

HISTORICAL CONTEXT AND SIGNIFICANCE

The original MacBook Air at the time of its release was the thinnest laptop on the market. Apple's first MacBook Air advertisement was skillfully filmed to emphasize and slightly embellish the lightness and thinness of the laptop. Apple, as Apple often does, took a risk by removing the disc drive and ports from their laptop to achieve the impressively thin and light design. Apple, as Apple often does, succeeded and influenced a shift to flash memory and, on a greater scale, the ultrabook revolution.

While the removal of the optical disc drive and a few ports does not seem like a serious concern in 2016, Steve Jobs and Apple took a huge risk. Apple removed features from their laptop and performance came at the cost of its small size. Apple was charging \$1800 for the MacBook Air which was incredibly expensive compared to Windows laptops. Also, the transition to flash memory was not sudden, Apple had to offer ways for its customers to use a disc drive even though it was not offered in the computer. "Apple sold a standalone disc drive for \$79 that could be used with the MacBook Air. Apple also added a feature where Air users could use another computer's disc drive via WiFi. Another measure Apple took was providing recovery tools on USB drives rather than CDs" (Lowensohn 1). Apple had to accommodate the MacBook Air because it was such a revolutionary device.

Upon its release it was very successful because it was the only laptop like it on the market. Journalists no longer had to carry heavy laptops with them, the MacBook Air was the size of a notebook. The lightness and the convenience of such a small laptop was something people were willing to pay top dollar for. For many, the lack of a disc drive was a small cost for the convenience of this laptop. After the Air, Apple began to cut disc drives from all of their computers. Other manufacturers followed suit as the popularity of flash memory drives increased. In 2011, three years after the introduction of the MacBook Air, Intel created the first processors designed for their Ultrabook concept. An Ultrabook would be a powerful and thin laptop, designed to compete directly with Apple's MacBook line. The MacBook was ahead of its time and influenced the Ultrabook revolution.

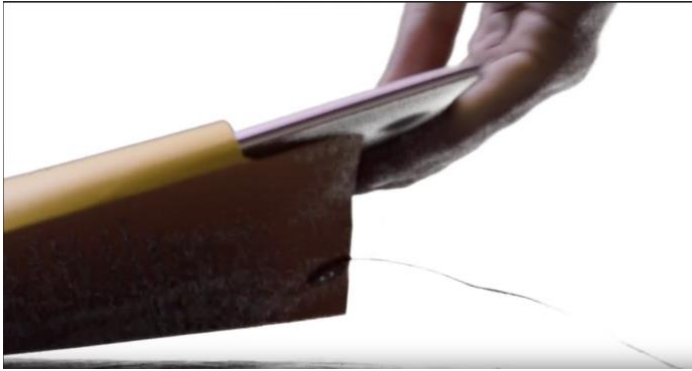
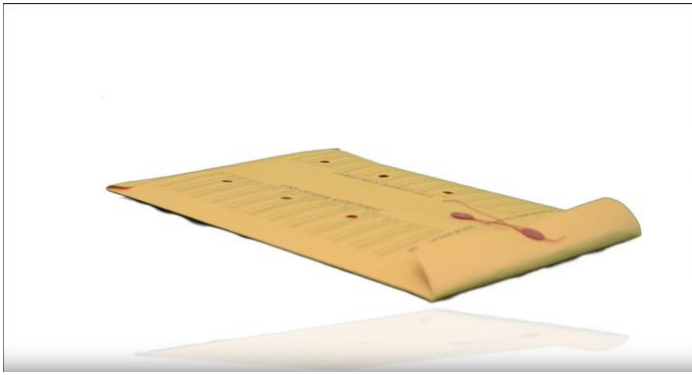
The Macbook Air was provided by Kevin's friend. Jay provided the envelope. In the advertisement, the background was bright and white, so we decided to use a green screen that was provided by Professor Scarlatos. Jay filmed seven scenes with a couple of shots per scene. For some scenes a tripod was used. From attempting to recreate the advertisement, we realized it was a lot more challenging than we originally thought. Getting the correct angle, mimicking the actions of the hand, and even recreating the spinning scene took effort. We also had tried to eliminate as many shadows as possible with special lighting equipment.

For most of the scenes, we shot Macbook on the green screen that was over the floor. We did this so we could recreate a reflection through Final Cut Pro. Nick had to copy the movements of the hand in the advertisement from putting it down, opening the envelope, taking it out, opening the laptop lid, to closing it. We had difficulty recreating the spinning scene. Thanks to Professor Scarlatos, we had a lazy susan to rotate the Macbook. We had many ideas on how to recreate this scene, but we ultimately decided to get a table and cover it with a green screen. The lazy susan was blue so we could chroma key it out just like the green screen. Kevin wrapped a green t-shirt around his arm to spin the laptop and Nick would come in and close the lid. After filming, Jay edited the scenes to recreate the video.

Original advertisement: <https://www.youtube.com/watch?v=E98Ey15Et0w>

Lowensohn Article: <https://www.cnet.com/news/apples-plan-to-wipe-out-disc-drives-is-nearly-complete/>

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



The World's Thinnest Notebook







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