

# Macbook Air Ad

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# Specs

- 13.3", 1280 x 800 (16:10)
- 1.6 GHz Intel Core 2 Duo
- 2 GB Ram
- Intel GMA X3100
- 80 GB HDD
- 1 2.0 USB Port
- 5 Hour Battery Life
- <http://lowendmac.com/2008/13-macbook-air-early-2008/>

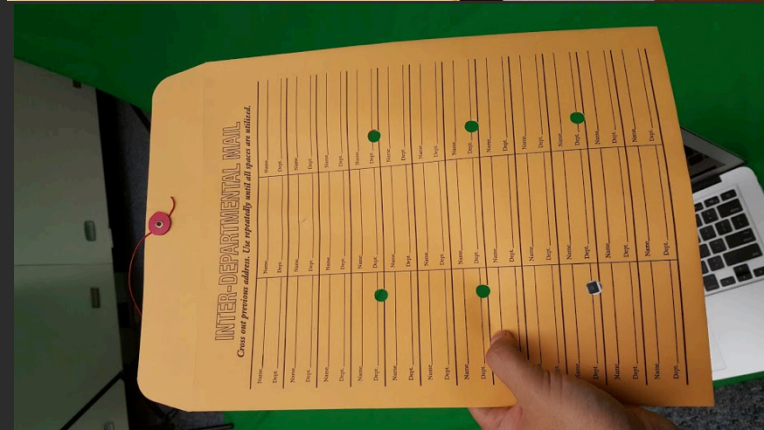
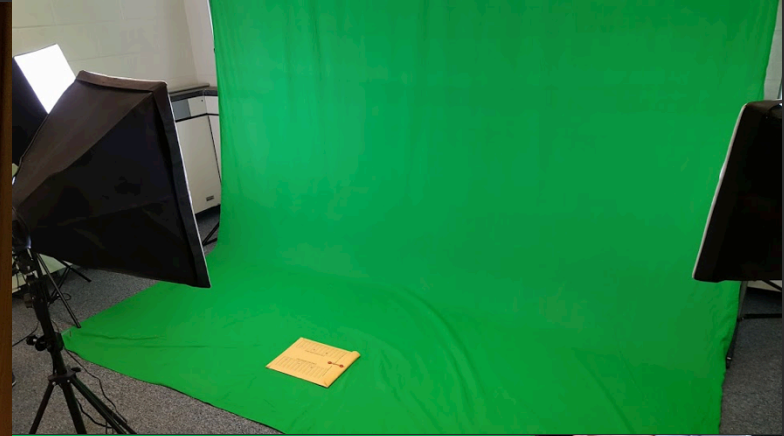
# Background and Importance

- Released January 15th, 2008
- Had no disc drive - influenced a shift to flash memory.
- \$1800, a premium cost for a laptop that lacked the power and features of laptops half the price.
- Impressive battery life - allowed for all day use.
- Convenience and impressive build quality were key for its success.
- Apple sold external CD drive and allowed users to make boot USB drives rather than CDs to accommodate the Air's release.
- <https://www.cnet.com/news/apples-plan-to-wipe-out-disc-drives-is-nearly-complete/>

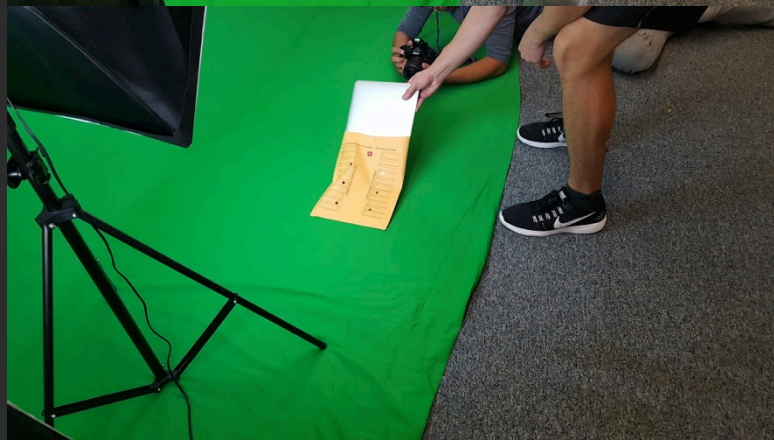
# Team Roles

- Jay - Filming, Editing, Directing
- Kevin - Assistant, Documenter
- Nicholas - Assistant, Hand Model

# The Process



# The Process





# The Process



<https://drive.google.com/file/d/0ByG8ZbCIf9stY0NTZzYyVjc5TmM/view>

