iPad

First Look

With support for Apple Pencil, the 9.7-inch iPad provides even more ways to create, learn, work, and play. It features the powerful A10 Fusion chip, an immersive Retina display, advanced cameras, Wi-Fi, LTE, Touch ID, and Apple Pay, and it delivers up to 10 hours of battery life. More than a million iPad apps on the App Store, including augmented reality experiences, and iOS 12 make iPad more powerful, personal, and intelligent, so you can do more than ever before. The most affordable and most popular size iPad is a great choice for first-time iPad owners and upgraders, as well as students and teachers who want to enjoy the benefits of a powerful iPad.

<table>
<thead>
<tr>
<th>iPad Wi-Fi</th>
<th>iPad Wi-Fi + Cellular</th>
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<tbody>
<tr>
<td>Apple Retail price (U.S.)</td>
<td>$329, $429</td>
</tr>
<tr>
<td>Capacity</td>
<td>32GB, 128GB</td>
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<tr>
<td>Finish</td>
<td>Silver, Space Gray, Gold</td>
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Key messages

Apple Pencil¹
- Apple Pencil expands the power of iPad with greater precision for tasks like writing, drawing, or markups
- Designed along with iPad and iOS, Apple Pencil is as responsive and natural as a classic writing tool
- iPad has palm-rejection technology, so you can rest your hand on the screen while using Apple Pencil
- Lots of amazing apps are designed for Apple Pencil

Powerful A10 Fusion chip
- Delivers faster CPU and graphics performance than the A9 chip, while still delivering up to 10 hours of battery life
- Supports a great augmented reality experience
- Apple-designed image signal processor makes photos and videos look amazing

iOS 12²
- Group FaceTime now supports video and audio with up to 32 people at once
- The Dock makes it easy to get to favorite apps from anywhere
- Multitasking features like Slide Over, Split View, and Picture in Picture mean you can use multiple apps at once
- Use Drag and Drop to easily move text, images, and files between apps, and select multiple items
- Browse, search, and organize files with the Files app
- Mark up screenshots, web pages, PDFs, and images, and sign documents with Apple Pencil

Stunning 9.7-inch Retina display
- 2048-by-1536 LED-backlit Multi-Touch display with IPS technology
- With 3.1 million pixels and 264 pixels per inch, it delivers rich detail in images and razor-sharp text

Wi-Fi and LTE
- Fast 802.11ac Wi-Fi with MIMO delivers up to 866 Mbps throughput
- Fast LTE cellular connectivity, with support for 22 LTE bands³
- Apple SIM (Wi-Fi + Cellular models) means you can purchase data plans right on your iPad, in more than 180 countries and regions⁴

Advanced cameras
- 8MP camera captures beautiful photos and 1080p HD video
- FaceTime HD camera with face and body detection captures great 1.2MP photos and video

Touch ID and Apple Pay
- A fast, easy, and secure way to unlock your iPad, log in to apps, and use Apple Pay within apps or on the web

Essential additions
- Apple Pencil (1st generation), Smart Cover, Lightning accessories, AppleCare+ for iPad/iPad mini

¹ Apple Pencil sold separately. ² Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details. ³ Data plan required. LTE is available in select markets and through select carriers. For details on LTE support, contact your carrier and see www.apple.com/ipad/LTE. ⁴ Participating carriers and regions are subject to change. Refer to www.apple.com/ipad/cellular for details on carriers and countries that support this feature.
Quick demos

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

Apple Pencil

Write and draw in a comfortable, natural way

- In Notes, tap + and Add Sketch. Touch and hold with two fingers on the screen to make the ruler appear, then draw straight lines to form a triangle with the height line.
- Then use Apple Pencil to write “Area=1/2 base x height.”
- Point out that Apple Pencil is as natural and responsive on iPad as a conventional pen on a piece of paper.
- Highlight that iPad is designed with palm-rejection technology, so you can rest your hand on the screen while using Apple Pencil.

Powerful A10 Fusion chip

Experience fast, responsive augmented reality performance

- Open My Caterpillar and highlight how the A10 Fusion chip supports great augmented reality experiences.
- Show how quickly the app loads and how rich graphic detail is displayed with incredible responsiveness.

iOS 12

Multitask with the Dock, Picture in Picture, and App Switcher

- Tap the Apple TV App and play a movie, then swipe up from the bottom of the screen to reveal the Dock.
- Tap Safari, point out Picture in Picture, and pinch to resize it.
- In landscape mode, swipe up from the bottom to reveal the Dock again.
- Drag the Messages icon to the side of the screen to view in Split View and adjust the divider to the center to see two apps side by side.
- Swipe up from the bottom of the screen to reveal App Switcher. Point out that the two apps paired in Split View are kept as App Spaces.

Easily mark up a screenshot

- Open Safari and press the Home and Power buttons at the same time to take a screenshot.
- Tap the preview, then drag the handles on the corners and edges to crop.
- Use Apple Pencil to mark up the screenshot. Tap Done, then choose “Delete Screenshot.”

App Store and Apple Books

Use apps, play games, listen to music, read books, and more

- Ask customers about their hobbies, then show them how to search in the App Store.
- Point out the wide variety of apps designed specifically for iPad. Then tap Apps to show how easy it is to find them.
- Switch to Apple Books, tap Book Store, and point out the enormous selection of content.