apple Intelligence is built right in. Now that's smart.

512GB of storage and 16GB of unified memory. Superfast straight out of the box.

macOS Tahoe features a stunning new design with Liquid Glass, intuitive productivity tools, and a reimagined Spotlight. Fast just flows.

With powerful Continuity features, all your Apple devices work together seamlessly, so you can get things done faster and more efficiently.

MacBook Air



MacBook Pro

from \$1699 for 14-inch or \$2699 for 16-inch

M5, M5 Pro, and M5 Max. One big, powerful family, plus up to twice as fast SSD speeds and a doubled 1TB of base storage. The N1 chip extends to Pro line now for Wi-Fi 7 and Bluetooth 6 support.

A powerful platform for artificial intelligence. Smart to the core.

Longest battery life ever in a Mac. Up to 24 hours. Hit the road, Mac.

Live Activities and the Phone app. Stay in touch without touching your phone.

macOS Tahoe. Stunning new design with Liquid Glass, intuitive productivity tools, and a reimagined Spotlight.

MacBook Pro



Studio Display

from \$1599 for standard glass or
\$1899 for Nano-texture glass

27-inch 5K Retina display 14.7 million pixels
600 nits of brightness, 1 billion colors, P3 wide
color

12MP Center Stage camera with Desk View
Three-mic array

Six speakers with Spatial Audio

Thunderbolt 5

Studio Display XDR

from \$3299 for standard glass or
\$3599 for Nano-texture glass

27-inch 5K Retina XDR display with mini-LED backlight.
Precision for your vision.

Pushes XDR further with 2000 nits peak HDR brightness,
exceptional contrast, and P3 + Adobe RGB wide color
gamut. Dream screen.

120Hz refresh rate delivers ultrasmooth motion. And
Adaptive Sync can adjust to varying frame rates.
How refreshing.

Two Thunderbolt 5 ports. Daisy-chain a second
Studio Display XDR. See your work blossom.

12MP Center Stage camera, three studio-quality mics,
and a six-speaker sound system.
Come through loud and clear.

MacBook Neo

from \$599 at 256GB Magic Keyboard

from \$699 at 512GB Magic Keyboard with Touch ID

Silver, Blush, Citrus, and Indigo. Four stunning colors. One durable design.

Fast for all your everyday tasks. And up to 16 hours of battery life to go, go, go.

13-inch Liquid Retina display. Exceptionally vibrant and bright. One billion colors. Open up and say wow.

A powerful platform for AI. With Apple Intelligence built right in. Smarter than smart.

Magically pairs with your iPhone to unlock even more features.

macOS. Easy to use. Runs all your go-to apps. Puts the fun in functional.

Free software updates. Built-in privacy, security, and antivirus protection. Complete peace of mind.

MacBook Neo

