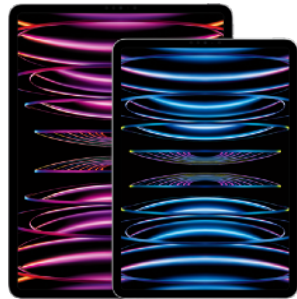


# iPad



## Lineup and customer scenarios

iPad has the power and capability you'd expect from a computer and all the versatility, portability, and simplicity you can only get from iPad. Every iPad is thin and light, features a gorgeous Retina display, incredible performance, and up to 10 hours of battery life. And it has advanced cameras on the front and back and support for Apple Pencil. iPadOS makes iPad more versatile and more capable. Share and communicate with the people who matter. Be more productive. Multitask in a new way with Stage Manager. And with over a million apps designed specifically for iPad, it can become anything you want it to be. So learn a new hobby, use augmented reality to renovate a house, create a business plan, play games, or do almost anything else—all with iPad. The iPad lineup offers something for everyone, from pro features, to everyday multitasking, to the full iPad experience in a compact design.



**iPad Pro 11-inch (4th generation)  
iPad Pro 12.9-inch (6th generation)**

**iPad Air  
(5th generation)**

**iPad  
(10th generation)**

**iPad  
(9th generation)**

**iPad mini  
(6th generation)**

**The ultimate iPad experience with the most advanced technology.**

**Serious performance in a thin and light design.**

**A colorful iPad for the things you do every day.**

**All the essentials in the most affordable iPad.**

**The full iPad experience designed to fit in one hand.**

11-inch Liquid Retina display or 12.9-inch Liquid Retina XDR display, with ProMotion, True Tone, antireflective screen coating, and support for Apple Pencil hover

10.9-inch Liquid Retina display with True Tone, and antireflective screen coating

10.9-inch Liquid Retina display with True Tone

10.2-inch Retina display with True Tone

8.3-inch Liquid Retina display with True Tone, and antireflective screen coating

Apple M2 chip

Apple M1 chip

A14 Bionic chip

A13 Bionic chip

A15 Bionic chip

12MP Wide camera, 10MP Ultra Wide camera

12MP Wide camera

12MP Wide camera

8MP camera

12MP Wide camera

4K video up to 60 fps, ProRes video capture

4K video up to 60 fps

4K video up to 60 fps

1080p HD video

4K video up to 60 fps

LiDAR Scanner

-

-

-

-

TrueDepth camera with 12MP Ultra Wide camera with Center Stage

12MP Ultra Wide camera with Center Stage

12MP Ultra Wide camera located along the landscape edge with Center Stage

12MP Ultra Wide camera with Center Stage

12MP Ultra Wide camera with Center Stage

Face ID

Touch ID, top button

Touch ID, top button

Touch ID, Home button

Touch ID, top button

Four speaker audio with five studio-quality microphones

Two speaker stereo audio in landscape mode

Two speaker stereo audio in landscape mode

Two speaker audio

Two speaker stereo audio in landscape mode

USB-C connector with Thunderbolt / USB 4

USB-C connector

USB-C connector

Lightning connector

USB-C connector

Supports Apple Pencil (2nd generation), Magic Keyboard, Smart Keyboard Folio, and Smart Folio

Supports Apple Pencil (2nd generation), Magic Keyboard, Smart Keyboard Folio, and Smart Folio

Supports Apple Pencil (1st generation), Magic Keyboard Folio, and Smart Folio

Supports Apple Pencil (1st generation), Smart Keyboard, and Smart Cover

Supports Apple Pencil (2nd generation) and Smart Folio

## Discover your customers' interests to recommend the iPad that's right for them

Customers may know which iPad they want, but need more information or reassurance before they're ready to buy. Others may be trying to decide between iPad models or a PC laptop. In every case, let customers know that all iPad models support Apple Pencil, keyboards, and iPadOS, and provide the exceptional experience that only Apple can deliver. Then ask questions about what they want to do with iPad, so you can help them choose the model that's right for them. Here are some examples of customer needs and benefits you could share.



### "Can I use iPad as my main computer?"

You discover he runs a small architecture firm. He sketches and marks up his designs, and he prefers a big screen when he visits clients to review projects.

#### You recommend iPad Pro 12.9-inch

##### You get the largest iPad display

The Liquid Retina XDR display has incredible brightness and industry-leading color accuracy, so your designs will look amazing—on the job site or in the office. With ProMotion, P3 wide color, and True Tone technology, your content always looks fluid and true to life. And the edge-to-edge display gives you plenty of room to sketch.

##### Experience AR with the LiDAR Scanner

With the LiDAR Scanner, you can see a 3D representation of the space around you, place virtual content that interacts with the world like it's a physical object, and add lighting to the scene—like making an AR lamp shine light onto your real desk. When you present your project to your client, the enhanced design will be indistinguishable from the real world.

##### It has power for pro apps

The Apple M2 chip is the fastest chip in an iPad. So iPad Pro is fast and responsive for all the apps you use, even graphics-intensive apps like Procreate, Affinity Designer, AutoCAD, SketchUp, Shapr3D, and Adobe Photoshop. And with support for Apple Pencil hover, you can mark, sketch, and draw with even more precision.

##### Take it with you

It weighs just 1.5 pounds,<sup>1</sup> so you can easily take it when you visit clients. Connect Magic Keyboard or Smart Keyboard Folio for even more versatility. iPad Pro supports the fastest wireless connections with support for Wi-Fi 6E.<sup>2</sup> And when you're away from Wi-Fi, you can stay connected with a cellular data connection with up to 5G speeds. With iPadOS, you can use the Files app to access your files from a server, other devices, and cloud services. And with up to 10 hours of battery life, you can work all day without stopping to charge.



### "I'm deciding between a new Windows PC and iPad."

You discover she uses her iPhone and Windows PC for her job at a consulting company. She travels frequently and uses cloud storage like Box and Microsoft Office 365.

#### You recommend iPad Pro 11-inch

##### It's more than capable for your business needs

With the Apple M2 chip, iPad Pro can run familiar apps like Microsoft Excel and Outlook, and create documents and graphics-intensive presentations. And it's easy to multitask with Stage Manager. You can run the apps you need at the same time in multiple overlapping windows and easily switch between them.

##### See all your work

The 11-inch Liquid Retina display gives you plenty of room to view your apps, documents, presentations, and more. True Tone adjusts the color temperature for a comfortable viewing experience—on an airplane or in a conference room. And iPad Pro is thin and light, so you can take it anywhere.

##### Add a keyboard and trackpad

With Magic Keyboard, you'll get a comfortable typing experience, a trackpad for precision tasks like editing a spreadsheet, a USB-C port for charging, and front and back protection. And with the floating cantilever design, you can smoothly adjust to the perfect viewing angle.

##### It's designed to work with iPhone

iPad works with iPhone in ways no PC can. Receive messages right on your iPad. Start an email, note, text, and more on your iPhone and finish it on your iPad Pro. And copying and pasting text and images between iPhone and iPad is seamless.

##### Stay connected to the office

You can use the Wi-Fi + Cellular model on 5G cellular networks to connect to your company's systems and take video conference calls. And you don't have to worry about stopping to charge because iPad Pro has up to 10 hours of battery life.



## “ I edit photos and videos for work.”

You discover he works for a media company. He’s often on location capturing photos and video, and he wants a device that works with his iMac in the office.

### You recommend iPad Pro 12.9-inch

#### You get the ultimate iPad display

The large Liquid Retina XDR display delivers Extreme Dynamic Range, perfect for your video workflows with HDR content, including Dolby Vision video. With extremely high brightness and high contrast ratio, you’ll see every detail in the darkest shadows and brightest highlights. And Reference Mode in iPadOS can display reference color for popular color standards, as well as SDR and HDR video formats.

#### Get creative

The Apple M2 chip is the fastest chip in an iPad, so you get a powerful and responsive experience with amazing graphics performance. With M2, you can use the pro camera system to take Smart HDR4 photos and ProRes video. You’ll love working with 4K HDR and ProRes video in apps like Final Cut Pro for iPad or on large photo projects in Adobe Photoshop.

#### Easily move your files around

A USB-C connector with support for Thunderbolt / USB 4 means you can quickly import photos and videos from a camera. And backing up critical project files to external storage is faster than ever. With up to 2TB of storage built into iPad Pro, you’ll have plenty of space to keep important files on hand at all times.

#### Try Apple Pencil and Magic Keyboard

With Apple Pencil (2nd generation), you can make precise edits to photos, fine-tune every detail, draw storyboards, and add illustrations. Connect Magic Keyboard for a great typing experience and to take use familiar keyboard shortcuts in pro apps, including Final Cut Pro for iPad.

#### Work away from the office

iPad Pro (12.9-inch) weighs just 1.5 pounds,<sup>1</sup> so you can easily take it on location. When you’re away from Wi-Fi, stay connected with a cellular data connection with fast speeds up to 5G, so your photos and videos stay backed up to the cloud. With iPadOS, you can use the Files app to access your files from a server, other devices, and cloud services. And with up to 10 hours of battery life, you can work all day without stopping to charge.



## “ I want to replace my old tablet.”

You discover he uses his tablet to watch videos and play games. He’s noticed that his favorite apps look better on his friend’s iPad, but he’s price-conscious and worried that it might be hard to move from Android to iPadOS.

### You recommend iPad (9th generation)

#### You’ll love the display

Watching videos and playing games is a great experience on the 10.2-inch Retina display. True Tone adjusts color temperature to ambient lighting for a more comfortable viewing experience indoors and out. And iPad apps are designed for the large display. They’re not stretched-out versions of phone apps like you may have on your old tablet.

#### It’s powerful yet affordable

With the A13 Bionic chip, you have amazing performance and graphics for games. Apps also launch quickly and run smoothly. Take pictures or FaceTime friends with advanced front and back cameras, and Center Stage helps you stay in frame.

#### Movies and shows are easy to find

In the App Store, editorials and categories keep you up to date on the latest titles. Apple TV+ and Apple News+ are easy ways to get the latest entertainment and news.

#### It’s simple to switch

The Move to iOS app makes it easy to securely and wirelessly transfer your important stuff—like contacts, calendars, and mail accounts—from your Android tablet to iPad.

#### You get a game console

With Apple Arcade, you’ll have access to new and exclusive games. And with iPadOS, you can even connect and play using Xbox and PlayStation controllers. Add noise-cancelling AirPods Pro or Beats Studio<sup>3</sup> Wireless headphones to complete your gaming setup.

#### Get all-day battery life

iPad delivers up to 10 hours of battery life so you can take movies and games on the go.



## “Should I choose iPad or iPad Air?”

You discover that he’s a student in college. He needs something portable to take notes, write papers, create presentations, and play games when he’s done for the day. He’s involved in clubs around campus so he’s always on the go.

### You recommend iPad Air

#### It’s a perfect classroom companion

iPad Air supports Apple Pencil (2nd generation), so you can take notes and diagram concepts in class. With iPadOS, turn your handwriting into text with Scribble<sup>3</sup> and draw perfect shapes with shape recognition. Access desktop-class apps and use Stage Manager to organize windows on iPad when you work on school projects or plan club activities. And recording lectures is simple using the built-in cameras and microphones.

#### It’s powerful and portable

With the breakthrough M1 chip, you’ll have all the performance you need to create a presentation, play graphics-intensive games, or shoot and edit a 4K video project. And iPad Air delivers all-day battery life in a slim, lightweight design you can take anywhere.

#### Work collaboratively

Advanced Wi-Fi 6 and 5G connectivity on the cellular model mean you can stay in touch on the go. Collaborate in web apps like Google Docs, Squarespace, and WordPress in Safari. And share projects by plugging in a thumb drive from a classmate, or connecting to a shared folder on a server.

#### Do more with Magic Keyboard

With full-size, backlit keys, you get a quiet and responsive typing experience. Use the built-in trackpad to edit and manipulate text easily. And with the floating cantilever design, you can adjust to the perfect viewing angle no matter where you are on campus.

#### You get a great value

You’ll enjoy amazing graphics, great storage capacity, and a large 10.9-inch Liquid Retina display with True Tone for reading textbooks and reviewing your notes—for a great price.



## “Does iPad mini really do everything iPad can do?”

You discover this is her first tablet. She needs something to manage her family budget and schedule. She’s involved in her kids’ school activities and wants something portable with access to her files.

### You recommend iPad mini

#### It’s compact and powerful

iPad mini fits in one hand and slips easily into a bag or backpack. It comes with the A15 Bionic chip, so iPad mini is capable of tackling all your everyday tasks. Apple Pencil (2nd generation) stays with you on the go because it attaches magnetically and charges wirelessly. You can take notes, mark up documents and photos, and handwrite into any text field with Scribble.<sup>3</sup>

#### Stay connected

With Wi-Fi 6 and 5G connectivity on the cellular model, you’ll have high-speed data for accessing all your files and staying in touch no matter where you are. And the Files app provides a central location where you can browse, search, and organize family budget files, kids’ school projects, and all your digital documents. You also have a USB-C port for charging or connecting to external devices like drives, cameras, and monitors.

#### Cameras capture all the action

The advanced 12MP back camera is great for capturing photos and videos at a soccer game or piano recital. And the 12MP Ultra Wide front camera with Center Stage automatically keeps you in frame on video calls even if you move around.

#### Use apps for everyday tasks

Use built-in apps to be productive and creative, like Numbers for the family budget, Clips for fun family videos, and Calendar for your schedules. And the over 1 million apps on the App Store that are designed for the larger iPad displays also work on iPad mini. So you can use GoodNotes for to-do lists or Pixelmator Photo to edit photos of your family.

#### You get support when you need it

With AppleCare+ for iPad, you can get technical support from Apple experts 24/7.



## “ I’m looking to upgrade my iPad.”

You discover she uses her iPad Air 2 to stay in touch with friends and family. She wants something faster for photo and video editing. And she’s interested in Apple Pencil.

### You recommend iPad Air

#### It has the power you need

iPad Air features the M1 chip for an up to 60 percent increase in CPU performance, and graphics performance that’s up to two times faster than the previous generation. So you’ll be amazed how much faster and more responsive it is than your current iPad. Apps will load quickly, and you can easily run multiple apps at once. And with five colorful finishes, you can pick one that matches your personal style.

#### You get a stunning display for photos

The 10.9-inch Liquid Retina display with P3 wide color gamut will make your photos and videos look vibrant. The all-screen design offers significantly more display area in a design that’s nearly the same size as iPad Air 2. And even with a larger display, iPad Air is still thinner than the thinnest laptop and weighs just one pound.<sup>1</sup>

#### Create your own photo studio

iPad Air supports Apple Pencil (2nd generation) for even greater precision when you retouch photos. And it has a USB-C connection, so you can use the accessories you already have, like an SD card reader. Whether you’re using the built-in editor in iPadOS or apps like Pixelmator Photo, editing videos and photos on iPad Air is powerful, yet easy and intuitive. Many iPad apps, like Adobe Lightroom CC and Procreate, work with Apple Pencil, too.

#### Stay in touch

Center Stage on the 12MP Ultra Wide front camera automatically keeps you in frame, so it’s great for video calls. Add AirPods to talk without cables getting in the way. And with iCloud Photos, the photos you shoot on your iPhone automatically appear on all your devices. So you can edit on iPad Air and share them.



## “ Can I run my business with iPad?”

You discover she’s a freelance interior designer. She needs something portable to create and share designs with clients, manage invoices, and keep track of her business’ finances.

### You recommend iPad Pro 11-inch

#### You get pro features

The pro cameras, LiDAR Scanner, M2 chip, and built-in sensors make iPad Pro perfect for interior designers. So you can create a 3D representation of a room, and bring designs to life with augmented reality.

#### Add Apple Pencil and Magic Keyboard

Add notes to photos during client meetings and sketch designs with Apple Pencil (2nd generation). And if you need to type, simply connect Magic Keyboard to send emails and prepare budgets. You can even use the built-in trackpad for tasks like editing a spreadsheet.

#### It has the business apps you need

iPad Pro comes with great built-in apps like Pages, Numbers, and Keynote. And you can find thousands of business apps on the App Store, like Microsoft Office and Excel. Scan your invoices with Scanner Pro, manage your accounting with QuickBooks, sign documents with SignEasy, and more. And with Stage Manager, you can enjoy an entirely new way to multitask on iPad and external displays.<sup>4</sup>

#### Work on the go

With the Ultra Wide camera on the front, it’s easy to connect with clients using video-calling apps, and Center Stage keeps you perfectly in view. Stay in touch anywhere with 5G connectivity on the cellular model, and connect to your file servers with iPadOS and the Files app. And you get up to 10 hours of battery life, so you can take iPad Pro with you all day.

#### Keep your business private

Everything on your iPad is protected through the security of Face ID. So your client contacts, files, and photos stay private.



## “ I want to get an iPad for my daughter.”

You discover his daughter is in high school and loves her iPhone. She wants to use iPad for schoolwork and talking with friends.

### You recommend iPad (10th generation)

#### She can take notes and sketch

With Apple Pencil (1st generation),<sup>5</sup> she can annotate and mark up documents, draw, write a journal, or take notes in class. And with iPadOS, she can write in any text field with Scribble,<sup>3</sup> turn handwritten notes into typed text, and convert sketches into perfect shapes. And she can simply attach the Magic Keyboard Folio to type an email or long paper.

#### She can stay productive and be creative

Pages, Numbers, and Keynote are built into iPad, so she can write papers or build spreadsheets and presentations right away. Microsoft Office and Google apps work on iPad, too. The App Store has an Education category where she can find more apps, like augmented reality apps to make learning more fun and immersive. And with the advanced 12MP back camera, she can take high-resolution photos and detailed 4K video for school projects, and scan documents and study materials.

#### It's portable and durable

iPad is thin and light, so it's easy for her to carry around. And you can get her a colorful Smart Folio for front and back protection.

#### She can connect with friends

When she's on video calls for a group project, the 12MP Ultra Wide camera along the landscape edge supports Center Stage, so she's always in frame. And with iCloud, iPad keeps her photos, messages, and contacts up to date between iPhone and iPad. So she can text and FaceTime with friends right from her iPad.

#### You can manage her iPad usage

Use Screen Time to see how much time you and your daughter spend on your devices. You can also limit time in some apps.

#### It's a great value

iPad delivers the perfect balance of power for all her schoolwork and the portability to do it anywhere—and it comes in four vibrant colors for her to choose from.



## “ I want an iPad that I can take with me everywhere.”

You discover she is a self-employed electrician who travels to clients' homes. She wants to stay organized, connected, and productive throughout the day.

### You recommend iPad mini

#### Enjoy a versatile iPad in its most portable form

iPad mini is thin and light and offers the amazing iPad experience in its most compact form. It fits in the palm of your hand and easily into a jacket pocket. The powerful A15 Bionic chip delivers fast performance for any task and the 8.3-inch Liquid Retina display has advanced display technologies, like True Tone for a more comfortable viewing experience whether you're indoors or outside.

#### Always stay connected

When you're away from Wi-Fi, stay connected with fast 5G speeds. Whether you're remotely collaborating with clients from your car or uploading plans for their review, iPad mini has you covered. It delivers up to 10 hours of battery life for your entire workday.

#### Apps and features available for all tasks

Multitasking features and Quick Note make getting things done even easier. Numbers, Pages, and Keynote are built into iPad, so you can easily access spreadsheets and documents. And Microsoft Office and Google apps work on iPad, too.

#### You get advanced cameras and accessories

With advanced front and back cameras, you can take pictures while servicing homes and scan documents for a client's signature. With Apple Pencil (2nd generation), you can capture every thought while onsite or annotate and mark up proposals.

#### Your business stays safe

iPad mini helps keep your files protected and secure with Touch ID. Use Touch ID to unlock your iPad mini with just your fingerprint to access files right away or make payments while you are on the go.

<sup>1</sup> Size and weight vary by configuration and manufacturing process. <sup>2</sup> Wi-Fi 6E not available in China mainland and Japan. <sup>3</sup> Works on devices with a software keyboard. Keyboard languages are subject to availability. <sup>4</sup> Available on iPad Pro 12.9-inch (5th generation and later), iPad Pro 11-inch (3rd generation and later), and iPad Air (5th generation). <sup>5</sup> USB-C to Apple Pencil Adapter required to work with iPad (10th generation). Subject to availability.