



First Look

iPad

March 2012

	iPad Wi-Fi	iPad Wi-Fi + 4G ¹ iPad Wi-Fi + 4G ¹ for Verizon
Capacity and Price (U.S.) Available in black or white	16GB, 32GB, 64GB \$499, \$599, \$699	16GB, 32GB, 64GB \$629, \$729, \$829

Note: iPad 2 16GB models are available in black and white, at \$399 (U.S.) for Wi-Fi and \$529 (U.S.) for Wi-Fi + 3G.

Key Messages

Retina Display

- 2048-by-1536-pixel resolution with 3.1 million pixels—four times more pixels than the iPad 2 display
- Text is razor sharp and fine details are viewable on high-resolution images and video
- 44 percent greater color saturation for richer, more vibrant, and lifelike colors
- iLife and iWork apps redesigned to look amazing on the new display

A5X chip with quad-core graphics

- Quad-core graphics drive the 3.1 million pixels on the Retina display
- Smooth, responsive experience for swiping, scrolling, editing photos, applying filters, playing games, and more
- Powerful and power efficient delivering the same great 10-hour battery life

iSight camera

- Advanced optics including f/2.4 aperture, five-element lens for taking amazing still photos and videos
- 5-megapixel sensor with backside illumination for improved low-light performance
- Autofocus, tap to focus, tap to set exposure, and face detection (up to 10 faces); edit photos with new iPhoto app

1080p HD video recording

- Record 1080p HD video at up to 30 fps with the iSight camera
- Video stabilization corrects shaky videos
- Shoot and then edit video right on iPad, or use iMovie for more advanced editing tools

FaceTime camera

- Located on the front of iPad and used for video calling and Photo Booth captures

Ultrafast wireless - up to 4G LTE²

- Browse the web, download email, stream content, and more at blazing-fast speeds
- The most comprehensive support for fast networks around the world
- Supports 4G LTE on AT&T and Verizon networks and the fastest 3G networks including HSPA+ and DC-HSDPA
- Personal hotspot (check with carrier for availability)

Other key messages

- Over 200,000 iPad apps on the App Store, including the new iPhoto app and other iLife and iWork apps
- Use dictation to write an email, send a text, create a note, search the web
- AirPlay for streaming content via Apple TV to an HDTV. Digital AV adapter to mirror to HDTV, HD projectors, or HDMI displays

Quick Demos

Show off the Retina display

- Tap Safari and go to a news website
- Pinch to zoom in on text to show sharpness
- Tap Photos, find an interesting photo, and zoom to show fine details and rich color
- Tap an iLife or iWork app to show great examples of apps on the Retina display

Take a photo with the 5MP iSight Camera

- Tap Camera and show the new controls
- Point the camera at a person so the green box, indicating face detection, appears
- Take a photo then show it in Camera Roll

Shoot a 1080p HD video

- Tap the Camera app, switch to video, record
- Move around to add some shakiness
- Playback the video to show video stabilization and 1080p video quality

FaceTime camera and Photo Booth

- Tap PhotoBooth
- Choose one of the effects and snap a photo

Dictation³

- Tap Notes
- Bring up the keyboard and tap the microphone icon
- Say "Let's try dictation on iPad" and tap the microphone when done
- Watch the text appear on screen

App Store

- Tap App Store
- Tap Categories to show the variety of apps made for iPad
- Ask the customer which category interests them most, then tap it

¹ Data plans sold separately.

² 4G LTE supported on AT&T and Verizon networks in the U.S.; Bell, Telus, Rogers networks in Canada.

³ Dictation languages supported include English (U.S., UK, Australia), French (France), German (Germany), and Japanese.