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# Refurbished MacBook Neo Models Launched Following Price Increase

## Description

Apple has commenced sales of refurbished MacBook Neo units via its Certified Refurbished store. This launch occurred shortly after the company increased prices on the laptop and several other products, underscoring its approach to the current market landscape.

The refurbished MacBook Neo is available in four colours: Silver, Citrus, Indigo, and Blush. The entry-level model, featuring 256GB of storage, starts at \$599, while a premium version with Touch ID and 512GB of storage is priced at \$679. Both configurations, totalling eight different refurbished options, allow consumers to choose from the complete colour range.

In contrast to these refurbished prices, Apple's new pricing for the MacBook Neo reflects an increase following its launch in March. The base model now retails at \$699, a rise from the initial \$599. The higher-end version has also experienced a \$100 price hike, now priced at \$799. Consequently, the refurbished options are now available at, or near, the original prices prior to the recent adjustments.

Apple attributes these widespread price hikes to a continuing shortage of memory chips, which has driven up prices for components like RAM and SSD storage used in devices such as the MacBook Neo. The demand from artificial intelligence (AI) servers, which has intensified competition for memory chips, is cited as a significant factor behind this development. Furthermore, the same price increases have been reflected in Apple's Certified Refurbished store, affecting both Macs and iPads.

The MacBook Neo, powered by the A18 Pro chip with 8GB of RAM, features a 13-inch Liquid Retina display, solidifying its position as Apple's most affordable Mac offering.

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## Vocabulary List:

1. **refurbished** //rɪ'fɜːbɪʃt// (adjective): used product repaired, tested, and sold again
2. **underscoring** //ˌʌndər'skɔːrɪŋ// (verb): making a fact or idea seem more important
3. **configurations** //kən'fɪgə'reɪʃənz// (noun): different ways parts are arranged or set
4. **shortage** //ˈʃɔːrtɪdʒ// (noun): not having enough of something needed
5. **intensified** //ɪn'tensɪ'faɪd// (verb): became much stronger or more severe
6. **components** //kəm'pəʊnənts// (noun): parts used to make a device or system

## Comprehension Questions



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## Multiple Choice

1. What is the starting price of the entry-level refurbished MacBook Neo?  
Option: \$599  
Option: \$699  
Option: \$679  
Option: \$799
2. How many different refurbished options are available for the MacBook Neo?  
Option: Four  
Option: Six  
Option: Eight  
Option: Ten
3. What significant feature is included in the premium version of the refurbished MacBook Neo?  
Option: Touch ID  
Option: Face ID  
Option: Retina display  
Option: Faster processor
4. What color is NOT mentioned as an option for the refurbished MacBook Neo?  
Option: Silver  
Option: Citrus  
Option: Indigo  
Option: Gold
5. What is the price of the base model MacBook Neo after the recent price increase?  
Option: \$599  
Option: \$679  
Option: \$699  
Option: \$799
6. What chip powers the MacBook Neo?  
Option: A16 Bionic  
Option: A18 Pro  
Option: M1  
Option: M2



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### True-False

7. Apple has always offered the MacBook Neo at the same price.
8. The higher-end version of the refurbished MacBook Neo is priced at \$799.
9. The refurbished MacBook Neo is available in three colors.
10. Apple's recent price hikes are attributed to a shortage of memory chips.
11. The MacBook Neo features a 15-inch display.
12. Apple has introduced a sale of refurbished MacBook Neo units.

### Gap-Fill

13. The entry-level model of the refurbished MacBook Neo starts at \$ \_\_\_\_\_.
14. The base model MacBook Neo retails for \$ \_\_\_\_\_.
15. Apple has commenced sales of refurbished MacBook Neo units via its Certified Refurbished \_\_\_\_\_.
16. The refurbished MacBook Neo is available in four colours: Silver, Citrus, Indigo, and \_\_\_\_\_.
17. The MacBook Neo features a 13-inch Liquid Retina \_\_\_\_\_ display.
18. Apple attributes the price increases to a continuing shortage of \_\_\_\_\_ chips.

### Answer

**Multiple Choice:** 1. \$599 2. Eight 3. Touch ID 4. Gold 5. \$699 6. A18 Pro

**True-False:** 7. False 8. False 9. False 10. True 11. False 12. True

**Gap-Fill:** 13. 599 14. 699 15. store 16. Blush 17. display 18. memory

### CATEGORY



1. Business - LEVEL6

## **POST TAG**

1. ESL learning
2. esl news
3. Level 6
4. price hike
5. refurbished MacBook
6. tech news

## **Tags**

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