

Apple releases 'powerful' slideshow to help kids convince their parents to buy a Mac

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In the general education computer market, the race between Windows PCs, Apple Macs and Chromebooks is quite exciting. Chromebooks are cheap but often have quite weak configurations, Windows has good software compatibility but copyright costs can increase the price, and Macs are luxurious, have good configurations, great software support, but are clearly also the most expensive. Of course, this is just a general opinion - choosing which machine depends on the specific needs of each person. However, now, Apple is ready to help students "convince" their parents that Macs are the ideal learning device, reasonable to 'open their wallets'.

On its official website, Apple has just published a document titled "Presentation for Parents" - a thick 81-page slide deck to help young people convince their parents to buy a Mac. The document is available in PowerPoint, Google Slides and Keynote formats.

Needless to say, this slide is both business-oriented and contains some pretty funny points. For example:

1. Slide 7 (student voice): *"I really wanted to take my parents to college with me, but I couldn't, so. I'll just take Mac!"*
2. Slide 11 cites *"thoroughly researched evidence"* (sometimes self-conceived) that Macs are superior because they are: durable, reliable, and most importantly - *"fit into your field of study . "*

And that's not all! Apple also included a YouTube video starring comedian Martin Herlihy as a schoolboy struggling to convince his parents to buy him a MacBook - check it out below:

Of course, it's unlikely that any kid would actually use this slide to 'trick' their parents into buying them a Mac. But it's a fun and creative marketing tactic.

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