

iPad



Lineup and customer scenarios

iPad has the performance and capability you'd expect from a computer, and the versatility, portability, and simplicity you can only get from iPad. Every iPad is thin and light, features a gorgeous Retina display, incredible performance, and up to 10 hours of battery life. And it has advanced cameras on the front and back, and support for Apple Pencil and keyboards. iPadOS takes iPad even further, with new levels of personalization, beautiful and helpful custom Lock Screens, and features to help you get more done. And with over a million apps designed specifically for iPad, it can become anything you want it to be. So learn a new hobby, use augmented reality to renovate a house, create a business plan, play games, or do almost anything—all with iPad. The iPad lineup offers something for everyone, from pro features to everyday multitasking to the full iPad experience in a compact design.



iPad Pro 11-inch
iPad Pro 13-inch



iPad Air 11-inch
iPad Air 13-inch



iPad
(10th generation)



iPad mini
(6th generation)

The ultimate iPad experience with the most advanced technology.	Serious performance in a thin and light design.	The colorful, all-screen iPad for the things you do every day.	The full iPad experience in an ultraportable design.
Ultra Retina XDR display with tandem OLED, ProMotion, P3 wide color, True Tone, antireflective screen coating, nano-texture glass option on 1TB and 2TB models, and support for Apple Pencil hover	Liquid Retina display with P3 wide color, True Tone, antireflective screen coating, and support for Apple Pencil hover	10.9-inch Liquid Retina display with True Tone	8.3-inch Liquid Retina display with P3 wide color, True Tone, and antireflective screen coating
Apple M4 chip	Apple M2 chip	A14 Bionic chip	A15 Bionic chip
12MP Wide camera, adaptive TrueTone flash	12MP Wide camera	12MP Wide camera	12MP Wide camera
4K video up to 60 fps, ProRes video capture	4K video up to 60 fps	4K video up to 60 fps	4K video up to 60 fps
LiDAR Scanner	-	-	-
Landscape 12MP Ultra Wide front camera with Center Stage TrueDepth camera system	Landscape 12MP Ultra Wide front camera with Center Stage	Landscape 12MP Ultra Wide front camera with Center Stage	12MP Ultra Wide camera with Center Stage
Face ID	Touch ID in top button	Touch ID in top button	Touch ID in top button
Four-speaker stereo audio with studio-quality four-mic array	Two-speaker stereo audio in landscape mode	Two-speaker stereo audio in landscape mode	Two-speaker stereo audio in landscape mode
USB-C connector with support for Thunderbolt / USB 4	USB-C connector	USB-C connector	USB-C connector
Supports Apple Pencil Pro, Apple Pencil (USB-C), Magic Keyboard, and Smart Folio	Supports Apple Pencil Pro, Apple Pencil (USB-C), Magic Keyboard, and Smart Folio	Supports Apple Pencil (USB-C), Apple Pencil (1st generation), Magic Keyboard Folio, and Smart Folio	Supports Apple Pencil (2nd generation), Apple Pencil (USB-C), and Smart Folio

Note: iPad (9th generation) is available in select regions.

Discover your customers' interests to recommend the iPad that's right for them

Customers may know which iPad they want, but need more information or reassurance before they're ready to buy. Others may be trying to decide between iPad models or a PC laptop. In every case, let customers know that all iPad models support Apple Pencil, keyboards, and iPadOS, and provide the exceptional experience that only Apple can deliver. Then ask questions about what they want to do with iPad, so you can help them choose the model that's right for them. Here are some examples of customer needs and benefits you could share.



"Can I use iPad as my main computer?"

You discover he runs a small architecture firm. He sketches designs and often marks up his projects, and he prefers a big screen when he visits clients to review projects.

You recommend iPad Pro 13-inch

You get the world's most advanced display

The Ultra Retina XDR display has incredible brightness and industry-leading color accuracy, so your designs will look amazing—on a job site or in the office. With ProMotion, P3 wide color, and True Tone technology, your content always looks fluid and true to life. The expansive display gives you plenty of room to sketch, and Apple Pencil Pro is perfect for illustrating new designs or marking up plans.

Take it with you

iPad Pro 13-inch is the thinnest Apple product ever and weighs just 1.28 pounds,¹ so you can easily take it on client visits. Connect Apple Pencil Pro or Magic Keyboard for even greater versatility. iPad Pro supports the fastest wireless connections with support for Wi-Fi 6E.² And when you're away from Wi-Fi, you can stay connected with a cellular data connection with up to 5G speeds.³ With iPadOS, you can use the Files app to access your files from a server, other devices, and cloud services. And with all-day battery life, you can work all day without stopping to charge.

Power for pro apps

The Apple M4 chip is the fastest chip in an iPad. So iPad Pro is fast and responsive for even the most demanding apps you use, including Procreate, AutoCAD, SketchUp, Adobe Photoshop, Shapr3D, and Affinity Designer.

Experience AR with the LiDAR Scanner

With the LiDAR Scanner, you can capture 3D models of the space around you, view virtual models that interact with the real world like they're physical objects, and add realistic lighting to a 3D scene—like making an AR lamp shine light on your real desk.



"I'm deciding between a new Windows PC and iPad."

You discover she uses her iPhone and Windows PC for her job at a consulting company. She travels frequently and uses cloud storage like Box and Microsoft 365.

You recommend iPad Pro 11-inch

It's more than capable for your business needs

With the Apple M4 chip, iPad Pro can run familiar apps like Microsoft 365, and create detailed documents and presentations. And it's easy to multitask with Stage Manager⁴ so you can run your apps at the same time in multiple overlapping windows.

A powerhouse of portability

iPad Pro combines next-level performance with a super portable design so you can do your best work anywhere you go. It features the Ultra Retina XDR display, the world's most advanced display. And the 11-inch model is also unbelievably thin and light, weighing less than a pound, so you can take it anywhere.

Add Magic Keyboard with a larger trackpad

The redesigned Magic Keyboard has a function row for quick access to convenient controls like screen brightness and a larger trackpad for precision tasks like editing spreadsheets. And with the floating cantilever design, you can adjust to the perfect viewing angle.

It's designed to work with iPhone

iPad works with iPhone in ways that no PC can. Receive messages right on your iPad. Start an email, note, or text on your iPhone and finish it on your iPad. And copying and pasting text and images between your iPhone and iPad is seamless.

Stay connected to the office

You can use the Wi-Fi + Cellular model on 5G networks to stay connected.³ Take video calls with the new landscape front camera, and take better document scans enhanced by AI. With all-day battery life, you can go all day without stopping to charge.



“ I edit photos and videos for work.”

You discover he works for a media company. He’s often on location capturing photos and video, and he wants a device that works with his iMac in the office.

You recommend iPad Pro 13-inch

You get the ultimate iPad display

The large Ultra Retina XDR display delivers Extreme Dynamic Range, perfect for your video workflows with HDR content, including Dolby Vision video. With extremely high brightness and high contrast ratio, you’ll see every detail in the darkest shadows and brightest highlights. Reference Mode in iPadOS displays reference color for popular color standards, and SDR and HDR video formats. And the nano-texture glass option is great for pro users with high-end, color-managed workflows on the go, maintaining image quality and contrast while scattering ambient light for even less glare.

Get creative

With the Apple M4 chip, you get a powerful and responsive experience with incredible graphics performance. You can use the pro camera system to take Smart HDR4 photos and ProRes video. You’ll love working with 4K HDR and ProRes video in apps like Final Cut Pro, or editing large photo projects in Adobe Photoshop.

Easily move your files around

Quickly import photos and videos from your camera via the USB-C connector with support for Thunderbolt / USB 4. And backing up critical project files to an external storage device is faster than ever. With up to 2TB of storage built into iPad Pro, you’ll have plenty of space to keep important files on hand at all times.

Try Apple Pencil Pro and Magic Keyboard

With Apple Pencil Pro, you can squeeze or barrel roll to access controls. Connect Magic Keyboard for a great typing experience and larger trackpad with haptic feedback for precision editing. And familiar keyboard shortcuts work in pro apps like Final Cut Pro and Da Vinci Resolve.

Work away from the office

When you’re away from Wi-Fi, stay connected with a cellular data connection with fast speeds up to 5G, so your photos and videos stay securely backed up to the cloud.³ Organize, share, and get to all your stuff with the Files app. And easily access and manage what’s on your iPad, in iCloud, or on cloud services like Box. And with all-day battery life, you can work all day without stopping to charge.



“ I want to replace my old tablet.”

You discover he uses his tablet to watch videos and play games. He’s noticed that his favorite apps look better on his friend’s iPad, but he’s price-conscious and worried that it might be hard to move from Android to iPadOS.

You recommend iPad (10th generation)

You’ll love the display

Watching videos and playing games is a great experience on the 10.9-inch Liquid Retina display. True Tone adjusts color temperature to ambient lighting for a more comfortable viewing experience indoors and out. And iPad apps are designed for the large display. They’re not stretched-out versions of phone apps like you may see on your old tablet.

It’s powerful yet affordable

With the A14 Bionic chip, you have amazing performance and graphics for games. With Apple Arcade, you’ll have access to new and exclusive games. And with iPadOS, you can even connect and play using Xbox and PlayStation controllers.⁵ Apps also launch quickly and run smoothly. And iPad delivers up to 10 hours of battery life, so you can enjoy your favorite games and videos all day.

It’s simple to switch

The Move to iOS app makes it easy to securely and wirelessly transfer your important stuff—like contacts, calendars, and mail accounts—from your Android tablet to iPad.

Movies and shows are easy to find

In the App Store and TV app, editorials and categories keep you up to date on all the latest titles. Apple News brings you the best stories from the sources you love, selected just for you. And Apple TV+ is the only place to stream star-studded Apple Originals and more.

Stay connected, productive and creative

Take pictures, make FaceTime video calls to family, or use SharePlay for multiplayer gaming with friends with advanced front and back cameras. And AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage ensure you always stay in frame and look your best on every call. And you can choose Apple Pencil (USB-C) or Apple Pencil (1st generation) for new ways to be creative and productive on iPad.



“Should I choose iPad or iPad Air?”

You discover that he’s a student in college. He needs something portable to take notes, write papers, create presentations, and play games when he’s done for the day. He’s involved in clubs around campus so he’s always on the go.

You recommend iPad Air 11-inch

It’s an ideal classroom companion, at a great value

iPad Air delivers many of the advanced features pioneered on iPad Pro, at a great value. The beautiful Liquid Retina display, incredible M2 performance, advanced accessories, and colorful, portable design make taking notes, creating presentations, and playing your favorite games a breeze, wherever your day takes you.

Take notes with Apple Pencil

With Apple Pencil, you can take notes, sketch, and diagram concepts in class. With iPadOS, turn your handwriting into text with Scribble⁶ and draw perfect shapes with shape recognition. And with the latest iPad Air, you can choose Apple Pencil Pro or Apple Pencil (USB-C).

Performance and portability

With the incredibly fast M2 chip, you’ll have all the performance you need to create a presentation, play graphics-intensive games, or shoot and edit a 4K video project. And iPad Air delivers all-day battery life in a slim, lightweight design you can take anywhere.

Versatile enough to work however you want

Access desktop-class apps and use Stage Manager⁴ to organize windows on iPad when you work on school projects or plan club activities. And recording lectures is simple using the built-in cameras and microphones. The Magic Keyboard provides a great typing experience and lightweight, durable protection that attaches magnetically—no need for switches, plugs, and pairing.

Work collaboratively

Advanced Wi-Fi 6E and 5G connectivity on the cellular model mean you can stay in touch on the go.³ Collaborate in web apps like Google Docs, Squarespace, and WordPress in Safari. And share projects by plugging in a USB-C thumb drive from a classmate, or connecting to a shared folder on a server.



“Does iPad mini really do everything iPad can do?”

You discover this is her first tablet. She needs something to manage her family budget and schedule. She’s involved in her kids’ school activities and wants something portable with access to her files.

You recommend iPad mini

It’s compact and powerful

iPad mini fits in one hand and slips easily into a bag or backpack. It has the A15 Bionic chip, so iPad mini is capable of tackling all your everyday tasks. Apple Pencil (2nd generation) stays with you on the go because it attaches magnetically and charges wirelessly. You can take notes, mark up documents and photos, and handwrite into any text field with Scribble.⁶

Stay connected

With Wi-Fi 6 and 5G connectivity on the cellular model, you’ll have high-speed data for accessing all your files and staying in touch no matter where you are.³ And the Files app provides a central location where you can browse, search, and organize family budget files, kids’ school projects, and digital documents. With iPadOS, you can use the Files app to access your files from other devices, cloud services or servers. You also have a USB-C port for charging or connecting to external devices like drives, cameras, and monitors.

Cameras capture all the action

The advanced 12MP Wide camera is great for capturing photos and videos at a soccer game or piano recital. And the 12MP Ultra Wide front camera with advanced AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage ensure you always stay in frame and look your best on every call.

Use apps for everyday tasks

Use powerful built-in apps to stay productive and creative, like Calendar for managing everyone’s schedules, Numbers for the household budget, and Photos for shared family albums. And there’s over 1 million apps on the App Store that are designed for the larger iPad displays, including iPad mini. So you can use Goodnotes for journaling, Procreate for sketching, or Pixelmator Photo to edit photos of your family.

You get support when you need it

With AppleCare+ for iPad, you can get technical support from Apple experts 24/7.



“ I’m looking to upgrade my iPad.”

You discover she uses her iPad Air (4th generation) to stay in touch with friends and family. She wants something faster for photo and video editing. And she’s interested in Apple Pencil.

You recommend iPad Air 13-inch

It has the power you need

iPad Air features the incredibly fast M2 chip. You’ll be amazed how much faster and more responsive it is than your current iPad. Apps load quickly, and you can easily run multiple overlapping apps at once using Stage Manager.⁴ And with four colorful finishes, you can choose one to match your personal style.

You get a stunning display for viewing and editing photos

The expansive 13-inch Liquid Retina display delivers more than 30 percent additional screen real estate than your 10.9-inch display. And it’s brighter too, with 600 nits max brightness. With built-in P3 wide color and True Tone, images are crisp and colors are vivid when viewing and editing photos or video.

Try Apple Pencil

Express your ideas and creativity with Apple Pencil Pro and its advanced features or the affordable Apple Pencil (USB-C). Make precise edits to photos, sketch, take notes, or mark up documents with pixel-perfect precision and low latency. Apple Pencil works with so many creative apps for iPad, including Final Cut Pro, Adobe Lightroom, and Procreate.

Versatile enough to work however you want

Whether you’re using the built-in editor in iPadOS or powerful apps like Pixelmator Photo, editing videos and photos on iPad Air is fast, easy, and intuitive. With a USB-C connector, you can import photos and videos right from your camera, or an SD card reader. And with up to 1TB of storage built into iPad Air, you’ll have plenty of space to keep your projects on hand, wherever you go.

Stay in touch

Center Stage on the landscape 12MP Ultra Wide front camera automatically keeps you in frame, so it’s perfect for video calls. And advanced AI/ML-powered camera effects like Studio Lighting and Portrait mode ensure you look your best on every call. Add AirPods for rich, high-quality sound and hands-free control. And with iCloud Photos, the photos you shoot on your iPhone automatically appear on all your devices. So you can edit on iPad Air and share them.



“ Can I run my business with iPad?”

You discover she’s a freelance interior designer. She needs something portable to create and share designs with clients, manage invoices, and keep track of her business’ finances.

You recommend iPad Pro 11-inch

You get pro features

The pro cameras, LiDAR Scanner, M4 chip, and built-in sensors make iPad Pro perfect for interior designers. So you can create a 3D model of a room, then bring your designs to life for clients with augmented reality.

Add Apple Pencil and Magic Keyboard

Sketch designs, mark up plans, or add notes to photos during client meetings with Apple Pencil Pro. And if you need to type, simply connect Magic Keyboard to send emails or use the built-in trackpad with haptic feedback for precision tasks like editing budget spreadsheets and updating material schedules.

It has the business apps you need

iPad Pro comes with powerful built-in productivity apps like Pages, Numbers, and Keynote. And you can find thousands of familiar business apps on the App Store, including Microsoft 365 and Adobe Photoshop. Scan your invoices with the built-in camera, manage your accounting with QuickBooks, sign documents with SignEasy, and more. And with Stage Manager,⁴ you can enjoy an entirely new way to multitask on iPad—or connect to an external display and work smoothly across both screens.

Work on the go

With the landscape 12MP Ultra Wide front camera, it’s easy to connect with clients for video calls. And advanced AI/ML-powered camera effects like Studio Lighting, Portrait mode, and Center Stage ensure you always stay in frame and look your best on every call. Stay in touch anywhere with 5G connectivity on the cellular model, and connect to your file servers with iPadOS and the Files app.³ And get you all-day battery life, so you can take iPad Pro with you all day.

Keep your business private

Everything on your iPad is protected through the security of Face ID. So your client contacts, files, and photos stay private.



“ I want to get an iPad for my daughter.”

You discover his daughter is in high school and loves her iPhone. She wants to use iPad for schoolwork and talking with friends.

You recommend iPad (10th generation)

She can take notes and sketch

With Apple Pencil (USB-C), she can annotate and mark up documents, draw, write a journal, or take notes in class. It attaches magnetically for convenient storage. And she can simply attach the Magic Keyboard Folio to type an email or longer school paper.

She can stay productive and be creative

Pages, Numbers, and Keynote are built into iPad, so she can start working on assignments right away. Microsoft 365 and Google apps work on iPad, too. The App Store has an Education category where she can explore all of her interests. And with the advanced 12MP Wide camera, she can capture high-resolution photos and detailed 4K video for school projects, scan documents, and collaborate on study materials. When she's on video calls for a group project, the landscape 12MP Ultra Wide front camera supports Center Stage, so she's always in frame. And with iCloud, iPad keeps her photos, messages, and contacts up to date between iPhone and iPad.

It's portable and durable

iPad is thin and light, so it's easy for her to carry around, with a durable 100 percent recycled aluminum design. And you can add a colorful Smart Folio for added front and back protection.

You can manage her iPad usage

Use Screen Time to see how much time you and your daughter spend on your devices. You can also limit the amount of time your and your kids can spend each day on specific apps and websites.

It's a great value

iPad delivers the perfect balance of power for all her schoolwork and the portability to do it anywhere—and it comes in four vibrant colors for her to choose from.



“ I want an iPad that I can take with me everywhere.”

You discover she is a self-employed electrician who travels to clients' homes. She wants to stay organized, connected, and productive throughout the day.

You recommend iPad mini

Enjoy the versatility of iPad in its most portable form

iPad mini is thin and light, offering the amazing iPad experience in its most compact form. It fits in the palm of your hand or easily into a jacket pocket. The powerful A15 Bionic chip delivers fast performance for any task. And the 8.3-inch Liquid Retina display has advanced display technologies, like True Tone for a more comfortable viewing experience whether you're indoors or outside.

Always stay connected

When you're away from Wi-Fi, stay connected with fast 5G speeds.³ Whether you're remotely collaborating with clients from your car or uploading plans for their review, iPad mini has you covered. It delivers up to 10 hours of battery life for your entire workday.

Apps and features available for all tasks

Multitasking features and full-width PDFs in Notes make getting things done even easier. Numbers, Pages, and Keynote are built into iPad, so you can easily access spreadsheets and documents. And Microsoft 365 and Google apps work on iPad, too.

You get advanced cameras and accessories

With advanced front and back cameras, you can take pictures and scan documents to share with clients. With Apple Pencil (2nd generation) or Apple Pencil (USB-C), you can capture every detail during a site inspection, mark up proposals, or get a client's signature on the spot.

Your business stays safe

iPad mini helps keep your files protected and secure with Touch ID. Use Touch ID to unlock your iPad mini with just your fingerprint to access files right away or make payments while you're on the go.

¹ Size and weight vary by configuration and manufacturing process. ² Wi-Fi 6E available in countries and regions where supported. ³ 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. ⁴ Available on iPad Pro (M4), iPad Pro 12.9-inch (3rd generation and later), and iPad Pro 11-inch (1st generation and later), iPad Air (M2), and iPad Air (5th generation). ⁵ Accessories sold separately. ⁶ Scribble is not supported for all languages. Refer to www.apple.com/ios/feature-availability for details.

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