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PRESS RELEASE
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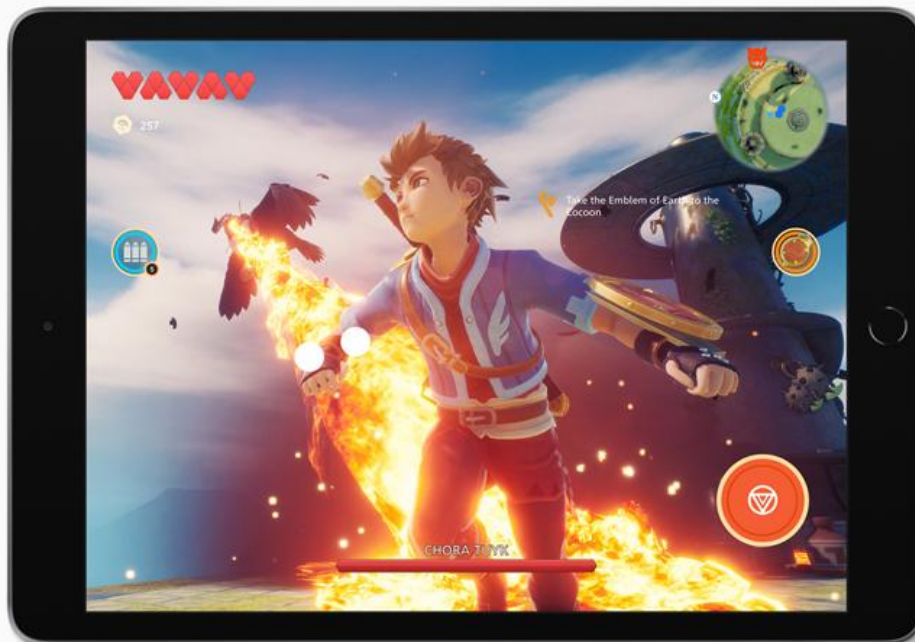# Apple introduces new version of the most popular iPad starting at $329

Featuring a 10.2-Inch Retina Display, Apple Pencil and Smart Keyboard Support, and iPadOS for Powerful Multitasking and Creative Capabilities

The new seventh-generation iPad packs even more value into the most popular, most affordable iPad model.

Cupertino, California — Apple today introduced the new seventh-generation iPad, bringing more screen area and support for the full-sized Smart Keyboard[1] to its most popular and most affordable iPad. Starting at just $329, the upgraded iPad features a stunning 10.2-inch Retina display and the latest innovations including Apple Pencil[2] support, the fast A10 Fusion chip, advanced cameras and sensors, unmatched portability and connectivity, ease of use and great all-day battery life.[3] The new iPad is available to order starting today and in stores starting Monday, September 30.

Starting at just $329, the new iPad features a stunning 10.2-inch Retina display with nearly 3.5 million pixels for enjoying more than a million iPad apps, including the newest games in Apple Arcade.

"The new iPad packs even more value into our most popular and affordable iPad model featuring a bigger 10.2-inch Retina display, support for Apple Pencil and for the first time, the full-size Smart Keyboard," said Greg Joswiak, Apple's vice president of Product Marketing. "The new iPad was built to run iPadOS, which introduces powerful new ways to multitask, manage and mark up documents, use Apple Pencil and view more information at a glance on a redesigned Home screen. This new iPad with iPadOS takes everything people love about our most popular iPad and makes it even better for creating, learning, working and playing."

For the first time, support for the full-size Smart Keyboard comes to the most popular, most affordable iPad.

Bigger Display in a Powerful and Portable Design

The new 10.2-inch Retina display iPad has nearly 3.5 million pixels and a wide viewing angle making it a vivid canvas for creative expression and perfect for immersive augmented reality (AR) experiences that take advantage of its enhanced cameras and advanced sensors. Featuring the powerful A10 Fusion chip, the new seventh-generation iPad brings up to two times faster performance over the top-selling Windows PC[4] for powerful multitasking and smooth gameplay in Apple Arcade.

Designed to be ultra-portable and durable, iPad weighs about one pound and for the first time features an enclosure made from 100 percent recycled aluminum with the same strength, durability and beautiful finish as the aluminum in all Apple products.[5] Staying connected is easy on iPad with ultra-fast wireless performance and support for Gigabit-class LTE connectivity — delivering three times faster[6] cellular data connections.[7] With Touch ID, unlocking iPad is simple and secure using just a finger, to keep important information safe.
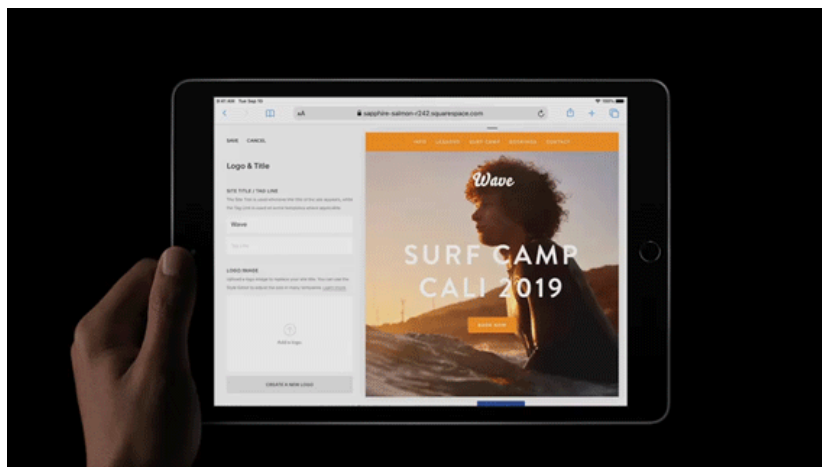
iPadOS introduces powerful new ways to work with multiple files and documents on iPad, and opens up
new creativity and productivity possibilities using Apple Pencil.

A New iPad Experience with iPadOS

iPadOS brings powerful new capabilities and intuitive features designed
for the unique experience of iPad. A redesigned Home screen shows more
apps on each page and the Today View can now be added, allowing quick
access to widgets for at-a-glance information including news headlines,
weather and calendar events. Working with multiple files and documents
from the same app is now easier on iPad with updates to Split View, as well
as switching between multiple apps using Slide Over.

The must-have Apple Pencil opens up new ways to be creative and more
productive and is even more integrated into the iPad experience.
Customers can now mark up and send entire webpages or documents by
simply swiping Apple Pencil from the bottom corner of the screen, and a
redesigned tool palette gives easier access to useful tools, colors and
shapes.

Managing documents in the Files app with iPadOS gets even more
powerful with support for external USB drives and file servers. Safari
brings desktop-class browsing to iPad so users always get the website
best optimized for iPad, as well as support for popular web apps like
Squarespace and Google Docs. For additional information on iPadOS
features, including Dark Mode, custom fonts and working with Photos,
visit apple.com/ipados.

iPad features a new 10.2-inch Retina display and iPadOS, offering the latest innovations including
QuickPath, Split View and Slide Over.

The Most Complete iPad Family Ever

The newest, most affordable iPad joins iPad mini, iPad Air and the most
advanced iPad Pro models, offering the best, most versatile iPad lineup
ever. The complete lineup includes Apple Pencil support, best-in-class
performance, advanced displays and all-day battery life for an experience
unmatched by any other tablet. Whether customers prioritize portability,
screen size, power or price, there's an iPad for everyone. Learn more.

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