



MacBook Neo in K-12

The Right Device. The Right Moment.
The Right Learning Experience.



Mac just got a seat in every classroom.

There's a new kid on the block: **MacBook Neo**. It's sleek, colorful, capable, affordable and turning heads everywhere.

Schools vary widely in budget and resources. When choosing devices for their students, administrators want devices that *transform* learning, not just get the job done. This means powerful features that meet curricula and students' needs and learning styles. **Mac meets these performance standards, and the \$599 USD education price for the MacBook Neo makes it more accessible for many schools.**

It's nearly impossible to ignore price when choosing a device. But there's a reason you're looking at Apple devices. You know their value is more than the money it takes to obtain one.

MacBook Neo opens new doors for Apple-invested schools. Students can take advantage of Mac as they learn, benefiting from features, interfaces and software that don't exist on iPad. And better yet, the continuity of the Apple ecosystem means they can use either device when it makes sense — without disruption. For schools already running iPad, MacBook Neo is a natural next step, not a rip-and-replace.



So what could a Mac deployment look like at your school? We'll talk through it, covering:

1. **How a device choice influences learning**
2. **Why MacBook Neo benefits learners**
3. **How to manage Mac and iPad without doubling IT work**
4. **What a Mac program could look like at your school**

Not every learning experience requires the same device

Start with the learning. Then choose the device.

You ever file your taxes on your mobile phone? Or try to board a plane with an e-ticket on your laptop? You probably could do these things — but that doesn't mean it makes the most sense for the job.

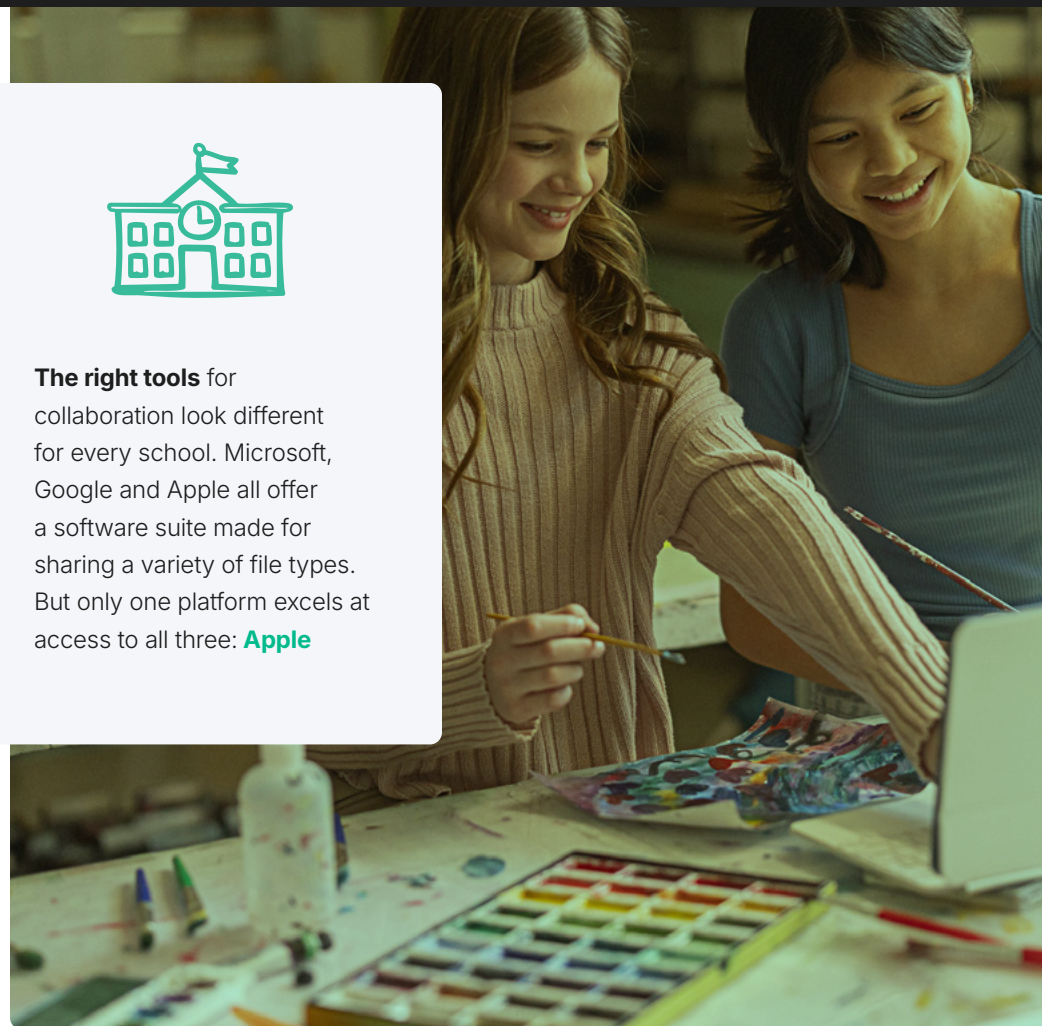
Classroom learning is similar. An iPad might make sense for a student focused on hands-on, touch-first learning — sketching, annotating, creating. A MacBook is probably best for writing a critical analysis of assigned reading or analyzing data from an experiment.

The point is, how a student learns best will be unique for each of them. This often means a different device for each purpose. When we allow students to choose their devices, we reduce the barrier to their optimal learning experience.

MacBook Neo makes this easier than ever. Working in the same ecosystem is one thing — access to shared files, compatibility, familiarity with the interface. But it's *how* these tools work together. You can record a video with iPad, save it in iCloud and edit it with your MacBook. Or you can take advantage of Apple Continuity features like a universal clipboard, app switcher, AirDrop and more. These features mean that devices interplay seamlessly, keeping students focused on their tasks and not fighting with technology.



The right tools for collaboration look different for every school. Microsoft, Google and Apple all offer a software suite made for sharing a variety of file types. But only one platform excels at access to all three: **Apple**



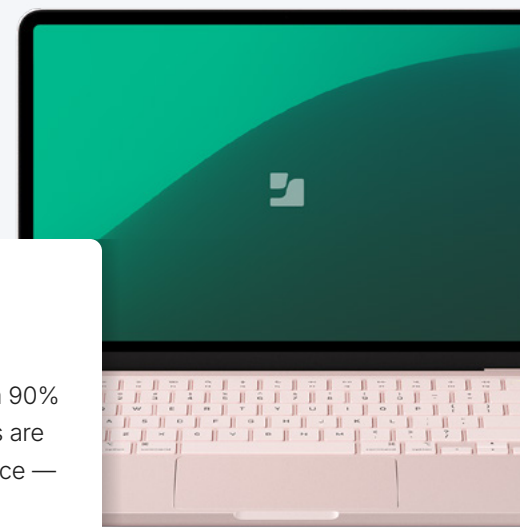
Powerful devices **empower** students

The case for Mac isn't just a cost argument. It's a capability argument.

Yes, cost is important, or even a limiting factor. But beyond cost, what would the “ideal” education device look like? This is going to be different for every school and user. But there are some overlapping concerns:

- **Can the device do what the user needs it to do?**
- **Can the device adapt to evolving needs?**
- **Does the device empower or limit the user?**

You'll likely find that the MacBook Neo meets and exceeds your expectations. Let's chat through it.



Performance that's all that and an **A18 Pro chip**

Powerful processing lets students break out of their web browsers for creativity apps that demand more performance.

Repairs without the nightmares

Those inevitable battery and keyboard replacements are easier than ever before.

Built for **learning and the occasional tussle**

No plastic cases here. Made from 90% recycled aluminum, your students are more likely to keep the same device — all in one piece.

Outlasts even a teenager with an **energy drink**

With a battery life up to 16 hours, students can use their laptop for classwork and homework on a single charge.

Break free with the **full macOS**

Students work in the same native apps used by developers, designers and creators — so the next phase of life feels familiar, not foreign.

That OS stays **fresh (unlike this phrase)**

Apple typically offers supported software updates for 6 or more years after a device is released. Students can trust their device will be running the latest features through secondary school and beyond.

One ecosystem, every usage, fit for purpose.

Managed by Jamf throughout.

Touch-first learning

- ✓ Apps
- ✓ Creativity
- ✓ Reading
- ✓ Interactive lessons
- ✓ Multimedia

DEVICE:

iPad



Notes and annotation

- ✓ Diagrams
- ✓ Sketching
- ✓ Markup
- ✓ Math and science notation
- ✓ Language learning

DEVICE:

iPad + Apple Pencil



Writing and creation

- ✓ Coding and design
- ✓ Research and writing
- ✓ Presentations
- ✓ Video editing
- ✓ Higher education prep

DEVICE:

MacBook Neo



Purpose drives the device selection.

Manage all your devices, complexity not included

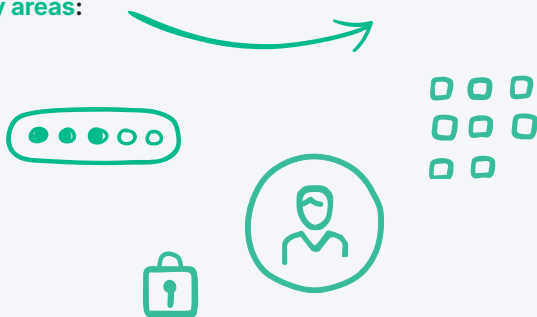
More devices, more problems — unless you have the right platform.

Giving students the option between an iPad and a MacBook Neo helps them optimize their educational journey. And teachers can build lessons based on different platforms. This flexibility is great for learning, but complicated for IT.

While these devices share an ecosystem, their features and way they're used require different management approaches. With sandboxed apps, iPad configurations are simpler and less open to compromise. The powerful versatility of a MacBook Neo means students have a lot of options for creation, but it also opens the door for vulnerabilities.

To make the most out of your devices, IT must manage both in a way that keeps devices secure and classroom workflows smooth.

This shows up in a few **key areas**:



App management

	Unmanaged	Managed by Jamf
App Store apps	Manual downloads, personal Apple IDs	Silent deployment; user or device-based licensing (iPad and Mac)
Non-App Store Apps (Mac)	Manual downloads; risk of unsanctioned or malicious software	App Installers for third-party titles; in-house packages for custom software
Licensing	Manual, no central oversight	Licenses automatically revoked and reassigned
Updates	Manual, inconsistent, labor intensive; no version enforcement	Automatic
Visibility	None	Full inventory across all devices





Authentication

	Unmanaged	Managed by Jamf
Device login	Separate from school credentials	Managed Apple Account or with school identity provider (iPad); school identity provider credentials and Platform Single Sign-On (Mac)
App authentication	Unique login per app	Single Sign-On authenticates across apps for one login per session
Password security	Unenforceable; password reuse likely	Mandated password requirements; passwordless authentication possible (Mac)
Account lifecycle	No central control; accounts abandoned and vulnerable	Automatic revocation and reassignment
Risk	High; multiple credentials, no visibility	Lower; fewer login points and centralized, consistent implementation



Security

	Unmanaged	Managed by Jamf
Password management	No enforcement	Mandated password requirements
Software updates	Manual and inconsistent	IT-enforced minimum versions
Content filtering	Limited to school networks or none; access to harmful content possible	Web filtering and protection; browser and location independent
Threat detection	No visibility	Detects known malware and suspicious behavior for remediation (Mac)
Device restrictions	None	IT can restrict features



Unmanaged devices mean more setup, more tickets and more risk. When something goes wrong — a compromised account, a stolen device — remediation is harder without visibility.

The impact isn't just on IT. Forgotten passwords, missing apps and failed updates cost teachers and students time they don't have.

With the right platform, iPad and MacBook Neo can be configured to support learning without compromising security, privacy or IT workloads.

Jamf makes Apple work for every student

Jamf doesn't just manage devices. It makes them ready for learning.
How? By managing the entire device lifecycle:



Deployment

It's a new school year and your literature classes need a cart of 30 MacBook Neo devices. With Apple School Manager and Jamf, your MDM is added at the point of purchase and devices are enrolled before they even arrive on campus. A Blueprint pushes the right configuration, enforces a password policy, adds bookmarks to your school's library database, and keeps devices up to date. And since these are shared cart laptops, Return to Service wipes each session when a student is done — protecting privacy and resetting the device for the next class.

Security

Students are curious testers of boundaries. When you put powerful devices connected to the internet in front of them, they're bound to explore, even clicking on a link they shouldn't. Endpoint protection and on-device threat prevention keep their Mac devices protected. For both iPad and Mac, content filtering and network threat protection keep them away from dangerous, inappropriate or malicious websites. And with Managed Apple Accounts and identity provider integration, every student has the right access to the right resources — and nothing they shouldn't.

Management

Your literature cart is set up and ready for ongoing management — just like the iPads in the journalism classroom. With Jamf, there's no separate workflow: iPad and Mac are managed in the same platform, with the same logic. A student in both classes logs in with their Managed Apple Account and picks up exactly where they left off, regardless of which device is in front of them. When a new app is needed across both device types, App Installers handles deployment automatically. No manual distribution, no version mismatches, no tickets.

Classroom experience

A student in the journalism class brings in their school-assigned Mac to work on a story. They use their iPad to record some interviews, but they need iMovie to edit them on Mac. With Jamf Teacher, the teacher can push the app to the students' devices. Or the student can download it themselves with Jamf Student — no IT involvement needed. Integration with Apple Classroom lets teachers manage their classroom devices; they can share documents, lock devices to focus attention, launch specific apps and more. These tools and devices all work seamlessly in the Apple ecosystem. This way, devices empower learners, not hold them back.

The Jamf Education Ecosystem



Building a Mac program that lasts

The budget argument for Mac is better than you think

Before your school invests in devices, leaders need to know that they'll offer value that's worth their cost. Mac is already unmatched for its ease of use, features and security — the lower cost of the MacBook Neo means significant gains in return on investment.

Why? Because the MacBook Neo:



Holds its **resell value** and generates **lower refresh costs** over time



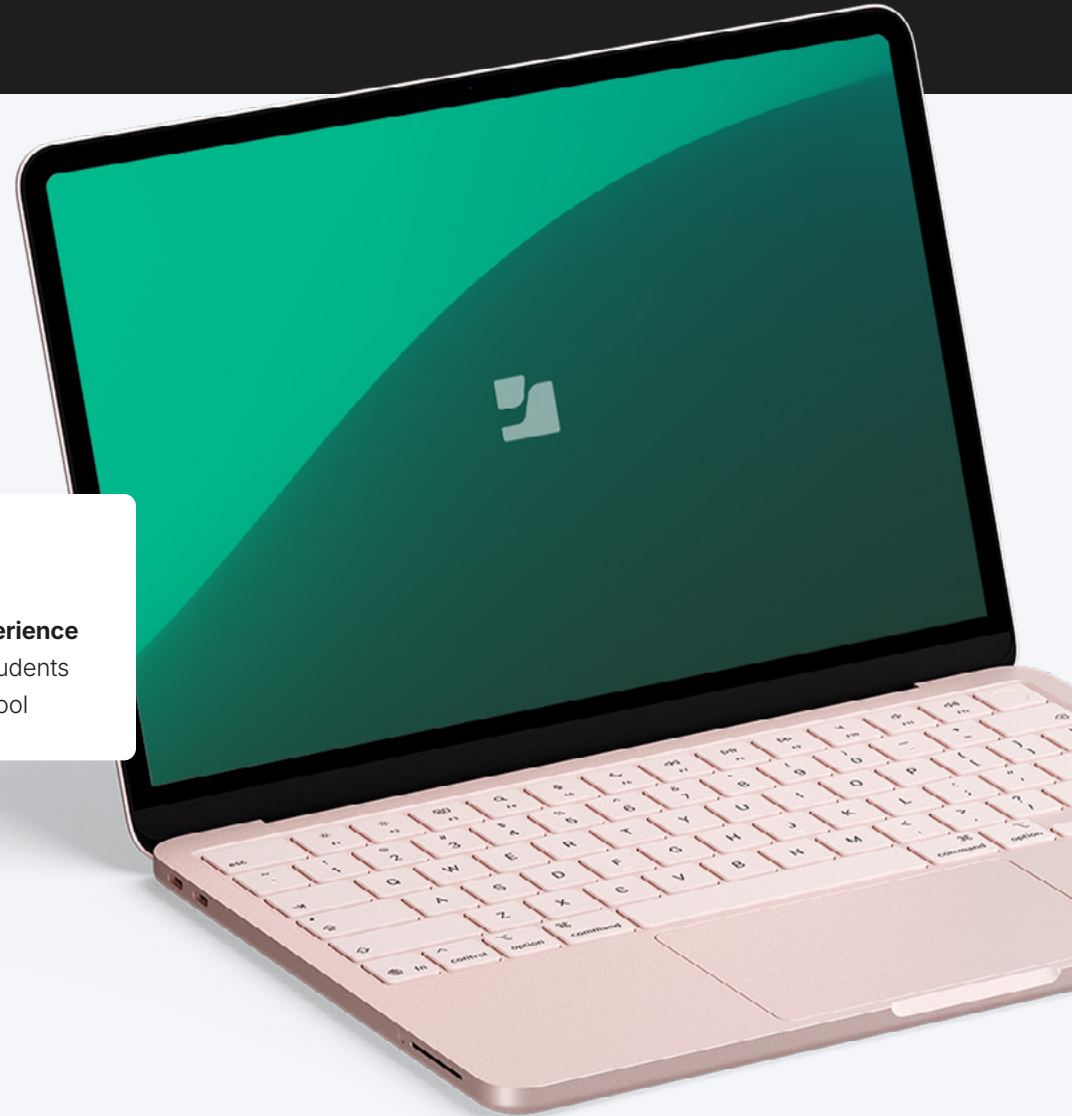
Is **durable** and built to last



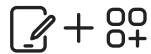
Enhances the **classroom experience** and prepares students for life after school

Despite these benefits, you might be hesitant to complicate your device deployment with an additional student device type. **That's where Jamf comes in.**

With Jamf, it doesn't matter how many iPad or Mac devices you have. IT admins can manage them both from a single console with consistent, overlapping workflows. This means admins get more of their time back to focus on other priorities.



Your device deployment is unique.
But here are some examples of what it might look like:

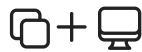


iPad 1:1 + Mac cart

A great place to start for schools that already provide iPads to students. A shared Mac cart gives them the flexibility to use Mac when it makes the most sense.

POSSIBLE USE CASES:

- A class has a unit on coding
- Media labs
- Creative projects



iPad cart + Mac 1:1

For middle grade students or those who prefer Mac. Most of their daily work is done on a laptop, with an iPad to supplement for certain projects.

POSSIBLE USE CASES:

- Using an iPad with sensors for science experiments and Mac for the write up
- Special education classroom where students require different device types
- Senior electives where ongoing personal projects require device continuity



Mac 1:1

For older students, including those preparing for college and beyond. Most work is best done on a laptop.

POSSIBLE USE CASES:

- Long-term creative or technical projects
- Vocational pathways
- Higher ed readiness

The affordability of MacBook Neo is important to its place in your school — but it isn't everything. Learning outcomes are critical too. A device should be powerful enough to address student needs, meet or exceed curriculum design and empower those who use or support the device.

This is where the MacBook Neo value really shines. Your students are likely to notice too: just see how differently they treat their device compared to other laptops.



**The right device.
The right moment.
The right learning
experience.**

MacBook Neo makes Mac accessible. Jamf makes it purposeful. Together they make a program your school can build on — for years, not just this budget cycle.



For the first time, Mac in every classroom.



See how Jamf makes it simple