

The reason Apple did not change the MacBook Air design

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The last time MacBook Air had a completely new look was at the end of 2010. The question many people have asked is what Apple's design team has been doing for four years when other brands continue to innovate. Apple rivals in turn launched slimmer, lighter laptops, from netbooks to ultrabooks and, recently, the trend of flexible tablet or flip-flop touch screens.



MacBook Air hasn't changed the design since late 2010.

The answer given by PCMag is somewhat simple: the design does not change by frankly speaking, Apple does not need to innovate. MacBook Air has a compact design built into the motherboard, processor chip, flash memory, RAM . and enough battery for the device to be used continuously for 10 hours. MacBook Air version 11 inch screen is the perfect choice for users to prioritize mobility, easy to carry whenever and no less equally iPad 9.7 inch screen. Meanwhile, the 13-inch version is still one of the most compact laptops on the market.

Inside the design minimalism is enough power for users to handle multimedia like Photoshop or Final Cut Pro. From the user side, the attraction of the MacBook Air doesn't change much and Apple won't need to change it if users are satisfied.



Design Mac Pro 2012 compared to Mac Pro 2013.

However, not Apple is a technology innovation innovation. In the past, the "apple flaw" brand often spends a long time developing new designs and will not be surprised if the MacBook Air will have an impressive appearance next time. For example, Mac Pro 2013 is a worthwhile update, especially the design, but since 2003 with the G5 Power Mac, Apple has just changed. Every Apple product launched wants to be imprinted as a symbol in the eyes of professional users, for example Mac Pro 2013 is a tower-like ultra-compact design with a cooling system at the top and bottom of the machine. This device is completely different from the computers on the market.

With the MacBook Air, to be honest, this is not an old design. The touch screen will not bring much benefit to the user while the resolution of 1366 x 768 pixels on the 11 inch model or 1,440 x 900 pixels on the 13-inch model is as good as most current Windows 8 laptops . If you upgrade the screen resolution, Apple will increase the price of the MacBook Air to \$ 1,200 instead of \$ 900 (down \$ 100 compared to the 2013 model) today.

MacBook Air Retina will be a worthwhile improvement in the future but will not be suitable at the present time. Users are satisfied with the MacBook Air thanks to its impressive battery life, good performance and not much attention to the style that is becoming familiar but this is still an excellent design.

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