



# Introducing **iPad**

128GB, 256GB, 512GB  
Blue, Pink, Yellow, Silver



**Key Messages**

Quick Demos

Line Up & Compare



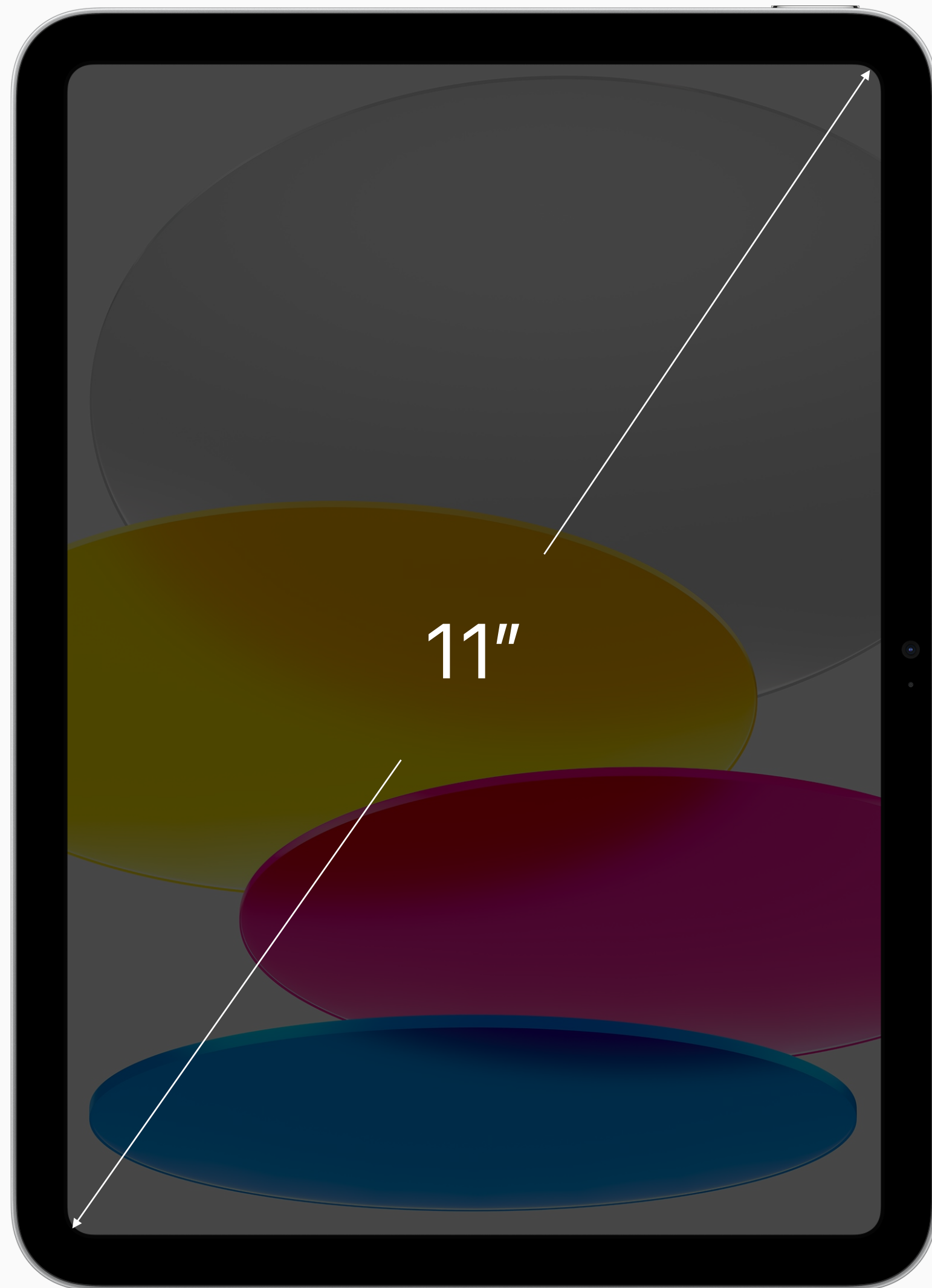
## A16 chip

- Delivers up to 50 percent faster performance over the A13 Bionic chip in iPad (9th generation)
- Enjoy all-day battery life
- Edit a 4K video, collaborate on a project using multiple apps, or play a graphics-intensive game
- Faster Neural Engine to boost iPadOS experiences like Visual Look Up or Live Text and machine learning-enabled apps



# All-screen design

- Gorgeous design in four vibrant and fun colours
- Touch ID on the top button to unlock, log in to apps, and pay securely
- USB-C supports charging and simplifies wired connection to devices like Apple Pencil (USB-C), drives, docks, and displays
- Landscape stereo speakers with support for stereo audio

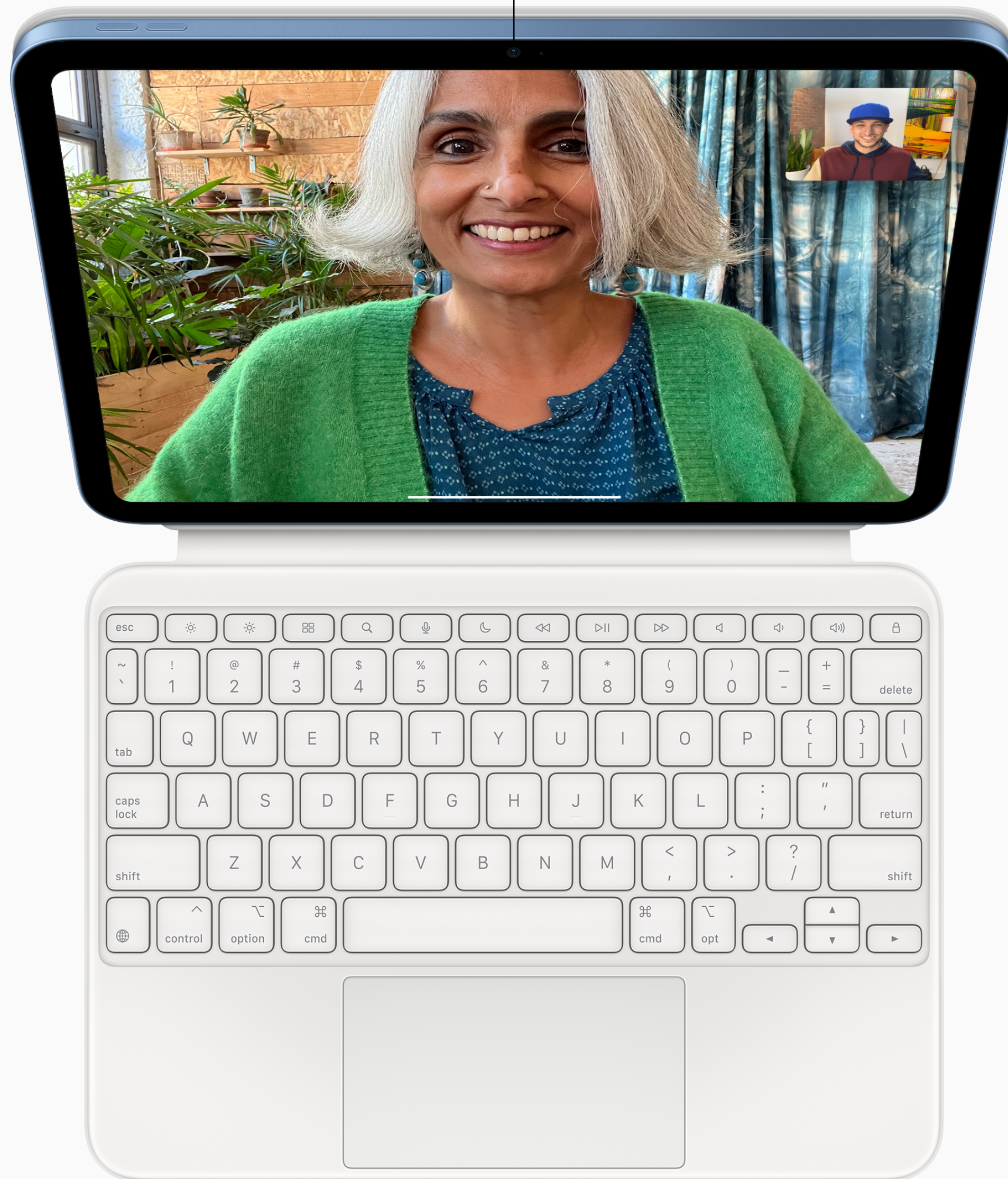


# 11-inch Liquid Retina display<sup>1</sup>

- Features 2360-by-1640 pixel resolution so your content looks amazing
- True Tone adjusts colour temperature to ambient lighting for a more comfortable viewing experience in any light
- With incredible detail and vivid colours, the Liquid Retina display is perfect for working on a project, taking notes, or watching a movie

<sup>1</sup> The display has rounded corners. When measured diagonally as a rectangle, the iPad screen is 10.86 inches. Actual viewable area is less.  
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Product specifications are subject to change without notice. February 2025

Camera



## Advanced cameras

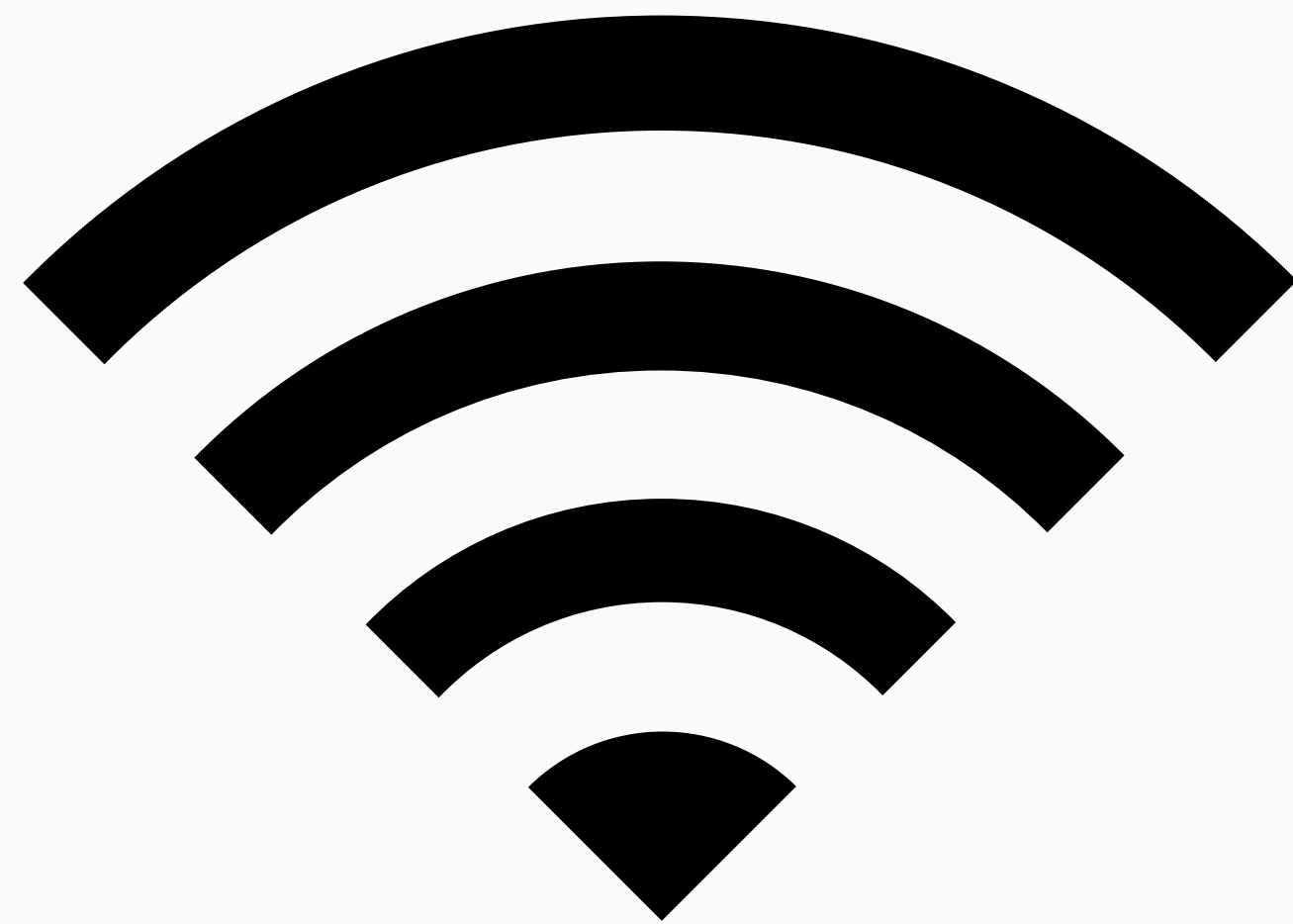
- 12MP Center Stage front camera is on the landscape edge, so it's perfect for video conferencing, or taking a selfie
- Use the 12MP Wide back camera to capture beautiful photos and 4K video



# Storage options

- Storage starts at 128GB and goes up to 512GB<sup>2</sup>

<sup>2</sup> 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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## Wi-Fi 6 and 5G

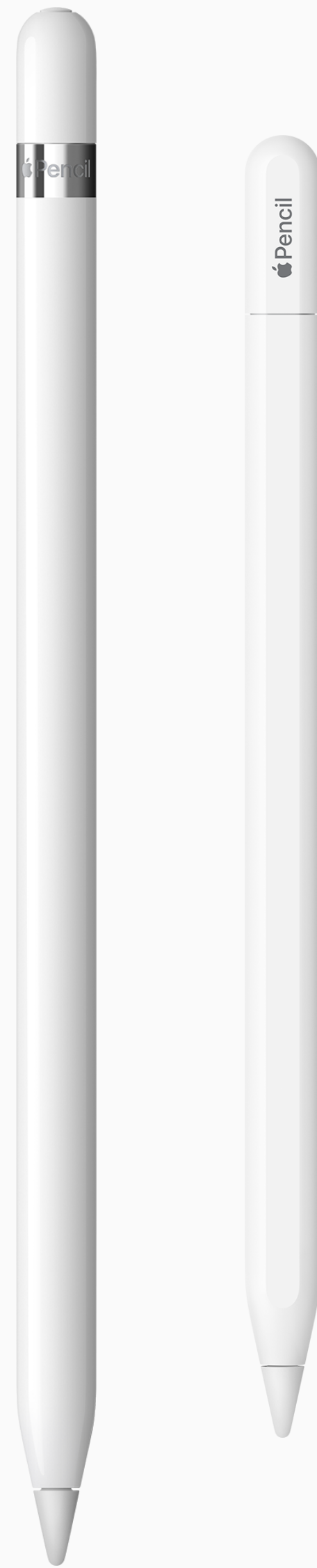
- Enjoy fast Wi-Fi 6 and 5G cellular connections<sup>3</sup>
- Purchase cellular data plans right on your iPad with eSIM<sup>4</sup>

<sup>3</sup>Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see [apple.com/ipad/cellular](https://apple.com/ipad/cellular). <sup>4</sup>Not all carriers support eSIM. For Model A3355, see your carrier for details. For Model A3356, contact China Unicom for more.

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# Apple Pencil<sup>5</sup>

- Apple Pencil extends the versatility of iPad, with greater precision for taking notes, drawing, and adding markups whether you choose Apple Pencil (USB-C) or Apple Pencil (1st generation)

<sup>5</sup> Accessories sold separately.

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# Magic Keyboard Folio<sup>5</sup>

- Delivers a comfortable typing experience and a 14-key function row to quickly adjust the volume or brightness
- Features a large, click-anywhere trackpad for precision tasks like editing text and creating spreadsheets
- Versatile two-piece design attaches magnetically with a detachable keyboard and a protective back panel with an adjustable stand for flexible viewing

<sup>5</sup>Accessories sold separately.

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## iPadOS 18<sup>6</sup>

- Refine your handwriting in real time with Smart Script<sup>7</sup>
- Calculator delivers a new way to use Apple Pencil or a keyboard to solve expressions, with History and Unit conversions<sup>8</sup>
- With Math Notes, answers appear like magic as soon as you add an equal sign<sup>9</sup>
- With the redesigned Control Centre, place app icons and widgets in any open position to customise the layout

<sup>6</sup>Some features not available in all regions. Refer to [www.apple.com/ios/feature-availability](https://www.apple.com/ios/feature-availability) for details. <sup>7</sup>Available 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 (6th generation), and iPad mini (A17 Pro). Available in English (Australia), English (Canada), English (India), English (Ireland), English (New Zealand), English (Singapore), English (South Africa), English (UK), English (U.S.), French (Belgium), French (Canada), French (France), French (Switzerland), German (Austria), German (Germany), German (Switzerland), Italian (Italy), Italian (Switzerland), Portuguese (Brazil), Portuguese (Portugal), Spanish (Latin America), Spanish (Mexico), and Spanish (Spain). <sup>8</sup>Available with variables created using the Latin alphabet. <sup>9</sup>Available 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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Key Messages

**Quick Demos**

Line Up & Compare

# Quick Demos



## Experience the all-screen design

- Hand iPad to your customer and point out how thin and light it is and the bold finishes.
- Point out how the Liquid Retina display goes to the corners.
- Show that Touch ID is included in the top button.
- Show the Smart Connector on the edge of iPad and mention that iPad works with the versatile Magic Keyboard Folio.<sup>1</sup>

## Highlight the A16 chip

- Open Photos, and scroll to the photo with the For Sale house sign.
- Press down on the phone number to show Live Text.<sup>2</sup> Share that A16 powers machine learning features like Subject Lift, Visual Look Up, and Live Text, so customers can do things like tap the image of a phone number to make a call or send a message.

# Quick Demos



## 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.



## Check out the App Store and Arcade

- Ask customers about their hobbies, then show them how to search on 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.
- Tap Arcade and point out the selection of games.

Key Messages

Quick Demos

**Line Up & Compare**

# iPad Lineup

[apple.com/ipad/compare/](https://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.



