Introducing the

Magic Keyboard family



Apple Confidential–Internal Use Only

Magic Keyboard for iPad Pro

Magic Keyboard for iPad Air

Magic Keyboard Folio for iPad

Key features with every Magic Keyboard

Quick Demos

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Compatibility

Magic Keyboard for iPad Pro (11-inch)

- iPad Pro with M5
- iPad Pro with M4
- White, Black

Magic Keyboard for iPad Pro (13-inch)

- iPad Pro with M5
- iPad Pro with M4
- White, Black

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- Function row for convenient access to screen brightness, volume controls, and other features
- Offers backlit keys, cantilever hinge design, and USB-C connector—in a sleek, portable design and features an aluminium palm rest
- Larger glass trackpad features haptic feedback that feels even more responsive, and supports precision workflows and Multi-Touch gestures

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Compatibility

Magic Keyboard for iPad Air 11-inch

- iPad Air with M2, M3 and M4
- iPad Air (4th and 5th generation)
- White, Black

Magic Keyboard for iPad Air 13-inch

- iPad Air with M2, M3 and M4
- White, Black

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- Portable cantilever design provides smooth adjustability and delivers the perfect viewing angle
- Trackpad for precision tasks features a sleek, portable design and function row for convenient access to screen brightness, volume controls, and other features
- A USB-C connector for pass-through charging, so you can make sure your iPad is always powered and use the USB-C connector for other accessories

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Compatibility

Magic Keyboard Folio for iPad (10th generation)

- iPad (10th generation)
- iPad (A16)
- White

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- Versatile two-piece design includes a detachable keyboard and a protective back panel that attaches magnetically to iPad
- Adjustable stand offers smooth, continuous viewing angles
- Quickly adjust the volume or search for a file using the 14-key function row

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- Individual hard key caps and a scissor mechanism with 1 mm travel provide a quiet and responsive typing experience
- The click-anywhere trackpad is perfect for precision tasks like editing a spreadsheet and selecting text, or simply navigating your iPad with intuitive and familiar gestures
- When not in use, the keyboard folds into a case to provide front and back protection
- With iPadOS 27, the Magic Keyboard experience is entirely refreshed, starting with the intuitive windowing system that you can use to open more windows at once, resize, and arrange
- Magic Keyboard trackpad has a precision pointer in iPadOS 27

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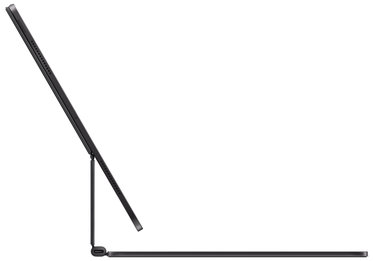
Magic Keyboard for iPad Pro

Quick Demos



Highlight the unique features

- Show customers the all-new thin and light design with an aluminium palm rest, and let them know that it’s one of the features that’s unique to Magic Keyboard for iPad Pro.
- Point out the glass trackpad with haptic feedback and mention that it’s larger than before, so it’s perfect for precise manipulation of things like text and spreadsheets, and for Multi-Touch gestures.
- Point out the 14-key function row and say that it makes it easy for customers to access features like screen brightness, volume controls, and more.



Show the floating cantilever design

- Show customers how easy it is to attach iPad Pro to the Magic Keyboard.
- Adjust the viewing angle and point out the unique floating cantilever design.
- Point out the Smart Connector at the back of iPad and tell customers that it transfers data and power between iPad Pro and Magic Keyboard, so there’s no need to pair or charge.
- Show that the Magic Keyboard also includes a USB-C connector.
- Close the Magic Keyboard and point out how slim, light, and portable iPad Pro is with it closed.



Easily navigate with Multi-Touch gestures

- Move the cursor to the bottom of the screen to reveal the Dock. Click to open an app.
- With three fingers, swipe right or left on the trackpad to switch between apps.
- Use three fingers to swipe up and pause to reveal the App Switcher.
- Swipe up with three fingers to return to the Home Screen

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Magic Keyboard for iPad Pro

Quick Demos



Try the glass trackpad with haptic feedback

- Use the trackpad to hover the cursor over the Home Screen icons and the Dock, and point out how it transforms into the icons.
- In Keynote, move the cursor over the toolbar buttons in the upper-right corner to show them transforming in apps.
- Ask your customer to move an object in line with another object, and note the haptic feedback that confirms the objects are aligned.
- Ask your customer to hover the cursor over a text area, and show that it turns into a text cursor for easy selection.

Experience the best way to type on iPad Pro

- Open Notes or Pages and ask your customer to type.
- Point out the keycaps and the backlit keyboard for low-light environments.

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Magic Keyboard for iPad Air

Quick Demos



Show the floating cantilever design

- Show customers how easy it is to attach iPad Air to the Magic Keyboard.
- Adjust the viewing angle and point out the unique floating cantilever design.
- Point out the Smart Connector at the back of iPad and tell customers that it transfers data and power between iPad Air and Magic Keyboard, so there’s no need to pair or charge.
- Show that the Magic Keyboard also includes a USB-C connector.
- Close the Magic Keyboard and point out how slim, light, and portable iPad Air is with it closed.



Easily navigate with Multi-Touch gestures

- Move the cursor to the bottom of the screen to reveal the Dock. Click to open an app.
- With three fingers, swipe right or left on the trackpad to switch between apps.
- Use three fingers to swipe up and pause to reveal the App Switcher.
- Swipe up with three fingers to return to the Home Screen.

Try the trackpad

- Use the trackpad to hover the cursor over the Home Screen icons and the Dock, and point out how it transforms into the icons.
- In Notes, move the cursor over the toolbar buttons in the upper-right corner to show them transforming in apps.
- Move the cursor over the text area and show how it turns into a text cursor for easy text selection.

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Magic Keyboard for iPad Air

Quick Demos



Use the cursor in new ways

- Open Numbers from the Home Screen.
- Click to open a spreadsheet.
- Move the cursor between columns to resize.
- Move the cursor over the cells and point out how the cursor transforms into the cells, making them easy to select.
- Select a range of cells, two-finger tap on the trackpad, then select Create New Chart.

Experience the best way to type on iPad Air

- Open Notes or Pages and ask your customer to type.
- Point out the keycaps and the backlit keyboard for low-light environments.

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Magic Keyboard Folio for iPad

Quick Demos



Show the two-piece design

- Adjust the viewing angle of the stand.
- Show how easy it is to attach and detach the keyboard. Point out the Smart Connector and tell your customer that there's no need to pair or charge.
- Show how easy it is to flip the keyboard around the back of iPad.
- Close the Magic Keyboard Folio and point out how slim iPad still is.



Experience the best way to type on iPad

- Open Notes or Pages and ask your customer to type.
- Point out the keycaps for a comfortable typing experience.

Try the trackpad

- Use the trackpad to hover the cursor over the Home Screen icons and the Dock, and point out how it transforms into the icons.
- In Notes, move the cursor over the toolbar buttons in the upper-right corner to show them transforming in apps.
- Move the cursor over the text area and show how it turns into a text cursor for easy text selection.

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Easily navigate with Multi-Touch gestures

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