

THE 2023 HOLIDAY TECH GIFT GUIDE



As always, I have used or setup all of these products, so if you have any questions, please contact me!

Apple 15" MacBook Air
tinyurl.com/bp8m3365



This year Apple introduced the first ever larger MacBook Air, and this 15" model is a powerhouse! With an average of 15 hours of battery life, it will last all day. And it has Apple's M2 chip, their in-house chip that replaced Intel chips. These chips are lightning-fast and run much cooler, which is important for a machine that weighs just 3.3 pounds and is 1.15 cm thick. The large trackpad makes it easy to navigate, and the speakers are so good you'd think there was a larger speaker nearby! If you are looking for a new laptop, this is the one!

Apple AirTag, \$29
tinyurl.com/mryb2s38



Keep track of your keys, wallet, luggage, backpack, and more, all in the Find My app. Play a sound on the built-in speaker, or say "Hey Siri, find my gym bag."

Apple AirTags are small, quarter-size discs that you can attach or hide in items that you may need to track. The internal coin-type battery lasts for a year and is easy to replace.

With select iPhone models, Precision Finding can lead you right to your nearby AirTag.

If it's further away, hundreds of millions of Apple devices in the Find My network can help track it down. All are anonymous and encrypted for privacy. AirTag is IP67 water and dust-resistant as well.



Crosley C62 Belt-Drive Record Player With Speakers, \$280
tinyurl.com/pzy4uvf4

The Crosley C62 was designed to be an easy-to-setup and simple turntable system that doesn't break the bank. This fully manual, two-speed (33 1/3 & 45 RPM) turntable is wrapped in a faux walnut veneer. The cartridge is mounted with the standard 1/2" mount, so you can always upgrade your cartridge/stylus combo as your vinyl collection grows. The super minimal, two-knob design makes it easy to switch speeds, turn up the volume, and switch to the built-in Bluetooth receiver if you want to stream music from your favorite digital playlist.

Apple TV 4K with 32GB Storage (2nd Generation) \$135



tinyurl.com/5f77kvn3

As a streaming box to make your non-smart TV smarter, the AppleTV is easy to set up and easy to use. We no longer have cable

service, and the AppleTV gives us everything we need, you can subscribe only to the channels you want and save money over cable fees.

Features:

- Dolby Atmos for immersive, room-filling sound
- A12 Bionic chip gives a big boost to audio, video, and graphics, for even better game and app experiences,
- 4K High Frame Rate HDR with Dolby Vision for fluid, crisp video, Apple Original shows and movies from Apple TV+
- More ways to enjoy your TV with Apple Arcade, Apple Fitness+, and Apple Music
- Private listening with up to two sets of AirPods
- Use AirPlay to share photos, videos, and more from your iPhone, iPad, and Mac on your TV.
- Get a live view of your HomeKit-enabled cameras and control your smart home accessories.



Beats by Dr. Dre Beats Fit Pro Noise-Canceling True Wireless In-Ear Headphones, \$180
tinyurl.com/9t6cedmv

Working out or at work, these earbuds are engineered to consistently pump out high-quality audio. Using this technology and Spatial Audio, the Beats Fit Pro is designed to envelop you in your favorite music, which becomes even more immersive thanks to active noise cancellation technology that actually adapts to your ever-changing environment as you move throughout your day.

Transparency Mode

Sometimes you need to interact with the world around you, but with the Beats Fit Pro, that doesn't mean you need to take out your earbuds. Just activate Transparency Mode to use the external-facing microphones to capture surrounding audio and mix it in with your music.

Apple Features

Beats by Dr. Dre integrated an Apple H1 chip within the earbuds to greatly enhance their abilities when paired

with Apple mobile devices. It adds Automatic Switching, which re-routes your audio as you switch between devices. You also get Audio Sharing, which lets you share music without having to remove an earbud. Audio can be shared with someone who owns another set of compatible Beats headphones or those with Apple AirPods. Dynamic head tracking uses gyroscopes and accelerometers to adjust the sound from your iOS device as you turn your head, for a multi-dimensional experience that makes you feel like you're inside of it. The Beats Fit Pro also lets you use your voice to interact with devices by saying "Hey Siri". And if you lose your Beats Fit Pro, Find My Beats uses Apple's Find My network to help you locate them.

Android Features

Equip your mobile device with the Beats app for Android and you can pair the Beats Fit Pro with a single touch. The app also lets you customize the controls, view battery levels, and update the firmware. It can even help to improve your audio quality with a Fit Test, which you can use to learn which earbud/ear tip setup is right for your ears.

BIRD BUDDY Original Smart Bird Feeder with Camera and Solar Powered. \$299.00
tinyurl.com/szsd3pmb



This High-resolution AI Bird Feeder Camera is equipped with artificial intelligence, it can recognize over 1,000 bird species. Bird Buddy comes in two colors and with a variety of cool add-ons. It also includes a lifetime app membership

for local bird observation and learning.

- Recyclable Plastic Housing
- Designed for Birds' Safety
- Weather-Resistant
- Lightweight



JEFF BOHR
 Naples Mac Help

Jeff is your one stop Mac expert, an Apple Certified Support Professional, and 37-year Mac user. He can be reached at jeff@jeffbohr.com or 239.595.0482