

MacBook Retina screen may be more expensive than the old version of 100 USD

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>>>New MacBook Pro can be thinner, Retina screen



Retina screen for better image quality. (Photo: Gadgetmasara).

The answer on *Cnet* , senior analyst Richard Shim of NPD DisplaySearch, said that the high-resolution screen with 13.3-inch and 15.4-inch sizes according to Apple's order is available from supplier.

Retina display technology for images, applications and writing on the screen is much sharper and clearer than the old screen. Currently, Retina is only used for iPhone and iPad. A larger resolution allows users to open multiple windows at the same time, while ensuring that the images are displayed crisp and clear.

The fact that Apple put the Retina display on MacBook products, according to Shim, could create the best-performing laptop generation ever. The 15.4-inch Retina display has a resolution of 2,880 x 1,800 pixels with a pixel count of 220 ppi, while the same-sized MacBook screen currently has a pixel count of 110 ppi with 1,440 x 900 pixel resolution.

Meanwhile, with a 13.3-inch Retina, the screen resolution will be 2,560 x 1,600 with a ppi number of 227, almost twice as high as the MacBook Air currently available with 1,440 x 900 pixel resolution.

Shim's prediction, each Retina screen for the MacBook 15 inch will cost about 160 USD to 168 USD, about 60 USD higher than the cost of the screen used on the MacBook and twice the cost. The screen of the 13.3-inch model currently *costs* only 69 USD.

Although Apple retains the same price when launching the iPad 2012 model with Retina display device, however, according to *Richard Shim*, with these improvements, it is likely that users will have to accept higher selling prices for the product. because the cost difference for iPad is only 30 USD per device. Most likely, MacBook models using Apple's new screen will be sold for about \$ 100 more.

"Users will have to choose to pay an additional \$ 100 for 36% higher screen quality," Shim said. If Apple uses this new resolution on the same screen size, it also means that it will have to use a special resolution adjustment mode called HiDPI. This feature has been integrated in OS X 10.7 operating system released in 2011, but there is no official version for users. However, with the Air Display app for iOS, this software has also been unlocked and users can experience HiDPI testing on iPad 3rd generation.

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