Smart Keyboard Folio for iPad Pro

First Look

The new Smart Keyboard Folio—available for the new 11-inch and 12.9-inch iPad Pro—delivers a great typing experience on a full-size keyboard. The Smart Keyboard Folio attaches magnetically to the back of iPad Pro and also protects the front. It uses the Smart Connector to transfer data to iPad Pro and power to the Smart Keyboard Folio, so no batteries or charging are required. And it supports two viewing angles—one that’s great on your desk, and one that’s great on your lap. It also folds into a cover to protect the front and back of iPad Pro while you’re on the go. And its design allows for the new Apple Pencil to attach magnetically to the side of iPad Pro for easy storage and charging.

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<tr>
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<th>Apple Retail price (U.S.)</th>
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<tbody>
<tr>
<td>Smart Keyboard Folio for 11-inch iPad Pro</td>
<td>$179</td>
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<tr>
<td>Smart Keyboard Folio for 12.9-inch iPad Pro (3rd generation)</td>
<td>$199</td>
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Note: Smart Keyboard continues to be available for the 10.5-inch and 12.9-inch iPad Pro (1st and 2nd generation).

Key messages

• Designed specifically to match the size of the new 11-inch and 12.9-inch iPad Pro

• Attaches magnetically to the back of iPad Pro and protects both the front and back when you’re on the go

• The Smart Connector allows the Smart Keyboard Folio to send data to iPad Pro and iPad Pro sends power to the Smart Keyboard Folio, so it doesn’t need to be paired, plugged in, or charged

• The full-size keyboard provides a comfortable typing experience

• The Smart Keyboard Folio has two viewing angles—one that’s great when you’re sitting at a desk, and one for when you have iPad Pro on your lap

• The keyboard is covered in a custom-woven fabric that creates a responsive key feel for accurate typing and protects it from stains and spills

• Use familiar keyboard shortcuts like bold, italicize, underline, and copy and paste—just press and hold the Command key to see shortcuts in any app that supports them

• Use the on-screen Shortcut Bar to bold, italicize, underline, and copy and paste with just a few taps

• iPad Pro wakes or sleeps when you open or close your Smart Keyboard Folio, so you can get right to whatever you need to do
Quick demos

Use these demos to show customers key product features, then invite them to try for themselves.

Design

Use the Smart Keyboard Folio without any setup

- Point out the Smart Connector at the back of iPad Pro and explain that customers can use the Smart Keyboard Folio right away—no need to pair or charge it.
- Let customers know how easy it is to connect the Smart Keyboard Folio to iPad Pro.
- Point out the front and back protection.

Viewing angles

See how iPad Pro is always ready to go

- Open the Smart Keyboard Folio and point out that the display automatically wakes up.
- Move iPad Pro to one of two viewing angles and show how to adjust it for reviewing a presentation or watching a movie.

Keyboard

Type and access shortcuts without opening menus

- Open Notes and have your customer type a sentence. Point out how fast and accurate typing is on the keyboard.
- Hold the Command key and point out the keyboard shortcut suggestions.
- Hold Command and press Tab, then point out the App Switcher. Use the arrow keys to move through the apps.
- Hold Command, press the Space bar, and explain how to quickly search with Spotlight.

Use the on-screen Shortcut Bar

- In Notes, point out the on-screen Shortcut Bar.
- Show how to bold, italicize, or underline sentences with a tap.
- Highlight how customers can also easily copy and paste.