

Apple MacBook: The Coolest Laptop on the Market

It all started in a garage with an idea to create easy-to-use, low cost computer for the average consumer. That idea germinated to become one of the most innovative computer companies in the world. More than 25 years later, the little company named after a fruit is a household name: Apple. Apple has always been the first name in personal computer innovation and the flagship of the Apple computer line is the MacBook, a laptop that has an integrated design with a singular focus to give consumers simple solutions to everything that they do.

Apple is different from other computer manufacturers in that they are a single company that makes their own hardware, software, and operating system. One of the strong points of the MacBook is it comes loaded with almost everything you need to get started right out of the box: email, web browsing, photo import and editing, word processing, and more. It even comes with a built-in camera and microphone that make live chats and taking quick photos easy without any added hardware.

When it comes to creative interface, capabilities, and usability, Mac cannot be beat. The MacBook puts everything you need to be creative in one package and makes it easier than ever. With iPhoto, iMovie, and GarageBand, you will be amazed at the simplicity, ease, and power of photo, movie and music editing with the Powerbook. It is no wonder that the Powerbook is a favorite in the creative community as its distinctive, white polycarbonate case is an elegantly designed work of art in itself. Coupled by its beautiful glossy screen and artful sensibility throughout, it oozes creativity.

Yet, the MacBook isn't just a pretty case. It is loaded with blazing fast Intel Core 2 Duo processor, NVIDIA graphics card and a SuperDrive that burns DVDs in a flash. Apple is a pioneer in groundbreaking technology and they are all available on the MacBook, including many features you won't find on a PC. Every new Mac comes with the Snow Leopard operating system, which is custom-designed for efficient and solid use. Ever been annoyed with a laptop that is constantly out of power, or needs to be plugged into the wall outlet to stay on? The MacBook battery lasts up to seven hours per charge and boasts up to 1,000 recharges.

While Apple computers aren't completely immune to annoying viruses and malware, the vast majority of computer viruses are written for PCs. Additionally, Macs come secure right out of the box, which means that you will spend less time worrying about your computer being infected and more time at work and play.

Yet, if you are a PC user and are still interested in using Microsoft Office programs such as Word, Excel, and PowerPoint, Mac has compatible versions of this software that work excellently. The MacBook is even Windows compatible, which means that users can share documents with people on PCs and work on a windows network. With a commitment to the environment, Apple has made the Macbook is the most energy efficient laptop on the market. The MacBook doesn't contain toxic materials that are harmful if disposed of and when it does reach the end of its life, it can be recycled because of its desirable materials.

About the Author

Brian Reed. [Macbook](#) - With a singular focus on shopping, Shopping.com offers shoppers easy-to-use search tools, engaging content and time saving navigation, along with millions of unbiased product and merchant reviews from the Epinions community, all in one place.

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