iPad Pro (11-inch and 12.9-inch)

First Look

The most powerful and advanced iPad Pro has an all-new, all-screen design. With beautiful rounded corners and measuring just 5.9 mm thin, it features the Liquid Retina display—the world’s most advanced display—in two sizes, 11-inch and 12.9-inch. The A12X Bionic chip outperforms most PC laptops, and the Neural Engine enables advanced machine learning. And, for the first time, iPad Pro features Face ID, which works in both portrait or landscape, and a TrueDepth camera for Portrait selfies and Memoji. The new Apple Pencil\(^1\) attaches magnetically to iPad Pro and charges wirelessly. And the Smart Keyboard Folio\(^1\) provides two viewing angles, along with front and back protection. Completely redesigned and packed with the most advanced technology, iPad Pro will make you rethink what iPad is capable of.

<table>
<thead>
<tr>
<th>iPad Pro (11-inch)</th>
<th>iPad Pro (11-inch)</th>
<th>iPad Pro (12.9-inch)</th>
<th>iPad Pro (12.9-inch)</th>
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</thead>
<tbody>
<tr>
<td>Apple Retail price (U.S.)</td>
<td>$799, $949, $1149, $1549</td>
<td>$949, $1099, $1299, $1699</td>
<td>$999, $1149, $1349, $1749</td>
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<tr>
<td>Capacity</td>
<td>64GB, 256GB, 512GB, 1TB</td>
<td>64GB, 256GB, 512GB, 1TB</td>
<td>64GB, 256GB, 512GB, 1TB</td>
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<tr>
<td>Finish</td>
<td>Silver, Space Gray</td>
<td>Silver, Space Gray</td>
<td>Silver, Space Gray</td>
</tr>
</tbody>
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Key messages

**New all-screen design**
- Edge-to-edge display with rounded corners
- Both models are 5.9 mm thin for an ultra portable design

**Liquid Retina display**
- Most world’s most advanced display delivers an immersive experience with advanced technologies
- Delivers the best viewing experience, with industry-leading color accuracy
- ProMotion adjusts the display refresh rate to match the frame rate of the content
- Delivers a wide color gamut (P3) in the brightest and least reflective display—so everything looks amazing
- True Tone adjusts color temperature to ambient lighting for a more comfortable viewing experience

**Four-speaker audio and five microphones**
- Wider stereo playback for a cinematic viewing experience
- Five microphones for capturing stereo audio when recording video in either orientation

**Face ID**
- Designed specifically for iPad Pro to work in portrait or landscape
- The most secure facial authentication in a tablet or computer
- Securely unlock iPad Pro, log in to apps, and pay with just a glance

**A12X Bionic**
- 8-core CPU that delivers performance more powerful than most PC laptops and up to 10 hours of battery life
- 7-core GPU with graphics twice as fast for immersive games and apps
- Neural Engine for advanced machine learning transforms how you experience photos, games, and augmented reality

**Advanced cameras**
- 12MP camera with Quad-LED True Tone flash captures beautiful photos and 4K HD video
- 7MP TrueDepth front camera for FaceTime, Animoji, and Memoji
- Smart HDR brings more highlight and shadow detail to photos

**Wi-Fi and LTE**
- 802.11ac Wi-Fi with MIMO and Bluetooth 5.0
- Gigabit-class LTE with support for up to 29 bands\(^2\)
- With eSIM (Wi-Fi + Cellular models), you can purchase data plans right on iPad in more than 180 countries and regions\(^3\)

**USB-C connector**
- Connect to accessories like cameras, musical instruments, docks, and external displays up to 5K

**iOS 12\(^4\)**
- Featuring Group FaceTime, shared augmented reality experiences, Screen Time, and more
- Multitasking features like Slide Over, Split View, and Picture in Picture mean you can use multiple apps at once

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

**Essential additions**
- Apple Pencil (2nd generation), Smart Keyboard Folio, Smart Folio, USB-C accessories, AppleCare+ for iPad Pro

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\(^1\) Apple Pencil and Smart Keyboard Folio 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](http://www.apple.com/ipad/LTE). \(^3\) Participating carriers and regions are subject to change. Refer to [www.apple.com/ipad/cellular](http://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](http://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

Experience the all-screen design

- Point out how the screen goes to the corners.
- Swipe up from the bottom edge and pause to show the App Switcher. Swipe up from the bottom edge again to return to the Home screen.
- Swipe down from the top-right corner to open Control Center.

Enjoy photos and videos with the Liquid Retina display

- In Photos, tap Albums and select the Great Shots album.
- Open the photos and point out how they look amazing with P3 wide color.
- Tap the Apple TV App and play a video. Point out the immersive display and the wider stereo playback that offers a cinematic viewing experience.
- Open Safari and scroll. Mention that it feels smooth and fast with ProMotion and the A12X Bionic chip.

Face ID

Unlock iPad Pro securely with Face ID

- Tap the Face ID demo app, hand iPad Pro to the customer, and have the customer follow the onscreen instructions to enroll.
- Show how the face enrolled in the Face ID demo app is accepted, while others are rejected.
- Mention that it’s fast, easy, and secure to unlock iPad Pro, log in to apps, and even pay with Apple Pay.
- Say that Face ID is the most secure facial authentication in a tablet or computer—and customers can use it in portrait or landscape.

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. And point out the wider stereo sound with the new four speaker audio.

Easily mark up a screenshot

- Open Safari and press the Volume up 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 or a finger to mark up the screenshot. Tap Done, then choose “Delete Screenshot.”