

Lineup and customer scenarios

iPad has the performance and capability you’d expect from a computer, and 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 and keyboards. iPadOS 18 brings powerful intelligence along with a big update to apps designed for the distinct capabilities of iPad and new ways to get things done that have been reimaged with Apple Pencil. 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—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
iPad Pro 13-inch



iPad Air 11-inch
iPad Air 13-inch



iPad



iPad mini

The ultimate iPad experience with the most advanced technology.	Serious performance in a thin and light design.	The colorful, all-screen iPad for the things you do every day.	The full iPad experience in an ultraportable design.
Ultra Retina XDR display with tandem OLED, ProMotion, P3 wide color, True Tone, antireflective screen coating, nano-texture glass option on 1TB and 2TB models, and support for Apple Pencil hover	Liquid Retina display with P3 wide color, True Tone, antireflective screen coating, and support for Apple Pencil hover	11-inch Liquid Retina display with True Tone	8.3-inch Liquid Retina display with P3 wide color, True Tone, and antireflective screen coating
Apple M4 chip	Apple M3 chip	A16 chip	A17 Pro chip
Apple Intelligence	Apple Intelligence	-	Apple Intelligence
12MP Wide camera, adaptive True Tone flash	12MP Wide camera	12MP Wide 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	4K video up to 60 fps
LiDAR Scanner	-	-	-
12MP Center Stage front camera with TrueDepth camera system	12MP Center Stage front camera	12MP Center Stage front camera	12MP Center Stage front camera
Face ID	Touch ID in top button	Touch ID in top button	Touch ID in top button
Four-speaker stereo audio with studio-quality four-mic array	Two-speaker stereo audio in landscape mode	Two-speaker stereo audio in landscape mode	Two-speaker stereo audio in landscape mode
USB-C connector with support for Thunderbolt / USB 4	USB-C connector	USB-C connector	USB-C connector
Supports Apple Pencil Pro, Apple Pencil (USB-C), Magic Keyboard for iPad Pro, and Smart Folio	Supports Apple Pencil Pro, Apple Pencil (USB-C), Magic Keyboard, and Smart Folio	Supports Apple Pencil (USB-C), Apple Pencil (1st generation), Magic Keyboard Folio, and Smart Folio	Supports Apple Pencil Pro, Apple Pencil (USB-C), 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 designs and often marks up his projects, and he prefers a big screen when he visits clients to review projects.

You recommend iPad Pro 13-inch (Wi-Fi + Cellular)

You get the world's most advanced display

The Ultra Retina XDR display has incredible brightness and industry-leading color accuracy, so your designs will look amazing—on a job site or in the office. With ProMotion, P3 wide color, and True Tone technology, your content always looks fluid and true to life. The expansive display gives you plenty of room to sketch, and Apple Pencil Pro is perfect for illustrating new designs or marking up plans.

Take it with you

iPad Pro 13-inch is the thinnest Apple product ever and weighs 1.28 pounds,¹ so you can easily take it on client visits. Connect Apple Pencil Pro or Magic Keyboard for greater versatility. The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds³ when you're traveling or at a job site without Wi-Fi. With Apple Intelligence,⁴ you can use Writing Tools to summarize emails. And with iPadOS, you can use the Files app to access your files from a server, other devices, and cloud services, or download iCloud files and they'll sync when you're online. With all-day battery life, you can work all day without stopping to charge.

Power for pro apps

The Apple M4 chip is the fastest chip in an iPad. So iPad Pro is fast and responsive for the most demanding apps, including Procreate, Morpholio Trace, AutoCAD, SketchUp, Adobe Photoshop, Shapr3D, and Affinity Designer 2.

Experience AR with the LiDAR Scanner

With the LiDAR Scanner, you can capture 3D models of the space around you, view virtual models that interact with the real world like they're physical objects, and add realistic lighting to a 3D scene—like making an AR lamp shine light on your real desk.



"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 365.

You recommend iPad Pro 11-inch (Wi-Fi + Cellular)

It's more than capable for your business needs

With the Apple M4 chip, iPad Pro can run familiar apps like Microsoft 365, and create detailed documents and presentations. It's easy to multitask with Stage Manager⁵ so you can run your apps at the same time in multiple overlapping windows. And with live audio transcription, you can get an intelligently created summary of key points from your audio recording from a business meeting.

Stay connected on the go

iPad Pro combines next-level performance with a super portable design so you can do your best work anywhere you go. It features the Ultra Retina XDR display, the world's most advanced display. And the 11-inch model is also unbelievably thin and light, weighing less than a pound, so you can take it anywhere. The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds³ when you're traveling to visit clients or are away from Wi-Fi.

Add Magic Keyboard with a larger trackpad

The Magic Keyboard for iPad Pro has a function row for quick access to controls like screen brightness and a larger trackpad for precision tasks like editing spreadsheets. And with the floating cantilever design, you can adjust to the perfect viewing angle.

It's designed to work with iPhone

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



“ 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 13-inch (Wi-Fi + Cellular)

You get the ultimate iPad display

The large Ultra Retina XDR display delivers Extreme Dynamic Range, perfect for video and photo workflows with HDR content, including Dolby Vision video. With extremely high brightness and contrast ratio, you’ll see every detail in the darkest shadows and brightest highlights. Reference Mode in iPadOS displays reference color for popular color standards, and SDR and HDR video formats. And the nano-texture glass option scatters ambient light for even less glare—great in challenging lighting environments.

Get creative

With the Apple M4 chip, you get a powerful and responsive experience with incredible graphics performance. 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, or editing large photo projects in Adobe Photoshop.

Easily move your files around

Quickly import photos and videos from your camera via the USB-C connector with support for Thunderbolt / USB 4. And backing up critical project files to an external storage device 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.

Enhance your work with Apple Pencil Pro and Magic Keyboard

With Apple Pencil Pro, you can edit photos and mark up documents. And with the squeeze and barrel roll features, you can quickly access a palette to switch between tools, and get precise control of shaped pen and brush tools. Connect Magic Keyboard for an incredible typing experience and larger trackpad with haptic feedback for precision editing. And familiar keyboard shortcuts work in pro apps like Final Cut Pro and Da Vinci Resolve.

Work away from the office

The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds³ when you’re on location. Organize, share, and get to your information with the Files app. Keep iCloud files downloaded for easy access. And with all-day 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 (Wi-Fi)

You’ll love the display

The gorgeous Liquid Retina display is perfect for watching videos and playing games. 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 see on your old tablet.

It’s powerful yet affordable

The A16 chip powers amazing performance and graphics for games. And with Apple Arcade, you’ll have access to new and exclusive games. iPadOS supports external controllers like Xbox and PlayStation, and features Game Mode, which minimizes background activity for smooth gameplay.⁶ Apps also launch quickly and run smoothly. And iPad delivers up to 10 hours of battery life, so you can enjoy your favorite games and videos all day.

It’s simple to switch

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

Movies and shows are easy to find

In the App Store and TV app, editorials and categories keep you up to date on all the latest titles. Apple News brings you the best stories from the sources you love, selected just for you. And Apple TV+ is the only place to stream star-studded Apple Originals and more.

Stay connected, productive, and creative

Take pictures, make FaceTime video calls to family, or use SharePlay for multiplayer gaming with friends with advanced front and back cameras. And AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage ensure you always stay in frame and look your best on every call. And you can use Apple Pencil (USB-C) for new ways to be creative and productive on iPad.



"Should I choose iPad or iPad Air?"

You discover that they're a student in college. They need something portable to take notes, write papers, create presentations, and play games when they're done for the day. They're involved in clubs around campus so they're always on the go.

You recommend iPad Air 11-inch (Wi-Fi)

It's an ideal classroom companion, at a great value

iPad Air delivers many of the advanced features pioneered on iPad Pro, at a great value. The beautiful Liquid Retina display, incredible M3 performance, advanced accessories, and colorful, portable design make taking notes, creating presentations, and playing your favorite games a breeze, wherever your day takes you.

Take notes with Apple Pencil

With Apple Pencil Pro or Apple Pencil (USB-C), you can take notes, sketch, and diagram concepts in class. With iPadOS, turn your handwriting into text with Scribble,⁷ refine your handwriting, and draw perfect shapes with shape recognition. Use Math Notes to solve a math problem. Just write the numbers and equal sign and answers appear like magic. And use Image Playground to create fun, original images to add to your presentation.⁴

Performance and portability

With the incredibly fast M3 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.

Versatile enough to work however you want

Access desktop-class apps and use Stage Manager⁵ to organize windows on iPad when you work on school projects or plan club activities. The Magic Keyboard provides an incredible typing experience and lightweight, durable protection that attaches magnetically—no need for switches, plugs, and pairing.

Work collaboratively

Advanced Wi-Fi 6E² means you have fast Wi-Fi connectivity on campus and in the dorm. Collaborate in web apps like Google Docs, Squarespace, and WordPress in Safari. And share projects by plugging in a USB-C thumb drive from a classmate, or connecting to a shared folder on a server.



"Does iPad mini really do everything iPad can do?"

You discover this is her first tablet. She needs 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 (Wi-Fi + Cellular)

It's compact and powerful

iPad mini fits in one hand and slips easily into a bag. It can tackle your everyday tasks to your most demanding uses with A17 Pro. And with Apple Intelligence, you can use Writing Tools to proofread your text, rewrite different versions until the tone and wording are just right, and summarize selected text with a tap.⁴ Use Apple Pencil Pro to make a list in Notes and handwritten into text fields with Scribble.⁷

Stay connected

The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds.³ And you'll have high-speed data to access your files and stay in touch no matter where you are. The Files app provides a central location to search and organize family budget files, kids' school projects, and digital documents. And with iPadOS, you can use the Files app to access files from other devices, cloud services, or servers.

Cameras capture all the action

The advanced 12MP Wide camera with Smart HDR 4 is great for capturing photos and videos. And with document scanning support in the Camera app, you can easily scan soccer game sign-up forms or capture receipts. The 12MP Center Stage front camera has advanced AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage to ensure you stay in frame and look your best on every call.

Use apps for everyday tasks

Use powerful built-in apps to stay productive and creative, like Calendar for managing schedules, Calculator and Math Notes for managing the budgets, and Photos for shared family albums. And there are over 1 million apps on the App Store that are designed for the iPad, including iPad mini. So you can use Goodnotes for journaling, Procreate for sketching, or Affinity Photo 2 to edit family photos.

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 (4th generation) 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 13-inch (Wi-Fi)

It has the power you need

iPad Air features the incredibly fast M3 chip. You’ll be amazed that it is up to 3.5x faster than your current iPad.⁸ Apps load quickly, and you can easily run multiple overlapping apps at once using Stage Manager.⁵ And the M3 chip supports 4K and ProRes video editing in apps like Final Cut Pro.

You get a stunning display for viewing and editing photos

The expansive 13-inch Liquid Retina display delivers more than 30 percent additional screen real estate than your 10.9-inch display. And it’s brighter too, with 600 nits max brightness. With built-in P3 wide color and True Tone, images are crisp and colors are vivid when viewing and editing photos or video.

Do more with Apple Pencil Pro

Express your ideas and creativity and edit photos with Apple Pencil Pro. With its advanced features like squeeze, barrel roll, and haptic feedback, Apple Pencil Pro is great for making precise edits in apps like Lightroom or with the Clean Up tool in Photos with Apple Intelligence.⁴ Sketch, take notes and refine your handwriting in real time, handwritten into any text field with Scribble,⁷ or mark up documents with pixel-perfect precision and low latency. And Apple Pencil works with so many other creative apps for iPad, including Final Cut Pro and Procreate.

Versatile enough to work however you want

Whether you’re using the built-in editor in iPadOS or powerful apps like Affinity Photo 2, editing videos and photos on iPad Air is fast, easy, and intuitive. With the USB-C connector, you can import photos and videos right from your camera, or an SD card reader. And with up to 1TB of storage built into iPad Air, you’ll have plenty of space to keep your projects on hand, wherever you go.

Stay in touch

The landscape 12MP Center Stage front camera automatically keeps you in frame, so it’s perfect for video calls. And advanced AI/ML-powered camera effects like Studio Lighting and Portrait mode ensure you look your best on every call. Add AirPods for rich, high-quality sound and hands-free control. 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 (Wi-Fi + Cellular)

You get pro features

The Ultra Retina XDR display, LiDAR Scanner, M4 chip, advanced cameras and built-in sensors make iPad Pro perfect for interior designers. So you can scan a room to generate a 3D model, then bring your designs to life for clients with augmented reality.

Work on the go

The 12MP rear camera makes it easy to capture photos and even add AR furniture to rooms. The LiDAR scanner creates a 3D scan of a room in apps like Sketchup. With the landscape 12MP Center Stage front camera, it’s easy to connect with clients for video calls. And advanced AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage ensure you always stay in frame and look your best on every call. The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds.³ And you’ll have high-speed data to access your files and stay in touch no matter where you are. And get you all-day battery life, so you can take iPad Pro with you all day.

Add Apple Pencil and Magic Keyboard

Sketch designs, mark up plans, or add notes to photos during client meetings with Apple Pencil Pro. And if you need to type, simply connect Magic Keyboard to send emails or use the built-in trackpad with haptic feedback for precision tasks like editing budget spreadsheets and updating material schedules.

It has the business apps you need

iPad Pro comes with powerful built-in productivity apps like Pages, Numbers, and Keynote. And you can find thousands of familiar business apps on the App Store, including Microsoft 365 and Adobe Photoshop. Scan your invoices with the built-in camera, manage your accounting with QuickBooks, sign documents with SignEasy, and more. And with Stage Manager,⁵ you can enjoy an entirely new way to multitask on iPad—or connect to an external display and work smoothly across both screens.

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 (Wi-Fi)

It's portable and durable

iPad is thin and light, so it's easy to carry around, with a durable 100 percent recycled aluminum design. And a colorful Smart Folio adds front and back protection.

She can stay productive and be creative

Pages, Numbers, and Keynote are built into iPad, so she can start working on assignments right away. Microsoft 365 and Google apps work on iPad, too. The App Store has an Education category where she can explore all of her interests. And with the advanced 12MP Wide camera, she can capture high-resolution photos and detailed 4K video for school projects, scan documents, and collaborate on study materials. When she's on video calls for group projects, the landscape 12MP Center Stage front camera ensures she's always in frame. And with iCloud, iPad keeps her photos, messages, and contacts up to date between iPhone and iPad.

She can take notes and sketch

With Apple Pencil (USB-C), she can annotate and mark up documents, draw, write a journal, or take notes in class. With Smart Script in Notes she can paste typed text in her own handwriting, correct spelling inline, touch and drag to reflow text for more space, and scratch out writing to remove it. Apple Pencil attaches magnetically for convenient storage. And she can attach the Magic Keyboard Folio to type an email or longer school paper.

It's a great value

iPad delivers the perfect balance of power for all her schoolwork and the portability to do it anywhere.



"I want an iPad that I can take with me everywhere."

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

You recommend iPad mini (Wi-Fi + Cellular)

Enjoy the versatility of iPad in its most portable form

iPad mini is thin and light, so you get the amazing iPad experience in its most compact form. The powerful A17 Pro 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

The Wi-Fi + Cellular model has support for fast Wi-Fi 6E² and advanced cellular technology, which allows you to easily sign up for short- or long-term cellular data plans with up to 5G speeds.³ And you'll have high-speed data to access your files and stay in touch. 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.

You get advanced cameras and accessories

With advanced front and back cameras, you can take pictures and scan documents to share with clients. With Apple Pencil Pro or Apple Pencil (USB-C), you can capture every detail during a site inspection, mark up proposals, or get a client's signature on the spot.

Apps and features available for all tasks

Multitasking features and full-width PDFs in Notes make getting things done even easier. Use Apple Intelligence⁴ with Writing Tools to summarize client emails and quickly draft documents. iPadOS apps like Calculator and Math Notes help you stay organized and manage your budget. Numbers, Pages, and Keynote are built into iPad, so you can easily access spreadsheets and documents. And Microsoft 365 and Google apps work on iPad, too.

Your business stays safe

Keep your files protected and secure with Touch ID.

¹ Size and weight vary by configuration and manufacturing process. ² Wi-Fi 6E available in countries and regions where supported. ³ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular. ⁴ Apple Intelligence is available on iPad mini (A17 Pro) and iPad models with M1 and later, with Siri and device language set to English (Australia, Canada, Ireland, New Zealand, South Africa, UK, or U.S.), as an iOS 18 update. Additional features and Chinese (Simplified), English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese (Brazil), and Spanish language support available in early April 2025, with more languages coming over the course of the year, including Vietnamese. Some features may not be available in all regions or languages. ⁵ Available on iPad Pro (M4), iPad Pro 12.9-inch (3rd generation and later), and iPad Pro 11-inch (1st generation and later), iPad Air (M2 and later), and iPad Air (5th generation). ⁶ Accessories sold separately. ⁷ Scribble is not supported for all languages. Refer to www.apple.com/ios/feature-availability for details. ⁸ For performance testing details, see www.apple.com/ipad/.