



Apple Event–March 2026

New iPhone 17e, iPad Air M4, MacBook Air M5, MacBook Pro with M5 Pro and M5 Max, Studio Display 2026, Studio Display XDR, and MacBook Neo

Introduction

- ▶ Apple did not hold a traditional online event for the new Apple hardware products.
- ▶ Instead, on each day March 2nd, March 3rd, and March 4th Apple released new products via PR releases.
- ▶ Apple held an on **March 4, 2026**, in-person, invite-only sessions for media in three major cities: **New York City, London, and Shanghai.**
- ▶ I'll cover the new Apple hardware in the Monday , Tuesday, and Wednesday order.

Monday-New iPhone 17e

- ▶ First Major announcement was the iPhone 17e. It replaces the 16e which has been discontinued.
 - ▶ Yes, some third-party vendors may still have stock for a while
- ▶ The 17e is the same size as the 16e. The screen is identical resolution of 2,532 by 1,170 of the 16e.
- ▶ Three colors Pink, Silver and Black



Monday-New iPhone 17e

- ▶ Big update is the A19 Chip replacing the A18
 - ▶ Decent bump up in performance
- ▶ Still with 48MP single camera on the back 12 MP on the front
- ▶ Magsafe charging returns.
 - ▶ Big improvement over the 7.5 watt Qi of the 16e
 - ▶ But not as quick as the 25 watt charging on the 17 and 17 Pro
- ▶ Base storage is now 256GB up from 128 GB on 16e
 - ▶ Option to go to 512GB
- ▶ Improved C1X modem, faster and less power used.
- ▶ <https://appleinsider.com/articles/26/03/16/iphone-17e-review-welcome-improvements-at-apples-lower-end>

Monday -New iPad Air M4

- ▶ The second big hardware announcement on Monday was the iPad Air M4.
 - ▶ As with the iPhone 16e, Apple has discontinued the iPad Air M3 in both the 11- and 13-inch sizes. Again, third party retailers may have some stock for a while.
- ▶ The biggest upgrade is the M4 Chip that replaces the M3
 - ▶ It benchmarks faster than the M3 Air
 - ▶ Note it is a “binned” Chip 8 core (3 performance + 5 efficiency cores) the M4 Macbook has a 10 core (4 performance + 6 efficiency cores)
- ▶ Now has 12 GB memory as opposed to 8 GB on the M3 Air
- ▶ Apple C1X modem (Cellular)
- ▶ New N1 Wifi chip supports Wifi 7 connectivity
- ▶ <https://www.macrumors.com/guide/m3-vs-m4-ipad-air/>

Monday -Accessories

- ▶ Various new iPhone cases, Apple Watch Bands, cross body straps, etc
- ▶ Just mentioning this for completeness. As fashion, these are very subjective and the members can do there own research.



Tuesday- New MacBook Air M5

- ▶ MacBook Air upgraded to M5 processor
 - ▶ As is becoming a pattern here, M4 MacBook Air discontinued
 - ▶ Good performance increase with M5 chip
- ▶ Comes in 13- and 15-inch sizes.
- ▶ New N1 Wifi chip supports Wifi 7 connectivity
- ▶ Now starts with 512GB storage, options now to 4 TB
 - ▶ Base price 13 inch now \$1099, up from \$999
- ▶ Maintains 16GB Base Memory 24 GB and 32 GB Available
- ▶ <https://arstechnica.com/gadgets/2026/03/m5-macbook-air-review-still-the-best-macbook-for-almost-everybody/>

Tuesday- MacBook Pro M5 Pro and Max

- ▶ Apple introduced the M5 Pro and M5 Max Chips to the Macbook Pro line
 - ▶ Impressive performance
 - ▶ The M5 base 14-inch model remains in production
 - ▶ 2024 MacBook Pro's with M4 dropped
- ▶ New N1 Wifi chip supports Wifi 7 connectivity
- ▶ Base storage Pro is at least 1 TB with Max models 2 TB
- ▶ Interesting review from a non-Mac oriented review website.
- ▶ <https://www.tomshardware.com/laptops/macbooks/apple-macbook-pro-14-inch-m5-max-2026-review>
- ▶ Very techie: <https://arstechnica.com/gadgets/2026/03/m5-pro-and-m5-max-are-surprisingly-big-departures-from-older-apple-silicon/>
- ▶ Only issue is maxed out options make for a very expensive laptop!

Tuesday- Studio Display and Studio Display XDR

- ▶ Apple introduced both the Studio Display and Studio Display XDR
 - ▶ Note the previous 27-inch 5K Studio Display (A13 bionic-2022) and 32-inch 6K Pro XDR displays (2019) have been discontinued.
- ▶ Studio Display is a 5K 27 inch that uses the A19 bionic Chip
 - ▶ It has an improved 12 MP center stage camera
 - ▶ Uses Thunderbolt 5 Ports
- ▶ Studio Display XDR is the premium 27 inch 5K display
 - ▶ 2000 Nit peak brightness
 - ▶ DICOM medical imaging mode
 - ▶ 120 Hz
 - ▶ It has an improved 12 MP center stage camera
- ▶ Neither Display will work with Intel Macs!
- ▶ Great build quality- Many question the price though



Tuesday- Studio Display and Studio Display XDR (cont'd)

- ▶ <https://sixcolors.com/post/2026/03/2026-apple-studio-display-review-the-smallest-of-upgrades/>
- ▶ <https://www.macworld.com/article/3083124/studio-display-xdr-review.html>



Wednesday- Macbook Neo

- ▶ The big final days announcement was the MacBook Neo
- ▶ Incredible amount of technical press coverage on this introduction
- ▶ Apples Video (DEMO) <https://www.youtube.com/watch?v=u3SIKAmPXY4>
- ▶ Biggest point is \$599 pricing (256GB storage) [Education pricing \$499] and \$699 pricing (512MB & touch ID) [Educational pricing \$599]
- ▶ Its resolution and pixel density are very close to the old M1 Air (2408×1506 for the Neo, 2560×1600 for the old Air)
- ▶ No keyboard backlighting
- ▶ Non center stage camera 1080p
- ▶ Two USB C ports One is 10Gbps USB3, second is USB 2 480M bps
 - ▶ No video support on USB2 connector
- ▶ A18 “iPhone” processor has decent benchmarks, outruns the original M1 MacBook Air

Wednesday- Macbook Neo (cont'd)

- ▶ One thing not mentioned was that Apple marketing had been selling the M1 based Macbook Air M1 around \$599. Was showing out of stock, so they may be gone.
- ▶ <https://www.macworld.com/article/2986234/walmart-m1-macbook-air-too-good-to-be-true.html>
- ▶ Many reviews on the Macbook Neo
- ▶ <https://arstechnica.com/gadgets/2026/03/apple-macbook-neo-review-can-a-mac-get-by-with-an-iphones-processor-inside/>
- ▶ The reviews are generally favorable. Some reviewers seem to complain that the Neo does not have everything the top-of-the-line MacBook Pro M5 Max has, but similar reviewers in auto reviews complain the just discontinued Nissan Versa base model (cheapest new car in America) won't outperform the 1258 HP 217 MPH Hybrid McLaren W1. Well, the W1 sold out all of its 399 unit production, and many sold with customization at 2.7 million!

Final Thoughts

- ▶ The laptop market has certainly gotten interesting. The Neo is going to take sales away from the low-end Window laptop market.
- ▶ The Neo may be a good fit for many of you.
- ▶ The Macbook Air M5 is a good step up and probably is as powerful as needed for many of us.
- ▶ The Pros that require the most performance will go to the MacBook Pro M5 Pro/Max
- ▶ You will have to decide what your real needs are and what money you can justify spending.
- ▶ Same thoughts on the iPhone 17e, does it meet your needs?
- ▶ iPad Air M4, if you need more than the base iPad, this should fit the bill. iPad pros may be a bit overkill