



MacBook Neo, AirPods Max 2, iPhone 17e, and everything else Apple announced this month

Summary

Apple announced a series of new products this month, including the iPhone 17e, M4 iPad Air, M5 MacBook Air, new MacBook Pro models, and the AirPods Max 2. The company also unveiled the MacBook Neo, a budget-friendly laptop, and the new Studio Display and Studio Display XDR monitors. Additionally, Apple introduced the M5 Pro and M5 Max chips, designed to enhance AI task performance.

[Aisha Malik](#) 6:15 AM PDT · March 17, 2026



IMAGE CREDITS: APPLE

From a budget-friendly MacBook to a new iPhone, Apple announced a series of new products this month.

The tech giant started things off on March 2 with the new [iPhone 17e](#) and the [M4 iPad Air](#). A day later, Apple announced the [M5 MacBook Air](#), new [MacBook Pro](#) models, new [M5 Pro](#) and [M5 Max](#) chips, and a new [Studio Display and Studio Display XDR](#). On March 4, Apple announced a cheaper MacBook called the [MacBook Neo](#) that runs on a chip similar to the iPad and iPhone.

A week and a half later, Apple dropped a surprise announcement: the [AirPods Max 2](#), the long-awaited successor to its premium headphones that launched in 2020.

If you didn't have time to check out all the new products, we've compiled all the announcements for you right here.

iPhone 17e



Image Credits: Apple

Apple unveiled the latest version of its budget-friendly iPhone line, [the iPhone 17e](#), which retails for \$599 and will be available on March 11.

The smartphone comes with the A19 chip that's found in the base iPhone 17. The base model comes with 256 GB of storage, which is twice the entry storage from the iPhone 16e.

One of the most notable changes from the previous budget iPhone is the addition of MagSafe and Qi2, which supports wireless charging up to 15 W. As

for the camera, the iPhone 17e features the same 48-megapixel camera as the iPhone 16e.

...

The iPhone 17e also features C1X, Apple's latest-generation cellular modem, which is up to 2x faster than the C1 in iPhone 16e, according to Apple. The tech giant says C1X uses 30% less energy than the modem in an iPhone 16 Pro, which allows for better battery life.

The smartphone is available in black, white, and a new soft pink color.

iPad Air M4



Image Credits: Apple

Apple announced the new iPad Air, powered by the M4 chip, making it 30% faster than the M3 iPad Air and 2.3x faster than the M1 version. The new device still retails

for the same price of \$599 for the 11-inch model, and \$799 for the 13-inch model. For educational customers, there's a \$50 discount.

The iPad Air is designed to be faster, thanks to an updated neural engine and more memory, making it better for AI uses.

The iPad Air also features an 8-core CPU and a 9-core GPU, making it a decent option for gaming or photo editing. It also comes with 12GB of unified memory, a 50% increase from the previous model, and the memory bandwidth is now up to 120GB/s. Apple says these upgrades enable users to run AI models faster than on previous generations.

The device comes in four colors: blue, purple, starlight, and space gray. Storage options are 128GB, 256GB, 512GB, and 1TB.

MacBook Pro with M5 Pro and M5 Max



Image Credits: Apple

Alongside the release of the new M5 Pro and M5 Max chips, Apple unveiled updated [MacBook Pro models](#) featuring the latest chipsets. Apple said these new chips were

specifically designed to make its laptops better at handling intensive AI tasks. The new Pro laptops can handle AI tasks up to 4x faster than their respective M4 predecessors.

The M5 Pro and M5 Max chips are up to 4x faster at LLM prompt processing than the M4 Pro and M4 Max, and up to 8x faster at AI image generation than the M1 Pro and M1 Max.

The MacBook Pro features up to 2x faster read/write performance than the last generation and will start at 1TB of storage for the MacBook Pro with M5 Pro, and 2TB for the MacBook Pro with M5 Max. The laptops have up to 24 hours of battery life, and with a 96 W or higher USB-C adapter, users can charge to 50% battery in 30 minutes. The laptops support Thunderbolt 5 and have a six-speaker sound system.

The 14-inch and 16-inch MacBook Pro models with M5 Pro chips start at \$2,199 and \$2,699, respectively, while the models with M5 Max chips start at \$3,599 and \$3,899, and are available in black or silver.

M5 MacBook Ai



Image Credits: Apple

As with the new MacBook Pro models, Apple's new [MacBook Air](#) was designed to be better at handling AI tasks.

The new MacBook Air comes with 18 hours of battery life, which is a six-hour improvement over the 2020 Intel-based Apple laptops, and features a 12 MP Center Stage camera for video calls, a three-mic array, and a sound system with Spatial Audio and Dolby Atmos support. It also features two Thunderbolt 4 ports, a MagSafe charging port, and a standard 3.5 mm headphone jack.

The 13-inch MacBook Air starts at \$1,099 and the 15-inch model starts at \$1,299. They are available in sky blue, midnight, starlight, and silver. The Air now also starts with 512GB of storage, doubling the base capacity of the previous model.

MacBook Neo



Image Credits: Apple

Apple unveiled a low-cost, entry-level laptop called the [MacBook Neo](#), its answer to Google's Chromebook. Starting at \$599, the MacBook Neo is designed for students and users whose tasks don't require intensive workflows like video editing or 3D rendering.

The 13-inch laptop comes in four colors: silver, blush, citrus, and indigo. The base model comes with 256GB of storage, while the \$699 model comes with 512GB of storage, plus Touch ID.

The laptop runs on the A18 Pro chip, which powers the iPhone 16 Pro models, rather than the more powerful, pricey M5 chip that the latest MacBook Air uses.

The MacBook Neo comes with a 1080p FaceTime HD camera and dual microphones, along with speakers on each side that support Spatial Audio. The battery can last up to 16 hours on a single charge, delivered through one of its two USB-C ports.

The MacBook Neo features a five-core GPU and a 16-core Neural Engine, which supports similar levels of gameplay and on-device AI tasks as a recent iPhone.

The laptop is also the [most repairable MacBook](#) in “about fourteen years,” according to [a teardown](#) by how-to website iFixit.

AirPods Max 2



Image Credits: Apple

Apple’s new over-the-ear headphones, the [AirPods Max 2](#), cost \$549, and feature active noise cancellation, Apple’s audio-specific H2 chip, support for live translation, better sound quality, and more. The headphones are available in midnight, starlight, orange, purple, and blue.

Apple says the new headphones’ active noise cancellation (ANC) is up to 1.5x more effective than their predecessor. And the Adaptive Audio feature lets the headphones automatically adjust the levels of ANC and Transparency based on the user’s surroundings to optimize the listening experience.

The company says Transparency mode is now more natural, thanks to a new digital signal-processing algorithm optimized for the H2 chip and the AirPods Max microphone array, so users can stay aware of their surroundings and the people around them.

The headphones also support Camera Remote, a feature that lets you trigger the iPhone or iPad's camera shutter from a distance, along with a Loud Sound Reduction feature that helps protect users from loud environmental noise while preserving the sound signature of what they're listening to.

Studio Display and Studio Display XDR



Image Credits: Apple

Apple unveiled a new [\\$1,599 Studio Display](#) and a [\\$3,299 Studio Display XDR](#). The 27-inch displays come with upgraded cameras and enhanced connectivity. Both feature a 12 MP Center Stage camera, which Apple says delivers improved image quality, and support Desk View, a feature that simultaneously shows your face and an overhead view of your desk.

The displays come with Thunderbolt 5 ports, so they can be connected to accessories and be used to daisy-chain up to four displays (a Thunderbolt 5 Pro cable comes included).

The Studio Display's 5K Retina display has over 14 million pixels, 600 nits of brightness, and supports the P3 wide-gamut color standard that covers a broader range of the visible color spectrum than standards like sRGB.

The Studio Display XDR features a 5K Retina XDR display (5120 x 2880 resolution) that has a mini-LED backlight and more than 2,000 local dimming zones. It can go up to 1,000 nits of SDR brightness and 2000 nits of peak HDR brightness, and has a 1,000,000:1 contrast ratio. It also supports the Adobe RGB color standard.

M5 Pro and M5 Max chips



Image Credits: Apple

The [new chips](#) are engineered around Apple's new Fusion Architecture, an advanced design that includes a powerful CPU, scalable GPU, Media Engine, unified memory controller, Neural Engine, and Thunderbolt 5 capabilities.

Both chips feature an 18-core CPU, marking an upgrade from the 14-core configuration in the M4 Pro and the 16-core in the M4 Max.

The CPU now features six "super cores," which is Apple's term for its highest-performance cores, alongside 12 all-new performance cores. Collectively, the CPU boosts performance by up to 30% for pro workloads.