



Introducing **iPad Air with M3**

128GB, 256GB, 512GB, 1TB
Blue, Purple, Space Grey, Starlight



Key Messages

Quick Demos

Line Up & Compare



iPad Air with M3

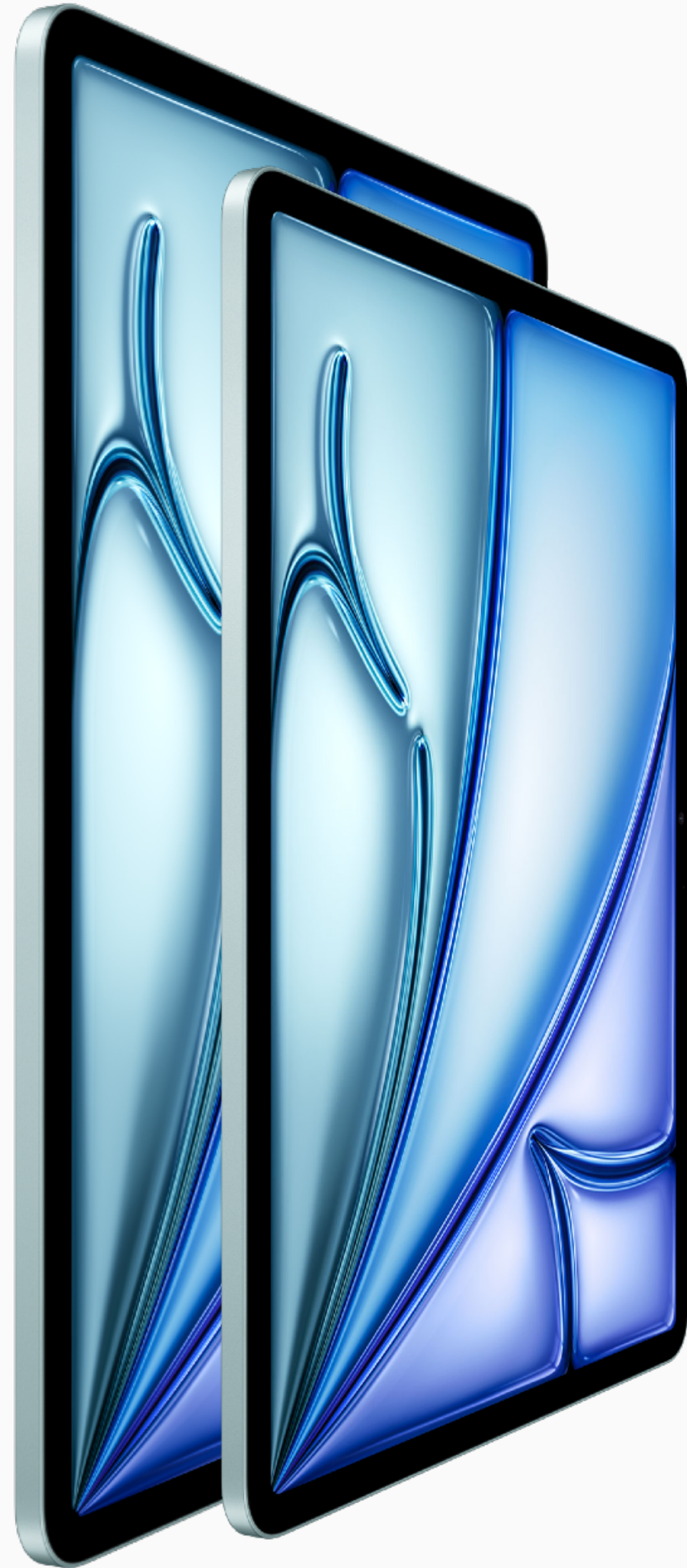
iPad Air delivers advanced features at an affordable price. It's available in 11-inch and 13-inch sizes. The incredibly fast M3 chip powers high-performance apps and graphics-intensive games, and delivers remarkable on-device performance for Apple Intelligence—in a thin and light design that's available in four finishes. The 12MP Center Stage front camera is great for video calls. And the 12MP Wide back camera shoots beautiful HDR photos and videos. Stay connected with super-fast 5G and Wi-Fi 6E, and expand what iPad Air can do with Apple Pencil Pro and Magic Keyboard. And with landscape stereo speakers, Touch ID, USB-C, iPadOS, and more than a million apps on the App Store, iPad Air is perfect for those looking to step up to an even more powerful and capable iPad.

Capacity

128GB, 256GB, 512GB, 1TB

Finish

Blue, Purple, Starlight, Space Grey



Two beautiful designs

- Choose from a portable 11-inch or expansive 13-inch model, with 30 percent more screen space to work, learn, and play
- Strong, light, and durable enclosure is made from 100 percent recycled aluminium and comes in four colourful finishes



Apple M3 chip

- Delivers breakout performance with a powerful CPU, advanced GPU with hardware-accelerated ray tracing, and 16-core Neural Engine
- Features a 35 percent faster CPU and 40 percent faster GPU than iPad Air with M1 to power advanced multitasking, graphics-intensive gaming, 3D design, and more
- Overall, iPad Air with M3 is nearly 2x faster than iPad Air with M1
- Power-efficient design delivers all-day battery life¹

¹ Battery life varies by use and configuration. See apple.com/batteries for more information.

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Liquid Retina display

- Both sizes have the same stunning Liquid Retina Display²
- Enjoy advanced display technologies like P3 wide colour, full lamination, and antireflective coating, so content looks incredible, wherever you are
- True Tone adjusts the colour temperature to ambient lighting for a more comfortable viewing experience indoors and out



Landscape stereo speakers

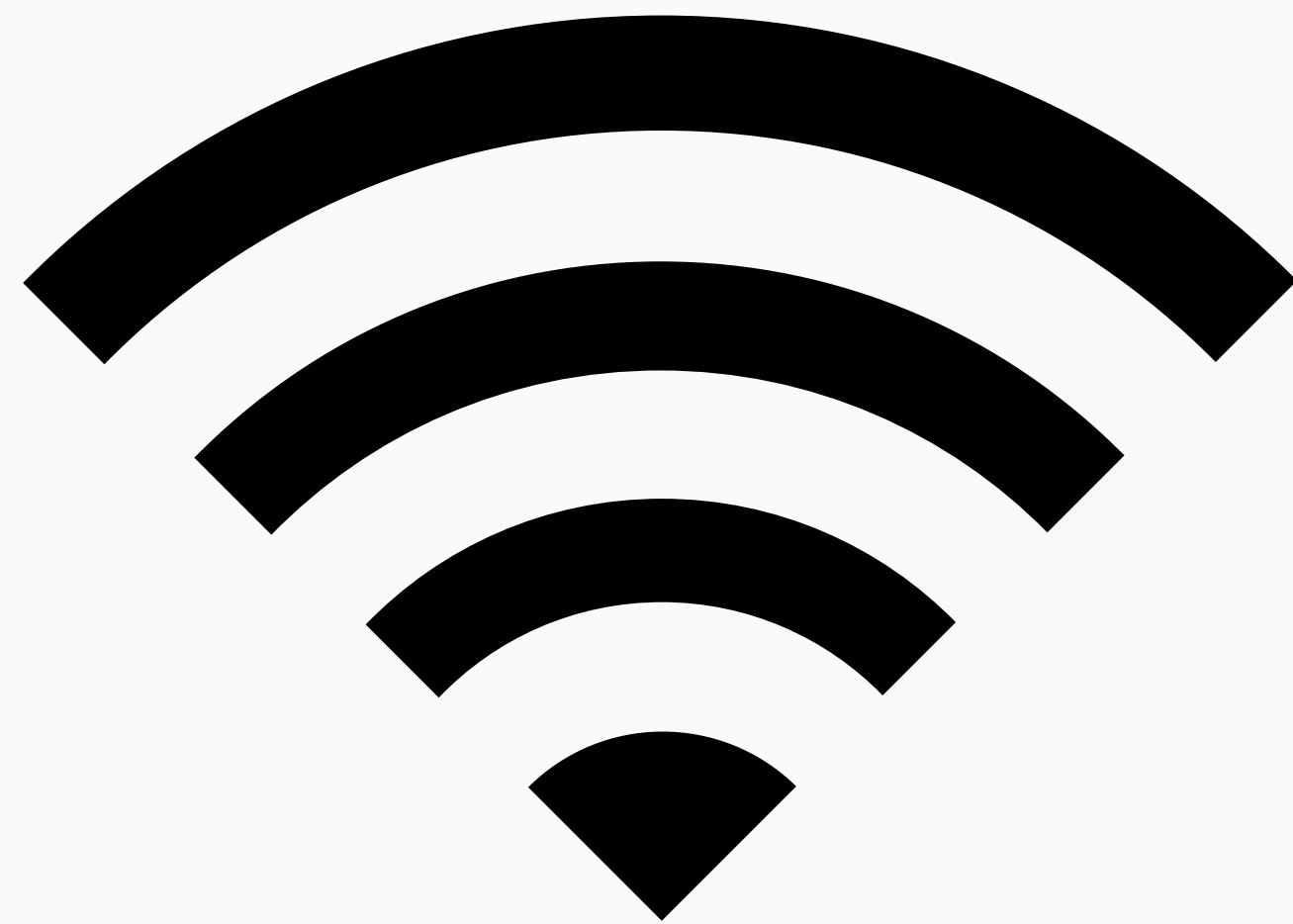
- Enjoy landscape stereo playback on both sizes—and the 13-inch model has even better sound quality, with double the bass
- Turn on Voice Isolation to block ambient noises when you want your voice to be even clearer during a video call



Storage options

- Storage starts at 128GB and goes up to 1TB³

³ Available space is less and varies due to many factors. Storage capacity subject to change based on software version, settings, and iPad model. 1GB = 1 billion bytes; 1TB = 1 trillion bytes. Actual formatted capacity less.
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Wireless and connectivity

- With Wi-Fi 6E, connect to super-fast Wi-Fi networks at the airport, school, or a coffee shop⁴
- Wi-Fi + Cellular models include worldwide cellular technology so you can connect to 5G wireless cellular networks—just pick a short- or longer-term plan⁵
- Activate cellular data right on your iPad with eSIM⁶

⁴Wi-Fi 6E available in countries and regions where supported. ⁵Data plan required. 5G, Gigabit LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on 5G and LTE support, contact your carrier and see apple.com/ipad/cellular. ⁶Not all carriers support eSIM. See your carrier for more details. For Model A2370 and A2371, contact China Unicom for more details.

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Amazing accessories⁷

- With Apple Pencil Pro or Apple Pencil (USB-C), you get greater precision for taking notes, drawing, and more
- Magic Keyboard for iPad Air offers an excellent typing experience with a built-in trackpad and 14-key function row, and it provides front and back protection
- Smart Folio comes in colours that match the finishes on iPad Air
- Connect to accessories like cameras, hard drives, docks, and external displays with fast USB-C transfer speeds

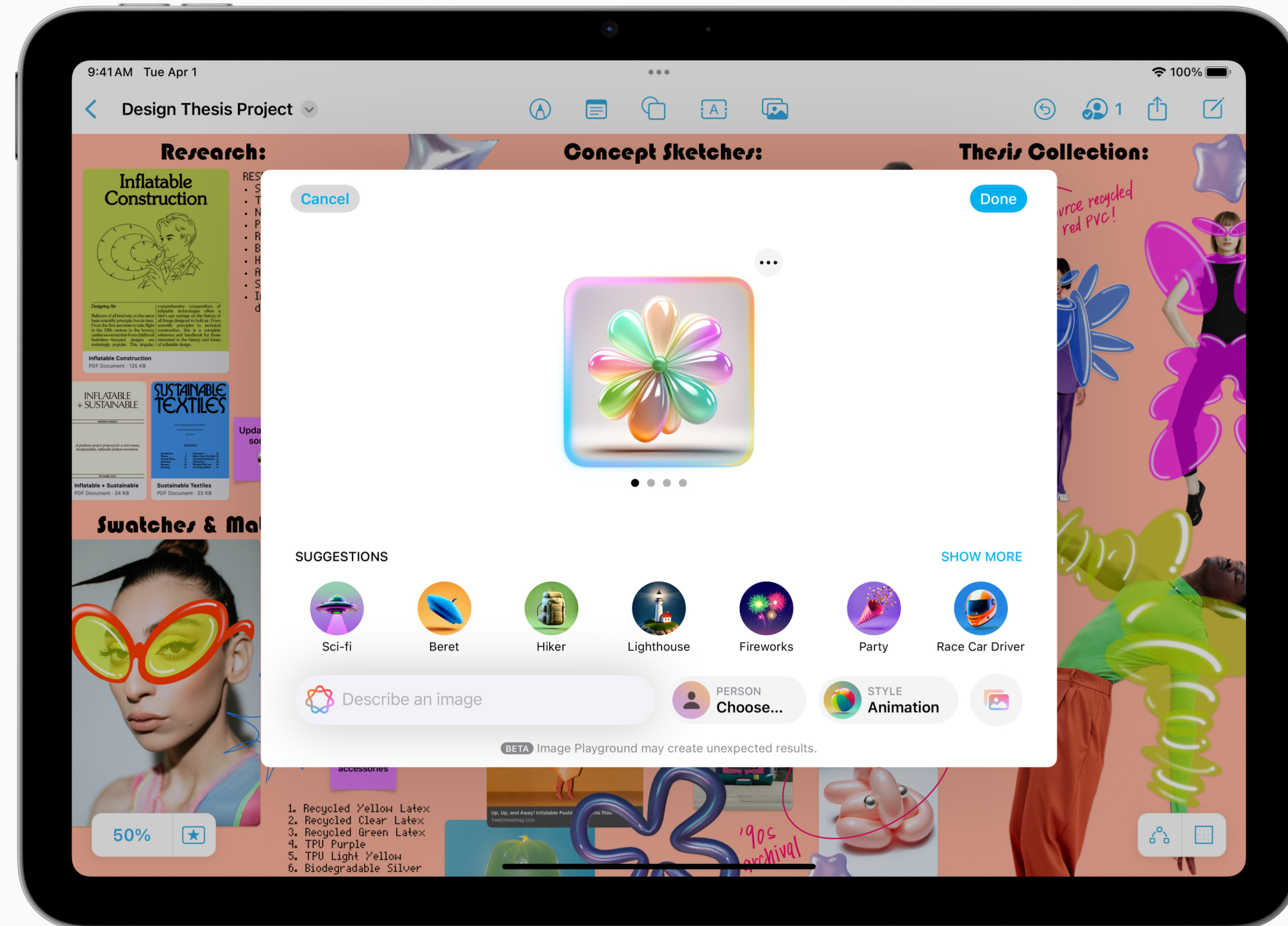
⁷ Accessories sold separately.

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iPad Air with M3 delivers an unrivalled experience, and the new Magic Keyboard brings advanced features.





Apple Intelligence⁸

- iPad Air is designed for Apple Intelligence, which helps you write, express yourself, and get things done effortlessly
- With groundbreaking privacy protections, Apple Intelligence gives you peace of mind that no one else can access your data—not even Apple

⁸ Apple Intelligence is available on iPad mini (A17 Pro) and iPad models with M1 and later, with Siri and device language set to English (Australia, Canada, Ireland, New Zealand, South Africa, UK, or U.S.), as an iPadOS 18 update. Additional features and Chinese (Simplified), English (India, Singapore), French, German, Italian, Japanese, Korean, Portuguese (Brazil), and Spanish language support available in early April 2025, with more languages coming over the course of the year, including Vietnamese. Some features may not be available in all regions or languages.

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iPadOS 18 highlights⁹

- Refine your handwriting in real time with Smart Script¹⁰
- Calculator delivers a new way to use Apple Pencil or a keyboard to solve expressions, with History and Unit conversions¹¹
- With Math Notes, answers appear like magic as soon as you add an equal sign¹²
- With the redesigned Control Centre, place app icons and widgets in any open position to customise the layout

⁹Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details. ¹⁰Available on iPad Pro (M4), iPad Pro 12.9-inch (5th generation and later), iPad Pro 11-inch (3rd generation and later), iPad Air (M2 and later), iPad Air 10.9-inch (4th generation and later), iPad (A16), iPad (10th generation), iPad mini (A17 Pro), and iPad mini (6th generation). Available in English (Australia, Canada, India, Ireland, New Zealand, Singapore, South Africa, UK, and U.S.), French (Belgium, Canada, France, and Switzerland), German (Austria, Germany, and Switzerland), Italian (Italy and Switzerland), Portuguese (Brazil and Portugal), and Spanish (Latin America, Mexico, and Spain). ¹¹Available with variables created using the Latin alphabet. ¹²Available for math written using Western Arabic numerals and common mathematical symbols, or typed using Arabic (Eastern & Western) and Devanagari numerals and common mathematical symbols.

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Quick Demos



Check out the two sizes

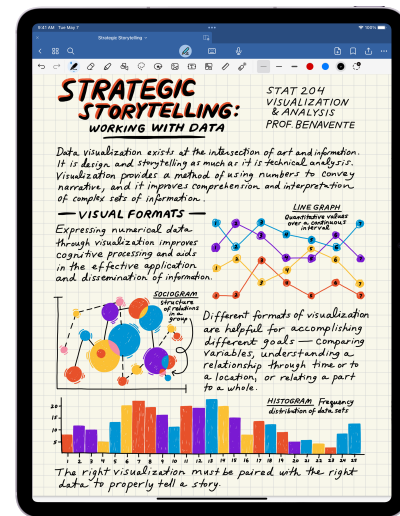
- Say that iPad Air is available in 11-inch and 13-inch models.
- Open Freeform, then open a board. Mention that the 13-inch model offers 30 percent more viewing area for things like creative brainstorming and collaboration.



Highlight the Apple M3 chip

- Tap an app in the Dock and point out how quickly it launches.
- From the Home Screen, tap Procreate, then tap a project.
- Use two fingers to move the file around, then pinch to zoom in.
- Mention that M3 provides fast performance so customers can create projects quicker than ever.
- Highlight that the Neural Engine in M3 makes powerful machine learning features in iPadOS even faster, like Visual Look Up, lifting a subject from a photo or video, and Live Text.
- Open Asphalt 9. Point out that the GPU in M3 enables graphics-intensive games that look and play incredibly well.

Quick Demos



Enjoy stunning photos and sharp text

- Tap Photos, scroll to Albums in the sidebar, and select the Great Shots album.
- Open the photos and point out how they look true to life on the Liquid Retina display.
- Tap the Apple TV app, play a video, and point out the immersive display and stereo playback.
- Open Safari and point out the sharpness of the images and text.



Show the cameras

- Mention that the 12MP Center Stage front camera is on the landscape edge, so it's ideal for FaceTime and video calls.
- Open FaceTime, then swipe down from top-right corner to bring up Control Centre.
- Tap on Video Effects and turn on Center Stage and Reactions. Then close Control Centre.
- Ask your customer to face the landscape front camera. Mention that Center Stage keeps them in the frame.
- Ask them to give a thumbs up on both hands for the fireworks reaction.
- Mention that the 12MP Wide back camera shoots beautiful HDR photos and 4K videos.

Key Messages

Quick Demos

Line Up & Compare

iPad Lineup

apple.com/ipad/compare/



**iPad Pro 11-inch
iPad Pro 13-inch**

The ultimate iPad experience with the most advanced technology.



**iPad Air 11-inch
iPad Air 13-inch**

Serious performance in a thin and light design.



iPad

The colourful, all-screen iPad for the things you do every day.



iPad mini

The full iPad experience in an ultraportable design.

