



Introducing
iPad (10th generation)

64GB, 256GB

Blue, Pink, Yellow, Silver





Meet the all-new iPad and iPad Pro

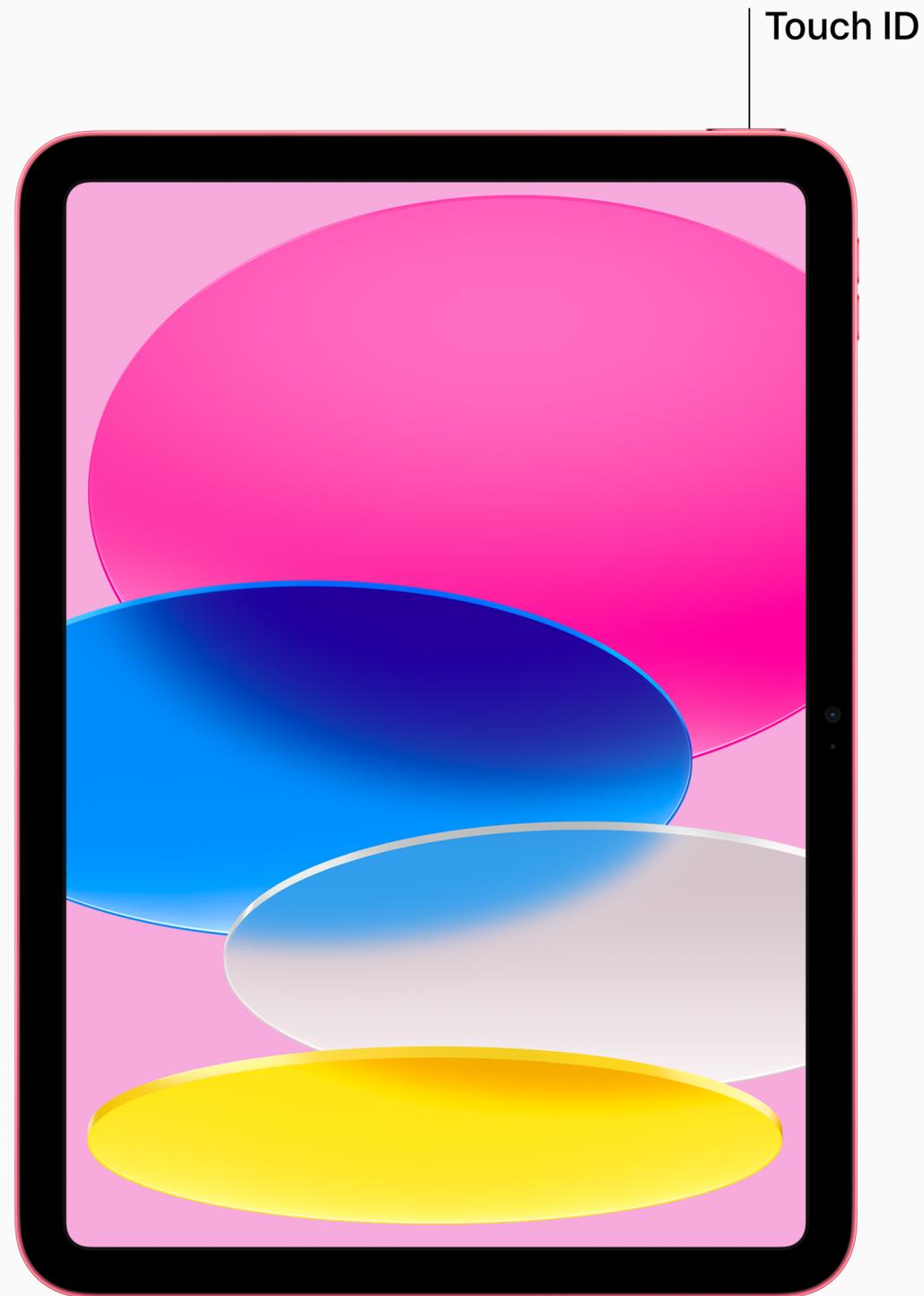
Learn more and watch the film



Key Messages

Quick Demos

Line Up & Compare



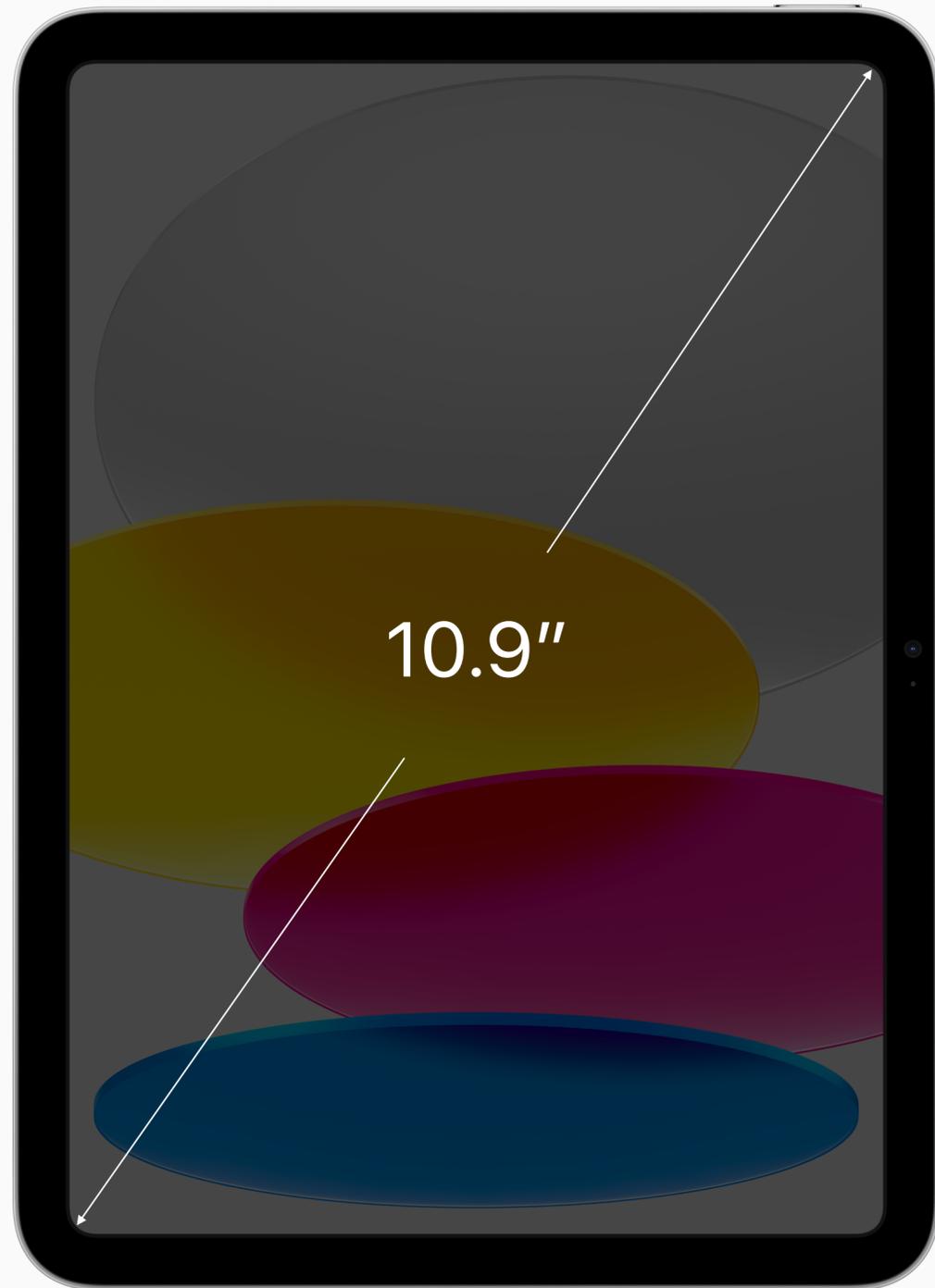
Touch ID

All-new, all-screen design

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

¹ Magic Keyboard Folio and Apple Pencil sold separately. ² 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. ³ The display has rounded corners. When measured diagonally as a rectangle, the iPad screen is 10.86 inches. Actual viewable area is less. ⁴ Not all carriers support eSIM. See your carrier for details. Not available in China mainland. ⁵ USB-C to Apple Pencil Adapter required to work with iPad (10th generation). Subject to availability. ⁶ Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details. ⁷ Coming later this year.

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Product specifications are subject to change without notice. October 2022

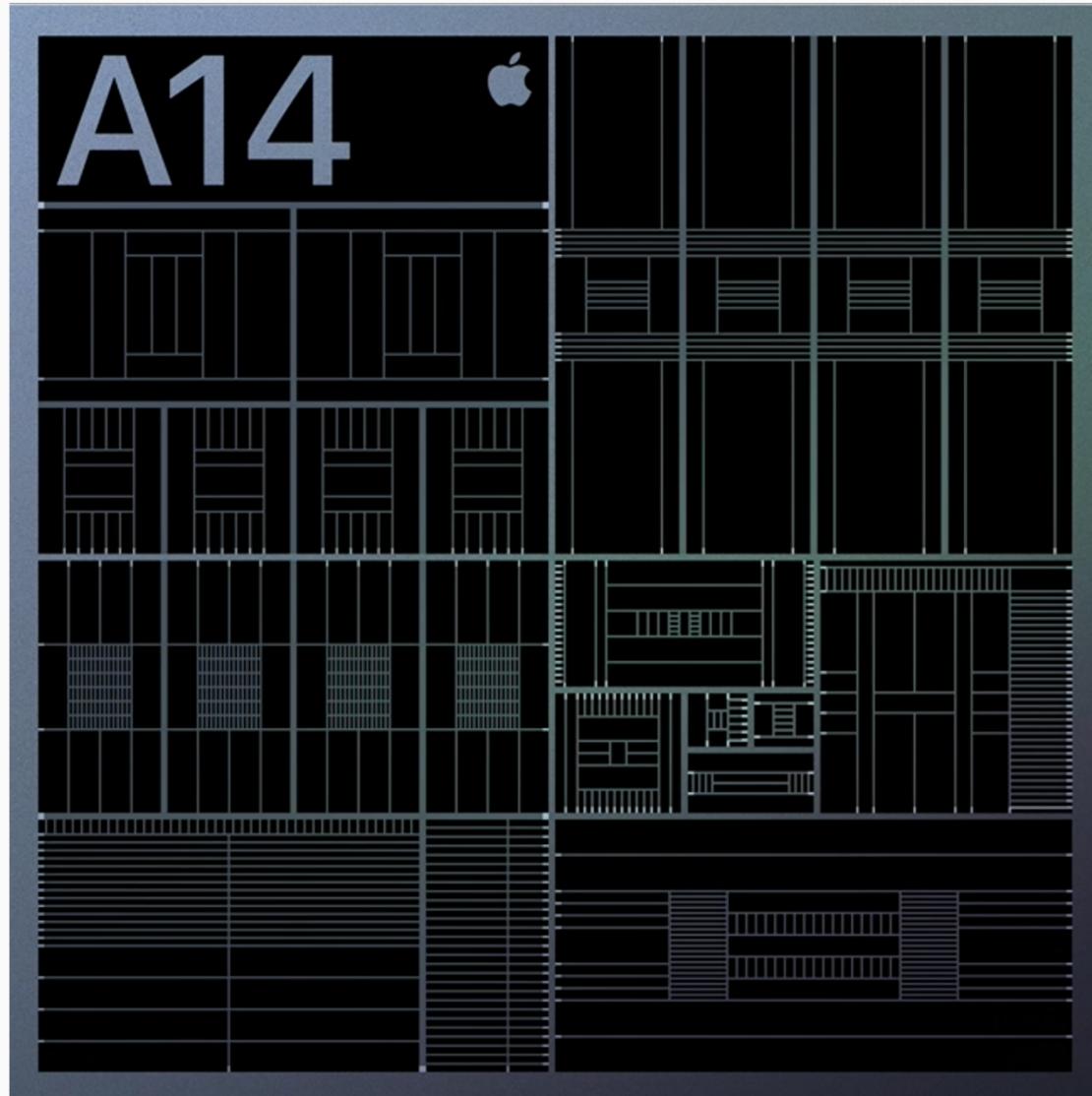


10.9-inch Liquid Retina display³

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

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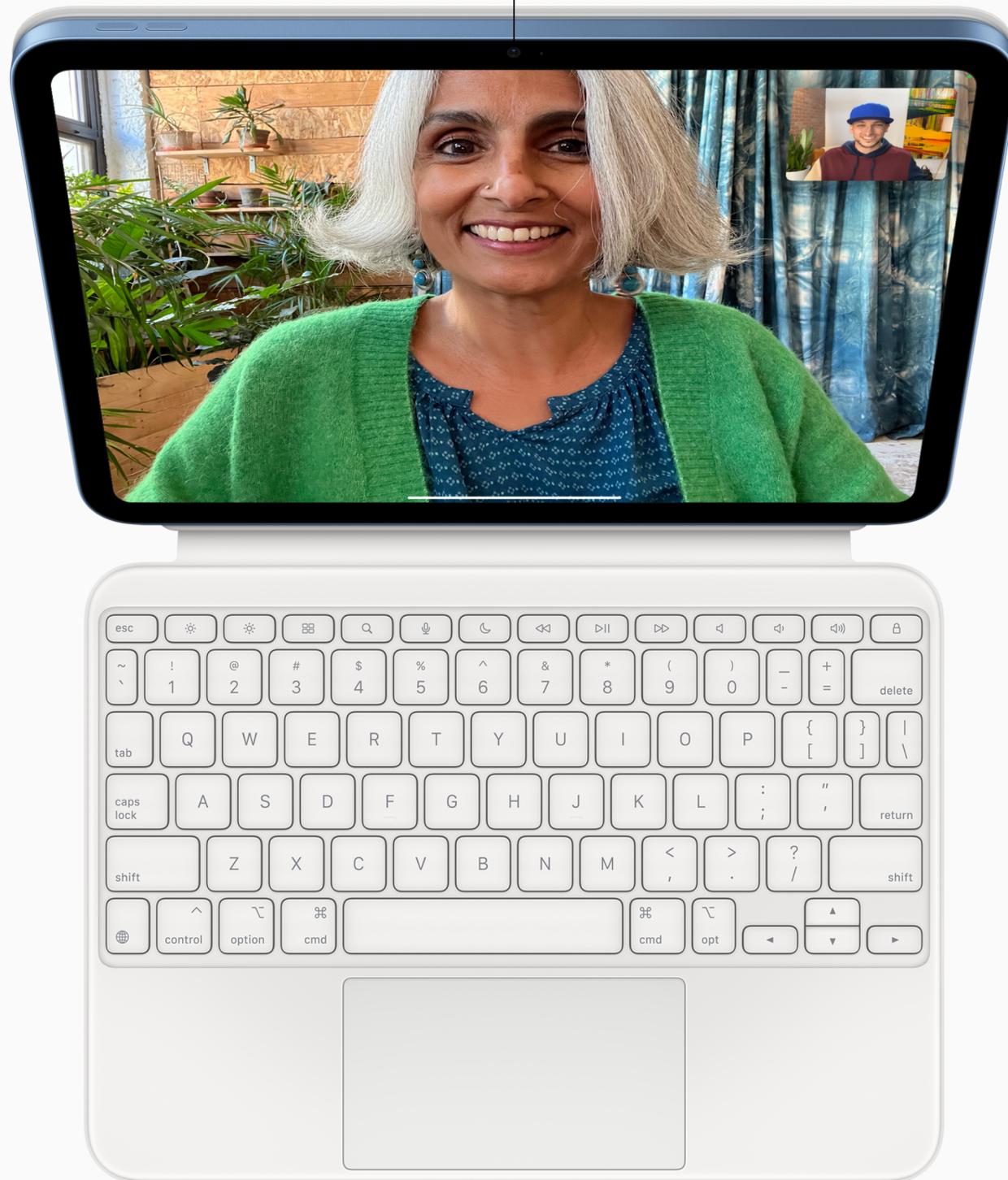
A14 Bionic chip

- Delivers a 20 percent increase in performance over the A13 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
- The 16-core Neural Engine features twice as many cores as before for even faster machine learning-enabled apps

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Camera



Advanced cameras

- The 12MP Ultra Wide front camera in a new landscape orientation is perfect for video conferencing, or taking a selfie
- Use the 12MP Wide back camera to capture beautiful photos and 4K video

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Wi-Fi 6 and 5G

- Enjoy fast Wi-Fi 6 and superfast 5G cellular connections
- Purchase cellular data plans right on your iPad with eSIM⁴

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Apple Pencil

- Apple Pencil is ideal for taking notes, signing documents, marking up photos, and creating beautiful works of art
- Pair and charge **using the USB-C to Apple Pencil Adapter**⁵

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Magic Keyboard Folio

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

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iPadOS 16⁶

- With Messages, you can craft the perfect message with undo send and mark as unread, and enjoy powerful new collaboration features
- Use helpful inbox and compose tools Scheduled Send, Remind Me, and rich links in Mail
- Share photos and videos seamlessly with up to five other people with iCloud Shared Photo Library⁷
- Weather comes to iPad, taking advantage of the larger display with new maps and modules that you can tap into to get more detailed information

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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.²

Highlight the A14 Bionic chip

- Open Photos, tap Library, and scroll to the photo with the For Sale house sign.
- Press down on the phone number to show Live Text.³ Share that A14 Bionic powers machine learning features like Live Text, so customers can do things like tap the image of a phone number to make a call or send a message.



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.

Quick Demos



Try multitasking on iPad

- Open Safari and tap the three dots to show the multitasking options Full Screen, Split View, and Slide Over. Mention that it's easy to work with two apps at once.
- Tap Split View, then swipe left and right on the Home Screen to show that customers can access any of their apps.
- Open Notes and drag the Safari web link into the note and point out that customers can drag and drop between apps.
- Tap the three dots in Safari and select Close.
- Swipe up from the bottom of the screen to dismiss Notes. Let customers know that on the latest iPad, familiar gestures are still the same.

Start a Quick Note

- Open Safari, then swipe up from bottom-right corner to open a Quick Note.
- Click on the icon in top-right corner to create a new Quick Note, and use Apple Pencil to jot down a note.
- Scroll left in Quick Note to see other Quick Note examples. Point out how Quick Note is systemwide, so customers can add notes to any app or screen

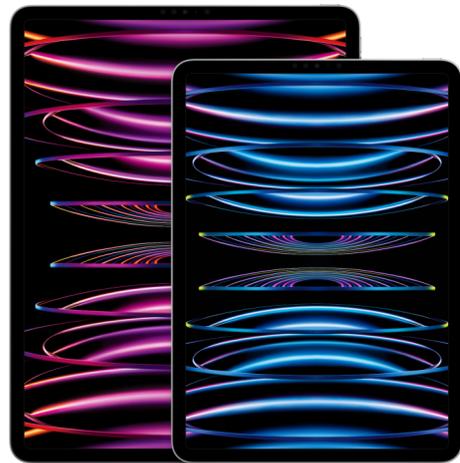
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iPad Lineup

apple.com/ipad/compare/



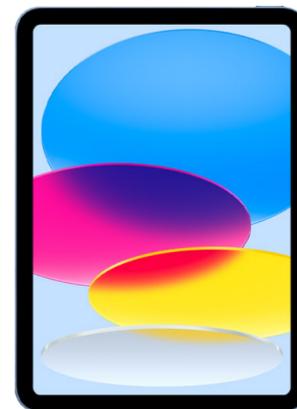
iPad Pro 11-inch (4th generation)
iPad Pro 12.9-inch (6th generation)

The ultimate iPad experience with the most advanced technology.



iPad Air
(5th generation)

Serious performance in a thin and light design.



iPad
(10th generation)

A colorful iPad for the things you do every day.



iPad
(9th generation)

All the essentials in the most affordable iPad.



iPad mini
(6th generation)

The full iPad experience designed to fit in one hand.

