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
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.
Team Roles

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