

First Look

iPad Pro (9.7-inch)



The 9.7-inch iPad Pro brings the breakthrough features of the 12.9-inch iPad Pro to the most popular iPad size. Powered by the A9X chip and featuring the brightest, most advanced Retina display, it also has immersive four speaker audio, 12MP iSight and 5MP FaceTime HD cameras, Touch ID, and ultrafast wireless connectivity. Combined with Apple Pencil and the Smart Keyboard, iPad Pro becomes even more capable, portable, and versatile.

	iPad Pro (9.7-inch) Wi-Fi	iPad Pro (9.7-inch) Wi-Fi + Cellular ¹
Apple price (U.S.)	\$599, \$749, \$899	\$729, \$879, \$1029
Capacity	32GB, 128GB, 256GB	32GB, 128GB, 256GB
Finish	Silver, Space Gray, Gold, or Rose Gold	



Key messages

Our most advanced display

- 9.7-inch Retina display has 2048-by-1536 resolution with 3.1 million pixels and delivers our best display technology in a thin and light design
- Delivers 25% greater color saturation, 40% less reflectivity, and is 25% brighter than iPad Air 2—so everything always looks amazing
- New True Tone display adjusts intensity and color temperature to the ambient lighting for a more comfortable viewing experience

Powerful and power-efficient A9X chip

- Most advanced chip in any iOS device, delivering performance rivaling personal computers
- With up to 1.7 times the CPU and graphics performance of the A8X chip in iPad Air 2, the A9X chip delivers incredible responsiveness in apps and games, and still delivers 10-hour battery life

New iSight and FaceTime HD cameras

- 12MP iSight Camera with True Tone flash captures stunning 4K video, Live Photos and up to 63MP Panoramas
- 5MP FaceTime HD camera with Retina Flash lets you capture gorgeous selfies and clear video calls

Immersive four speaker audio

- Enjoy wider frequency range and up to two times more sound output than iPad Air 2—no matter which way you hold it for music and movie watching

Incredibly thin and light design

- Just 6.1 mm thin and weighs less than one pound, so you can take it wherever you go

Apple Pencil

- Apple Pencil on iPad Pro goes beyond Multi-Touch to deliver even greater precision for tasks such as writing, drawing, or annotating

Smart Keyboard

- An elegant keyboard designed specifically for the 9.7-inch iPad Pro and a slim, lightweight cover, all in one design

Ultrafast wireless

- Fast 802.11ac Wi-Fi with MIMO delivers up to 866 Mbps throughput
- Fast LTE Advanced cellular connectivity, with support for 23 LTE bands²
- Embedded Apple SIM in Wi-Fi + Cellular models lets you buy data plans right on iPad in more than 90 countries and territories²

Touch ID

- A fast, easy, and secure way to unlock your iPad and log into apps using your fingerprint
- Approve purchases from iTunes, App Store, and iBooks Store, and use Apple Pay within apps

iOS 9

- Be more productive with multitasking features like Slide Over, Split View, and Picture in Picture
- QuickType makes formatting and text selection even easier, and it puts shortcuts right at your fingertips³
- Night Shift reduces blue light emitting from the display at night, so iPad is easier on your eyes

Apps, books, movies, and more⁴

- Over 1 million apps designed specifically for iPad—for productivity, creativity, gaming, travel, photos, and more

Essential additions

- Apple Pencil
- Smart Keyboard for 9.7-inch iPad Pro
- Smart Cover or Silicone Case
- Lightning accessories for iPad
- AppleCare+ for iPad

¹ Data plans sold separately. ² Refer to www.apple.com/ipad/LTE for details on carriers and countries that support this feature. ³ Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details. ⁴ The App Store, iBooks Store, and iTunes Store may not be available in all countries. To download content from these stores, customers will require an Apple ID.

Quick demos

Use these demos to show customers key product features, then invite them to try for themselves. And check out the Apple Pencil and Smart Keyboard First Look for demos for those products.

Retina display

Enjoy stunning photos with brighter, more vivid colors

- In Photos, tap Albums and select the Amazing Photos album.
- Open photos and point out the rich, vivid range of colors.



Text is razor-sharp, like on a printed page

- Open Safari and point out the sharpness of the images and text.

Powerful A9X chip

Work with multiple streams of 4K video at once

- Tap iMovie and open the Chasing Horizons project, and tap Edit.
- Move the playhead to where two streams of 4K video are stacked on top of one another, and tap Play.



Multitask and run two apps smoothly side by side

- In landscape mode, open Safari, then slide one finger from the right side of the screen to activate Slide Over and choose Notes.
- Drag the divider to the center of the screen to see two apps side by side in Split View.

iOS 9

Multitask and watch a video while working in another app

- Tap Videos and play Mad Max Fury Road.
- Point out the beautiful display and immersive audio.
- Press the Home button.
- Open Notes, point out Picture in Picture, and pinch to resize it.



Text selection and formatting are easier with QuickType

- Tap Pages, open a document, and type a few words. Hold two fingers on the keyboard until gray keycaps appear.
- Move your fingers to move the cursor—note the precision.
- Point out suggested words and shortcuts.

Live Photos—View a photo

Relive favorite moments with motion and sound

- Tap Photos, tap Albums, tap Favorites, and swipe through the Live Photos. Point out the subtle movement.
- Touch and hold on a Live Photo to view it.



App Store, iTunes, and iBooks

Use apps, play games, listen to music, read books, and more

- Ask customers what their hobbies or interests are, then show them how to search in the App Store.
- Point out the wide variety of apps designed specifically for iPad. Then tap Categories to show how easy it is to find apps.
- Switch to the iTunes Store, then the iBooks Store, and point out the enormous selection of content.



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