Apple is going high-end with new ‘Ultra’ products next



Fresh off launching the low-cost MacBook Neo, Apple is reportedly preparing at least three new products that will fit into its highest-end “ultra” lineup. According to *Bloomberg’s* Mark Gruman, the next batch of releases may not bear the “ultra” name, like its Watch, but will all command price premiums over their mainline counterparts.

There’s the oft-rumored foldable iPhone, which is expected to cost around $2,000, and a touchscreen MacBook Pro is supposedly slated for the fall. Those are pretty straightforward plays for the higher end of the market. More interesting are the next-gen AirPods, which are rumored to include cameras to feed visual context to Siri. Since AirPods already use the Pro and Max branding, similar to Apple Silicon, a set of AirPods Ultra could very well be on the docket.

Between the Neo and multiple foldables in the works, it seems that Apple is simultaneously trying to go further up- and down-market.

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