First Look

The new iPad Air features an advanced 10.5-inch Retina display with True Tone and the A12 Bionic chip with Neural Engine for great performance and all-day battery life. And now with Apple Pencil and Smart Keyboard support, you can accomplish even more.¹ With advanced cameras, ultrafast wireless, Gigabit-class LTE, Touch ID, Apple Pay, iOS 12, and more than a million apps on the App Store, iPad Air delivers high-end features and performance in a sleek, ultra-thin design—all at a breakthrough price.

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<thead>
<tr>
<th>iPad Air (3rd generation) Wi-Fi</th>
<th>iPad Air (3rd generation) Wi-Fi + Cellular</th>
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<tbody>
<tr>
<td><strong>Apple Retail price (U.S.)</strong></td>
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<tr>
<td>$499, $649</td>
<td>$629, $779</td>
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<td><strong>Capacity</strong></td>
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<td>64GB, 256GB</td>
<td>64GB, 256GB</td>
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<td><strong>Finish</strong></td>
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<td>Silver, Gold, Space Gray</td>
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### Key messages

**Advanced 10.5-inch Retina display**
- Retina display with 2224-by-1668 resolution and 3.7 million pixels
- Nearly 20 percent larger than the 9.7-inch iPad and with over half a million more pixels
- Features full lamination, high brightness, a wide color gamut (P3), and the least reflective display—so everything looks amazing
- True Tone adjusts color temperature to ambient lighting for a more comfortable viewing experience indoors and out

**Powerful A12 Bionic chip with Neural Engine**
- Designed for a fast and responsive experience, A12 Bionic delivers a 70 percent boost in performance and twice the graphics capability of the 9.7-inch iPad
- Neural Engine with advanced machine learning transforms how you experience photos, games, and augmented reality
- Power efficient design delivers up to 10 hours of battery life

**Works with Apple Pencil (1st generation)**
- Apple Pencil expands the power of iPad with greater precision for note taking, drawing, or adding markups
- Designed along with iPad and iOS, Apple Pencil is as responsive and natural as a classic writing tool

**Advanced cameras**
- 8MP camera captures beautiful photos and 1080p video
- 7MP FaceTime HD camera with Retina Flash captures gorgeous selfies and clear video calls

**Wi-Fi and LTE**
- Fast 802.11ac Wi-Fi with MIMO delivers up to 866 Mbps throughput
- Gigabit-class LTE cellular connectivity²
- With eSIM (Wi-Fi + Cellular models), you can purchase data plans right on your iPad³

**iOS 12**
- Features Group FaceTime, shared augmented reality experiences, Screen Time, and more
- Multitasking features like Slide Over, Split View, and Picture inPicture mean you can use multiple apps at once

**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

**Apps for iPad**
- More than a million apps are designed specifically for iPad—for productivity, gaming, travel, photos, and more

**Essential additions**
- Apple Pencil (1st generation), Smart Keyboard, Smart Cover, Lightning accessories, AppleCare+

¹ Apple Pencil and Smart Keyboard sold separately. ² 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. ³ 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. ⁴ Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details.
Quick demos

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

Design and display

Enjoy stunning photos and videos

- In Photos, tap Albums and select the Great Shots album.
- Open a photo and point out the bright, vivid range of colors.
- Open Safari and scroll. Mention that it feels smooth and fast with the A12 Bionic chip with Neural Engine.

Text is razor-sharp, like on a printed page

- In Safari, point out the sharpness of the images and text.

iOS 12

Enhance your workflow with multitasking features

- Drag the Notes icon and the Apple TV App icon into the Dock.
- Open Safari, then swipe up from the bottom of the screen to reveal the Dock.
- Drag the Notes icon from the Dock to the side of the screen to view in Split View. Adjust the divider to the center to see two apps side by side. Mention that you can drag and drop links from Safari to Notes.
- In landscape mode, swipe up from the bottom of the screen to reveal the Dock again, then open the Apple TV App in Slide Over to show three apps at once.
- Play a movie in the Apple TV App, then tap the Picture in Picture icon in the bottom right corner. Point out Picture in Picture, and pinch to resize it.

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 (1st generation) or a finger 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 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.

Easily find new apps that support Apple Pencil

- In the App Store, search for “Apple Pencil.” Point out the variety of apps that work with Apple Pencil and show how easy it is to discover new ones.